

Hive commands

```
hive> CREATE VIEW top10_words AS
> SELECT word, count
> FROM word_frequency
> ORDER BY count DESC
> LIMIT 10;
2025-10-24T12:51:52,203 INFO [main] org.apache.hadoop.hive.conf.HiveConf - Using the default value passed in for log id: 80c13584-db46-4bca-8cbb-56f1906e1fc4
2025-10-24T12:51:52,203 INFO [main] org.apache.hadoop.hive.ql.session.SessionState - Updating thread name to 80c13584-db46-4bca-8cbb-56f1906e1fc4 main
OK
```

Hive query part2

```
hive> CREATE EXTERNAL TABLE word_frequency (
>   word STRING,
>   count INT
> )
> ROW FORMAT DELIMITED
> FIELDS TERMINATED BY '\t'
> STORED AS TEXTFILE
> LOCATION '/user/zinya/output/word_frequency';
2025-10-24T12:55:38,433 INFO [main] org.apache.hadoop.hive.conf.HiveConf - Using the default value passed in for log id: 80c13584-db46-4bca-8cbb-56f1906e1fc4
2025-10-24T12:55:38,433 INFO [main] org.apache.hadoop.hive.ql.session.SessionState - Updating thread name to 80c13584-db46-4bca-8cbb-56f1906e1fc4 main
OK
```

Hive query part 2

```
Tablets 2281
Amazon 1279
Home 875
Smart 875
& 671
Automation 650
Computers 446
TRUE 439
Connected 225
Living 225
Time taken: 45.535 seconds, Fetched: 10 row(s)
2025-10-24T13:00:51,964 INFO [80c13584-db46-4bca-8cbb-56f1906e1fc4 main] org.apache.hadoop.hive.conf.HiveConf - Using the default value passed in for log id: 80c13584-db46-4bca-8cbb-56f1906e1fc4 main
2025-10-24T13:00:51,964 INFO [80c13584-db46-4bca-8cbb-56f1906e1fc4 main] org.apache.hadoop.hive.ql.session.SessionState - Resetting thread name to main
hive>
```

Hive output

```
Tablets 2281
Amazon 1279
Home 875
Smart 875
& 671
Automation 650
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TRUE 439
Connected 225
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2025-10-24T13:00:51,964 INFO [80c13584-db46-4bca-8cbb-56f1906e1fc4 main] org.apache.hadoop.hive.conf.HiveConf - Using the default value passed in for log id: 80c13584-db46-4bca-8cbb-56f1906e1fc4 main
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```

Amazon review word frequency and customer satisfaction trends

The word frequency analysis of the Amazon data reveals that Tablets dominate the reviews with 2281 occurrences, confirming this as the primary product category of interest. Amazon with 1279 occurrences in the reviews ranks second, demonstrating strong brand recognition and customers tend to reference the retailer directly in their reviews. Home and Smart both appear 875 times each, suggesting that customers emphasize how these devices integrate into their home environments and smart ecosystems. This emphasis indicates that modern consumers view tablets not merely as standalone devices but as integral components of their connected homes. Automation with 650 mentions ranks fifth, reinforcing the importance of automated features and smart capabilities. Computers is at sixth place with 446 mentions shows customers comparing tablets to traditional computing devices, suggesting expectations for productivity and performance. TRUE with 439 appears seventh likely because

customers are verifying product claims or confirming features work as advertised. The presence of Connected and Living in the top 10 emphasize the desire for seamless connectivity and lifestyle integration. Interestingly, Kindle appears lower in the ranking despite being Amazon's flagship e-reader brand, suggesting tablets dominate customer discussion. The clustering of Home, Smart, Automation, and Connected among the top 10 words clearly indicates that enhanced smart home integration should be the primary focus for improvement. Customers expect their tablets to serve as commands centres for their smart homes, not just content consumption devices. Amazon should prioritize developing more sophisticated home automation controls, expanding compatibility with third-party smart home platforms, and improving Alexa integration across all tablet models. Creating intuitive dashboards for managing connected devices and implementing AI-driven automation suggests would directly address customer expectations evident in these reviews. This improvement would differentiate Amazon's offerings while capitalizing on existing brand strength and meeting the clear market demand for interconnected home technology solutions.