Amazon Review Analysis

Percentage of reviews considered **Helpful** and reviews considered **Not Helpful**

27%	73%
Helpful	Not Helpful
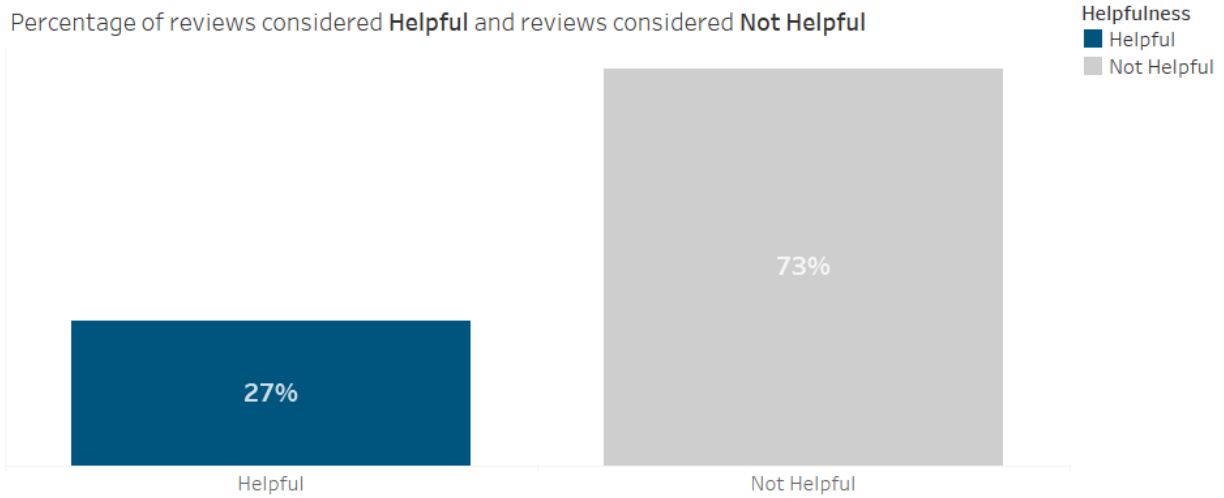
Average of **Number of Words** according to peoples fellings towards **Helpfulness** of reviews

|	
82	52
Helpful	Not Helpful

It is possible to see that there is a higher number of reviews in product rating as positives. Here we are looking for a relation between Helpfulness and Rating.

There is a higher number of reviews in product rating as **Positive**

|		
		80%
10%	11%	
Negative	Neutral	Positive
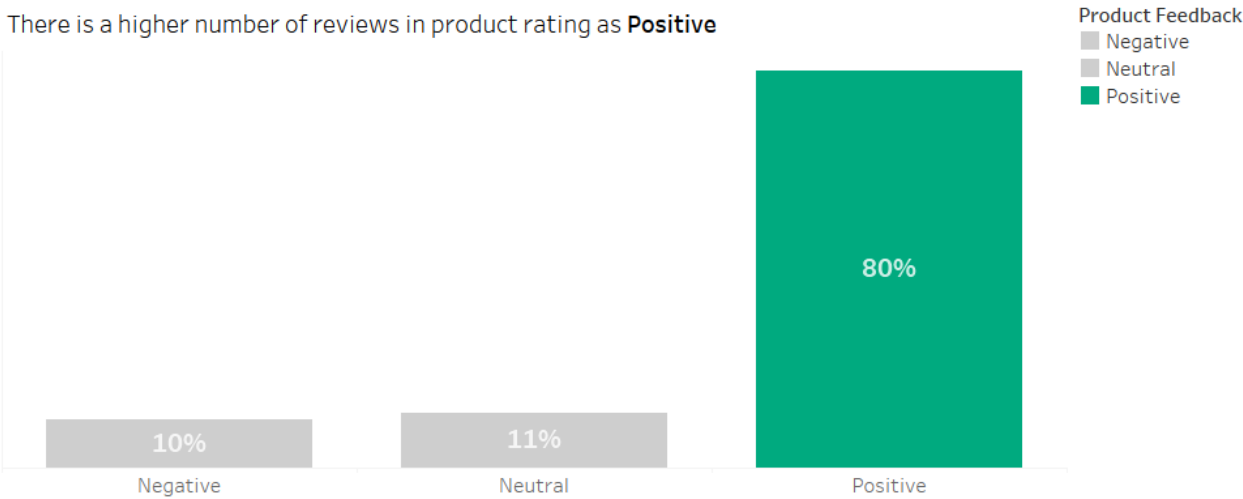
A high number of reviews of products with **High Positive** rating are considered **Helpful**.
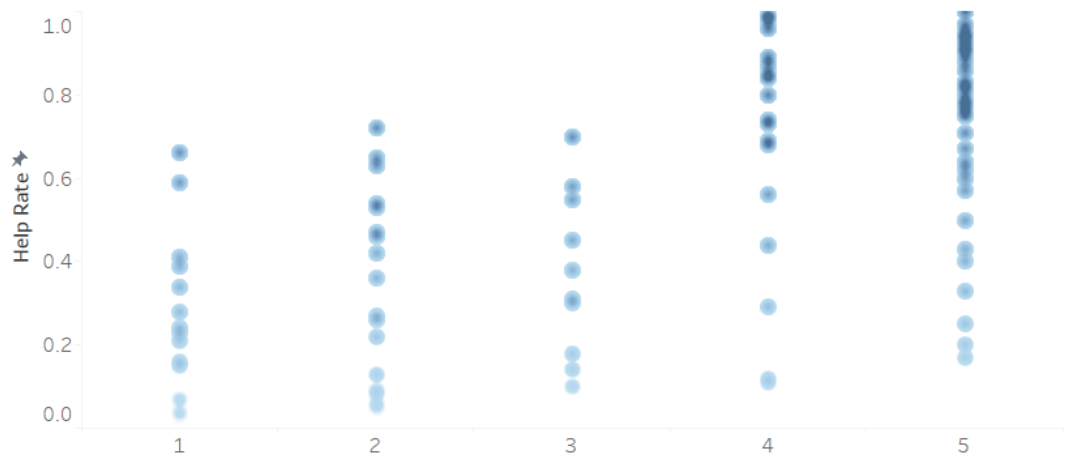
The graphs above shows that products with high positive rate and reviews classified as helpful are in a better position in the Sales Rank. Assuming that exists a relationship between these three variables, once product reviews are often the deciding factor for many customers.

Products with **Positive Reviews** are in the top #100 of the **Sales Rank**.

Product Feedback
- Negative
- Neutral
- Positive
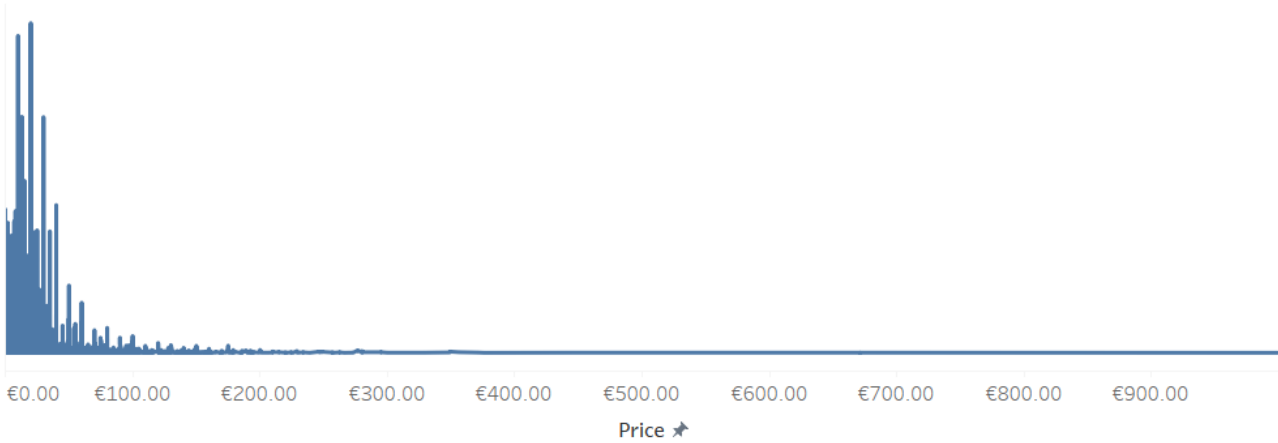
Helpfulness
- Helped
- Helpful
- Not Helpful
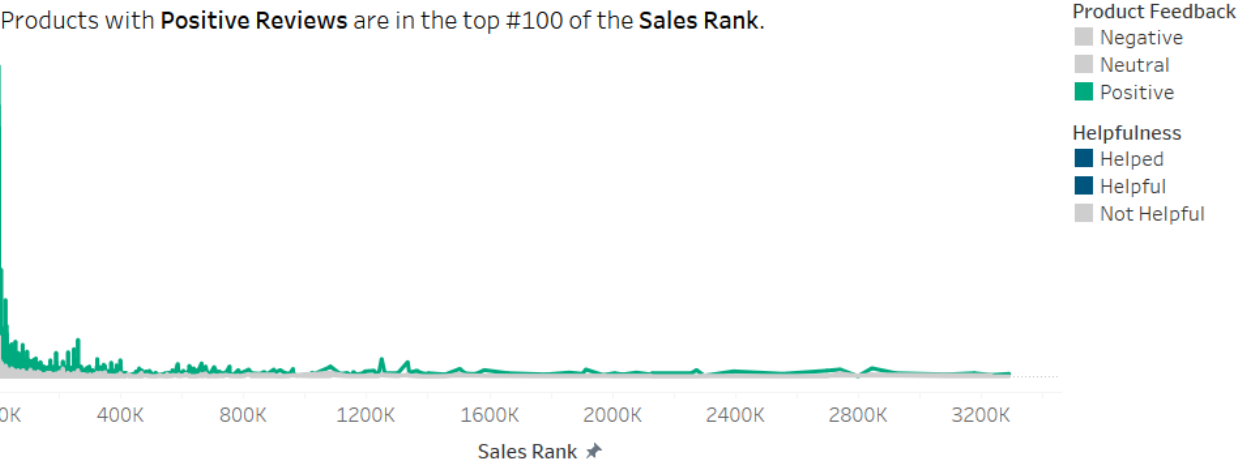
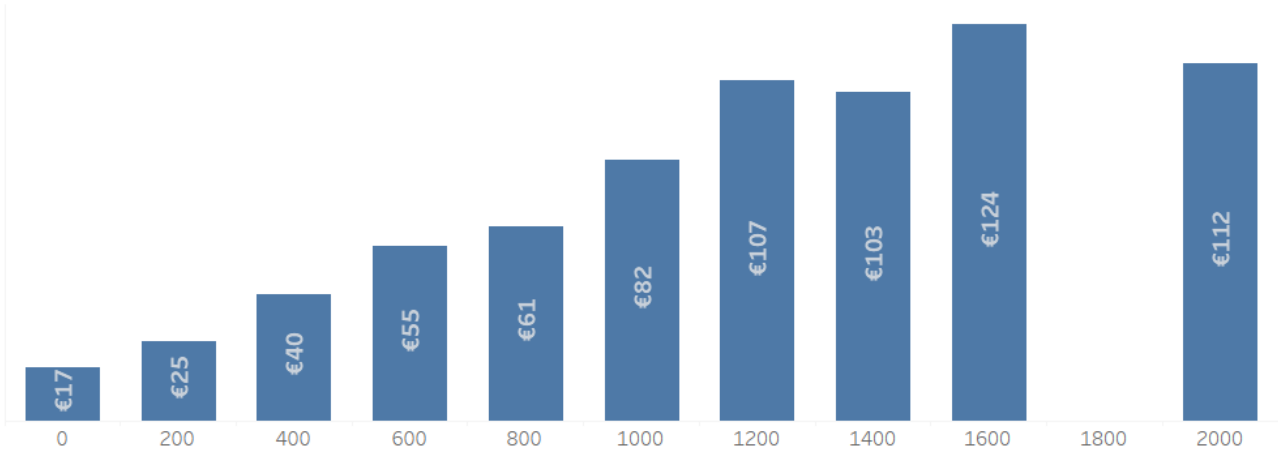Products with **Helpful** review classifies better in the **Sales Rank**.
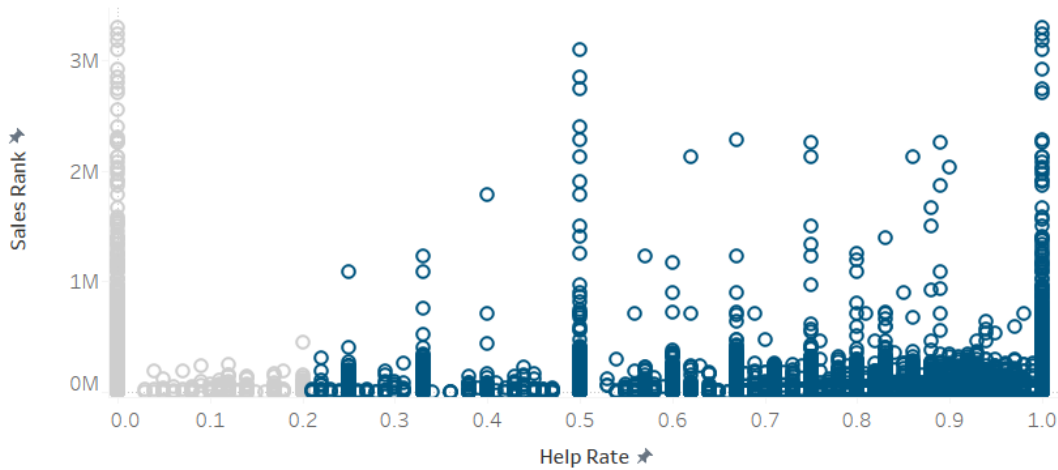
As observed lower priced products have a higher number of review and higher priced product have more word counts in reviews. The observation is important to understand the price relation with reviews.

Almost **90%** of the reviews are of products that cost up to **€50**

Price ✈

Higher priced products have **higher Number of Word** in reviews

Top 10 reviewed categories

productFeed..
- Negative
- Neutral
- Positive

Jewelry 214

Jewelry 214

Clothing 42

Clothing 589

Shoes 13

Clothing 57

Automotive 35,173

Software 5,259

Clothing 43

Jewelry 346

Clothing 11

Sports & Outdoors 9