Statistics about Zappos data

Average Word Count for description: 55

Ideas:

* Look for synonyms for comfort and a few positive words. Search if the description consists of those words. The score will be a +1 for each of the words that match. It will be a -1 for each of the negative word and antonyms of comfort that it matches. And then map the graph (my score) vs the score for comfort.
* Similar test applies to Style
* For width, size, architecture ... it is a direct scoring mechanism ... if a string like “felt true to size/width etc” is mentioned it is +1. Anything apart from that would be 0. Average is computed for these three attributes and then avg score is mapped against the overall score given by the user.