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Capstone Project 2 - Project Proposal

Amazon Alexa Reviews

What is the problem you want to solve?

- Do voice assistants really improve our quality of life?
- What are the most commonly used words in negative feedback reviews?
- What is the significance of review length with classification? (positive or negative?)

Who is your client and why do they care about this problem? In other words, what will your client do or decide based on your analysis that they wouldn't have done otherwise?

- Amazon Alexa device users. These users are the average consumer and should have a good user experience with the Amazon Alexa products.

What data are you using? How will you acquire the data?

- I am using a dataset of compiled Amazon Alexa reviews.
- I will acquire more insights into the data by further investigating the dataset on Kaggle.

Briefly outline how you'll solve this problem. Your approach may change later, but this is a good first step to get you thinking about a method and solution.

- Using sentiment analysis with BERT regarding customer reviews.
- Feature engineering

What are your deliverables? Typically, this includes code, a paper, or a slide deck.

- Python notebook visualizing the data to solve problem
- A writeup documenting the process of analysis to solve problems.
- Slide deck with visual representation of data with explanations (scatterplot, line graph, bar graph, etc.)