Women’s e-Commerce Site Reviews

# **Barbara Payne Summer 2021 https://github.com/bpayne915/DSC680-T302**

# Which Domain?

1. <https://risnews.com/how-sentiment-analysis-can-power-your-e-commerce-website>
   1. Benefits of sentiment analysis
2. <https://realpython.com/sentiment-analysis-python/>
   1. Sentiment analysis tutorial with movie revies
3. <https://towardsdatascience.com/a-beginners-guide-to-sentiment-analysis-in-python-95e354ea84f6>
   1. Sentiment analysis tutorial
4. <https://summalinguae.com/e-commerce/using-sentiment-analysis-to-improve-customer-experience-in-e-commerce/>
   1. Improving customer experience with sentiment analysis
5. <https://www.digitalcommerce360.com/2020/07/01/why-sentiment-matters-in-ecommerce-now-and-after-covid%E2%80%9119/>
   1. Sentiment analysis importance after COVID-19
6. <https://monkeylearn.com/sentiment-analysis/>
   1. Information on sentiment analysis
7. <https://www.brandwatch.com/blog/understanding-sentiment-analysis/>
   1. Why sentiment analysis works
8. <https://brand24.com/blog/the-benefits-of-sentiment-analysis/>
   1. Sentiment analysis benefits
9. <https://www.nabler.com/bi-consulting/articles/customer-sentiment-analysis-in-e-commerce-data-initiatives/>
   1. Why sentiment analysis is needed in ecommerce
10. <https://www.digitalocean.com/community/tutorials/how-to-perform-sentiment-analysis-in-python-3-using-the-natural-language-toolkit-nltk>
    1. Python sentiment analysis guide

# Which Data?

<https://www.kaggle.com/nicapotato/womens-ecommerce-clothing-reviews>

This dataset contains reviews given by customers on a women’s e-commerce website. It breaks down the reviews by departments.

# Research Questions? Benefits? Why analyze these data?

Many online businesses rely on their customers and want to have a good standing with them. Positive reviews help businesses whereas negative reviews can really harm them. After the last year, many businesses were forced to close. Reviews can help businesses as it can help pinpoint any issues and what is going right with the company. In e-commerce, if something has a negative review, the business can look at it and see if it is worth selling anymore. With more positive reviews, the more likely the item is to sell.

# What Method?

For this specific project, I will be conducting a sentiment analysis on the reviews given to different products on an e-commerce website that sells women’s clothing.

# Potential Issues?

As always, time is something to consider. Work, school and family life sometimes have to overlap. From the last project, I am more settled into my new place, but I am also now living with my boyfriend’s child part time who does not understand deadlines of getting work done and also loves to play games. Just need to find some quiet time to be able to focus on school deadlines while it be on lunch or after everyone goes to bed.

# Concluding Remarks

Reviews really do matter for businesses. Being able to detect the positive versus the negative without having to read through each one can save the business time. Having them be displayed which are negative versus positive can also help get to know their clients better by what they are looking for and for which products are working better than others.