Description

Noun chunk

Chart, scatter chart

Description automatically generated

Pos tag

Noun

Chart, scatter chart

Description automatically generated

Verb

Chart, scatter chart

Description automatically generated

Adj & Adv

Chart, bubble chart

Description automatically generated

LDA Analysis

Text

Description automatically generated

Description Analysis:

* In the description, retailers would like to stress the damage to people’s skin when they are exposure to the sun.
* They would like their products not only can protect their customer from skin’s damage, but also hydrate and moisture their customers’ face.
* Also, they want their products has the function of anti-aging. They said that they have antioxidants in their products
* Finally, for the texture of the products, they would like to describe it as a lightweight white and smooth cream. It can be used by different kinds of skin.

Review

Positive

Noun Chunk

Chart, bubble chart

Description automatically generated

Pos Tag

Noun

Chart, bubble chart

Description automatically generated

Verb

Chart

Description automatically generated

Adj & Adv

Chart, bubble chart

Description automatically generated

LDA Analysis

A picture containing text

Description automatically generated

Positive Review Analysis

* Customers like that the products can be used to many different types of skins.
* The products can moisturize their skin and cover dark spot which lasts long time.
* It has a good smell and can make their skin glows.
* They can really see the changes of their skin after using the products.

Negative

Noun Chunk

A picture containing chart

Description automatically generated

Pos tag

Noun

A picture containing graphical user interface

Description automatically generated

Verb

Scatter chart

Description automatically generated

Adj & Adv

Chart, scatter chart

Description automatically generated

LDA Analysis

A picture containing text

Description automatically generated

Negative review analysis:

Customers are not satisfied most with the following points

* It’s not moisture enough so it doesn’t fit for the dry skin.
* It has made their skin too oil.
* It is too white and looks unnatural for their skin.
* It’s too expensive and only has little amount.
* It smells not good.