NLP/Unsupervised Learning
Chris Byrnes Project Proposal
Due: Weds, May 19, 2021

Project Description:

You can purchase the Android version of the Peloton app on Amazon. This popular app is for Peloton users who do not own a Peloton bike or treadmill. Instead they get all the same content on their personal device and it can be used to join classes live or on demand. For my project I would like to analyze the customer reviews on Amazon to determine the most popular current features, features people are less happy with, and possible additional capabilities being requested. Current ratings average 4.5 out of 5.0 so I would not expect much comment about product sentiment. Other themes may emerge upon further analysis.

Data:

There are currently a bit over 23,800 reviews on Amazon. I am in the process of scraping these now using Beautiful Soup.

Tools:

I'm using Beautiful Soup to web scrape the necessary data. Additionally, I will be using the nltk library in Python for the primary needed algorithms. There are several options for visualizations and a final decision on what tool/software to use once I determine my primary communication themes.

MVP Goal:

For the MVP due on May 25th, I'd like to be in a position to communicate some preliminary findings and possibly have at least one visualization summarizing.