Team: 3

Project: Predicting Amazon Food Review Usefulness

This project, completed for the BSAN 745 course, explores the Grocery & Gourmet Foods domain by analyzing Amazon food reviews to derive valuable insights. The project's objectives include identifying trends, performing data-driven analyses, and applying machine learning models to predict relevant outcomes. Using Python and data science tools, we processed and analyzed the dataset to extract meaningful insights.

The project is organized as follows:

- Data Loading and Preprocessing – Initial data exploration, cleaning, and transformation.
- Exploratory Data Analysis (EDA) – Visualization of key trends and identification of potential insights.
- Modeling – Application of machine learning models to predict various outcomes.
- Results and Analysis – Evaluation of model performance and analysis of key findings.

This project demonstrates the application of machine learning techniques to real-world grocery data, offering useful insights to the relevant audience. Looking ahead, if Team 3 were to continue working on this project, our focus would be on further enhancing model accuracy.