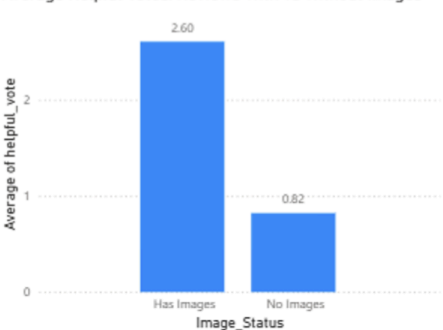# Customer Insights from Amazon Beauty Product Reviews
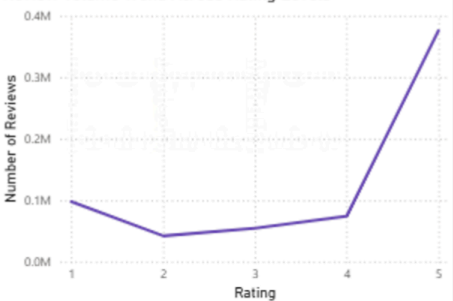
Average Helpful Votes: Reviews With vs Without Images
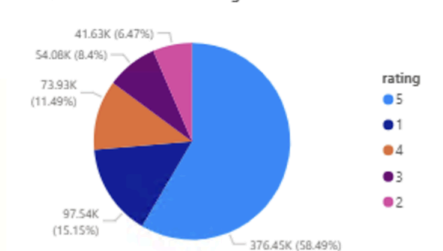
Average of helpful_vote

- Has Images: 2.60
- No Images: 0.82

Image_Status

Average Rating: Verified vs Non-Verified Buyers

Average of rating

- False: 4.06
- True: 3.90

verified_purchase

Review Volume Trend Across Rating Levels

Number of Reviews (0.0M – 0.4M)

Rating (1 – 5)

Distribution of Customer Ratings

- 376.45K (58.49%) — rating 5
- 97.54K (15.15%) — rating 1
- 73.93K (11.49%) — rating 4
- 54.08K (8.4%) — rating 3
- 41.63K (6.47%) — rating 2

rating
- ● 5
- ● 1
- ● 4
- ● 3
- ● 2

Top Repeated Phrases in Customer Reviews

Love it | it's ok | Great prod... | its ok | Just ... | Love... | Love... | Love...
Love it! | love love love | Great Prod... | | | | |
Great product! | Smells great | I love it! | Love them | My fa... | Nice | the b...
 | great | I LOVE IT. | love this | | |
i love it | Great hair | It works | My daugh... | Very good pro... | Work...
 | | | | Works great! |

verified_purchase
- ☐ False
- ☐ True

Image_Status
- ☐ Has Images
- ☐ No Images