

Analysis of Fashion Reviews

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Domain

Fast fashion is when the production process is accelerated to get new catwalk trends available for purchase as quickly as possible. Instead of waiting for new seasonal collections, consumers can purchase trend-led clothing year-round. Fast fashion retail accounted for 66% of all online fashion sales in 2018. Some of the most successful fast fashion brands are Boohoo, Fashion Nova, ASOS, H&M, and Zara.

Motivation

Through supervised sentiment analysis of reviews, retailers will be able to see how articles of clothing are ranking with consumers and which articles of clothing to keep in stock due to overall positive reviews and high demand. Since this market is rapidly producing clothing, further analysis of the negative reviews of clothing to find the top concerns through unsupervised topic modeling can guide their next iteration of that clothing item to increase its rating with consumers and thus increase sales.

MVP

An MVP will consist of me correctly classifying the fashion reviews as positive, neutral, or negative.

Foreseen Difficulties

Training multiple models to find the optimal model for speed and accuracy.

Data

Women's E-Commerce Clothing Reviews Kaggle Dataset with 23,486 rows of data.

Features	Description
Clothing ID	Integer Categorical variable that refers to the specific piece being reviewed.
Age	Positive Integer variable of the reviewers age.
Title	String variable for the title of the review.
Review Text	String variable for the review body.
Rating	Positive Ordinal Integer variable for the product score granted by the customer from 1 - Worst to 5 - Best.

Recommended IND	Binary variable stating where the customer recommends the product where 1 is recommended, 0 is not recommended.
Positive Feedback Count	Positive Integer documenting the number of other customers who found this review positive.
Division Name	Categorical name of the product high level division.
Department Name	Categorical name of the product department name.
Class Name	Categorical name of the product class name.

Sources:

1. Domain Information: <https://econsultancy.com/four-factors-fuelling-the-growth-of-fast-fashion-retailers/>
2. Dataset: <https://www.kaggle.com/nicapotato/womens-ecommerce-clothing-reviews>