# Model 1: Baseline NB

|  | (1) |
| --- | --- |
| (Intercept) | 0.070\*\*\* |
|  | (0.019) |
| verified\_purchaseTRUE | 0.555\*\*\* |
|  | (0.014) |
| sentiment\_score | 0.086\*\*\* |
|  | (0.010) |
| bing\_score | -0.036\*\*\* |
|  | (0.010) |
| review\_length | 0.765\*\*\* |
|  | (0.007) |
| rating | -0.184\*\*\* |
|  | (0.007) |
| review\_age | 0.394\*\*\* |
|  | (0.007) |
| price | 0.057\*\*\* |
|  | (0.006) |
| categoryBeauty | -0.385\*\*\* |
|  | (0.026) |
| categoryBeauty\_Personal\_Care | -0.361\*\*\* |
|  | (0.026) |
| categoryBooks | -0.421\*\*\* |
|  | (0.026) |
| categoryElectronics | -0.520\*\*\* |
|  | (0.025) |
| categoryFashion | -0.808\*\*\* |
|  | (0.027) |
| categoryPet\_Supplies | -0.377\*\*\* |
|  | (0.025) |
| categorySoftware | 0.867\*\*\* |
|  | (0.025) |
| Num.Obs. | 152213 |
| AIC | 397695.5 |
| BIC | 397854.5 |
| Log.Lik. | -198831.768 |
| F | 2419.450 |
| RMSE | 1.7e+13 |
| + p < 0.1, \* p < 0.05, \*\* p < 0.01, \*\*\* p < 0.001 | |