Brazil

According to the search experience, the words in the lists are the most common words that people used in their reviews.

word\_list = ['smell','smells','smelling','fragrance','fragrant','perfume']

First, search reviews contained these words and record the product’s name. Then search the products’ names in the description dataset.

Group the records by their brands and draw bar chart.

Chart, bar chart, histogram

Description automatically generated

The x axis represents to brands. The y axis represents to the time that fragrance is mentioned in customers’ review for each brand. We can see from the bar chart that Palmolive is in a relative low position.

Next, group the name, model and description of the products whose reviews contained fragrance related words together to draw the noun bubble chart. It reveals the most common fragrance in those products. Chart, scatter chart

Description automatically generated

For Brazil people, they love the smell of cinnamon > vegetable > roses > flowers > eucalyptus (a kind of tree) > almond > granado (Garnet)

Finally, draw the frequency bubble chart for the brands with high fragrance reviews. I would like to see what the sellers would like to introduce in their description.

Chart, bubble chart

Description automatically generated

For Brazil Retailers, they love to add vegetable > granado (Garnet) > cinnamon > eucalyptus > cotton > coconut > milk > cherry

Mexico

For Mexico, the top fragrance brands are

Chart, bar chart, histogram

Description automatically generated

Customers’ most favorite fragrances are

Chart, bubble chart

Description automatically generated

Coconut > olive > roses > lavender > palm > herbs

Retailers’ favorite fragrances are

Chart, bubble chart

Description automatically generated

Coconut > olive > milk > coffee > palm > herbs

Colombia

For Colombia, the top fragrance brands are

A picture containing chart

Description automatically generated

Customers’ most favorite fragrances are

Chart, bubble chart

Description automatically generated

Rice > olive > milk > cherry

Retailers’ favorite fragrances are

Chart

Description automatically generated

Rice > olive > milk > cherry