Predicting the "helpfulness" of product reviews

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What makes a review helpful?
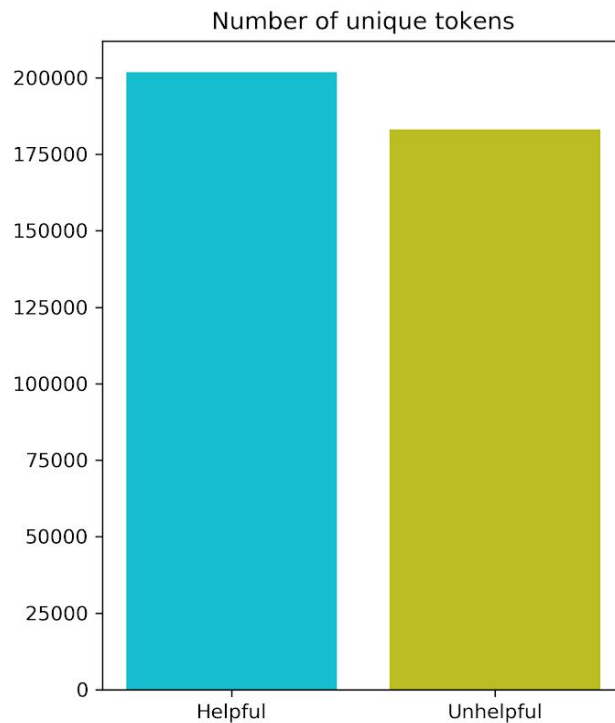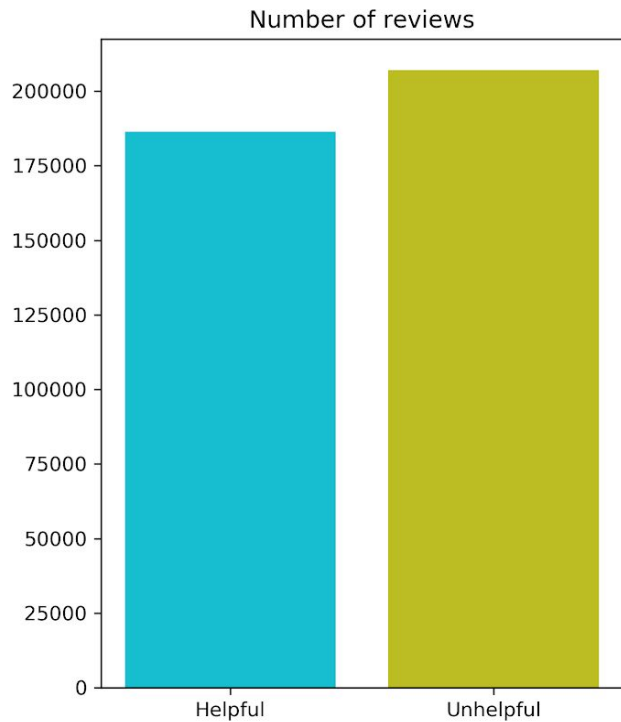
Review by **catluvverrr76** ★★★★★

I love this product and so does my sweet Princess Foofie!!!! I let her have a little, as a treat. We agree that it is meow-velous. I just love her so much! <3<3
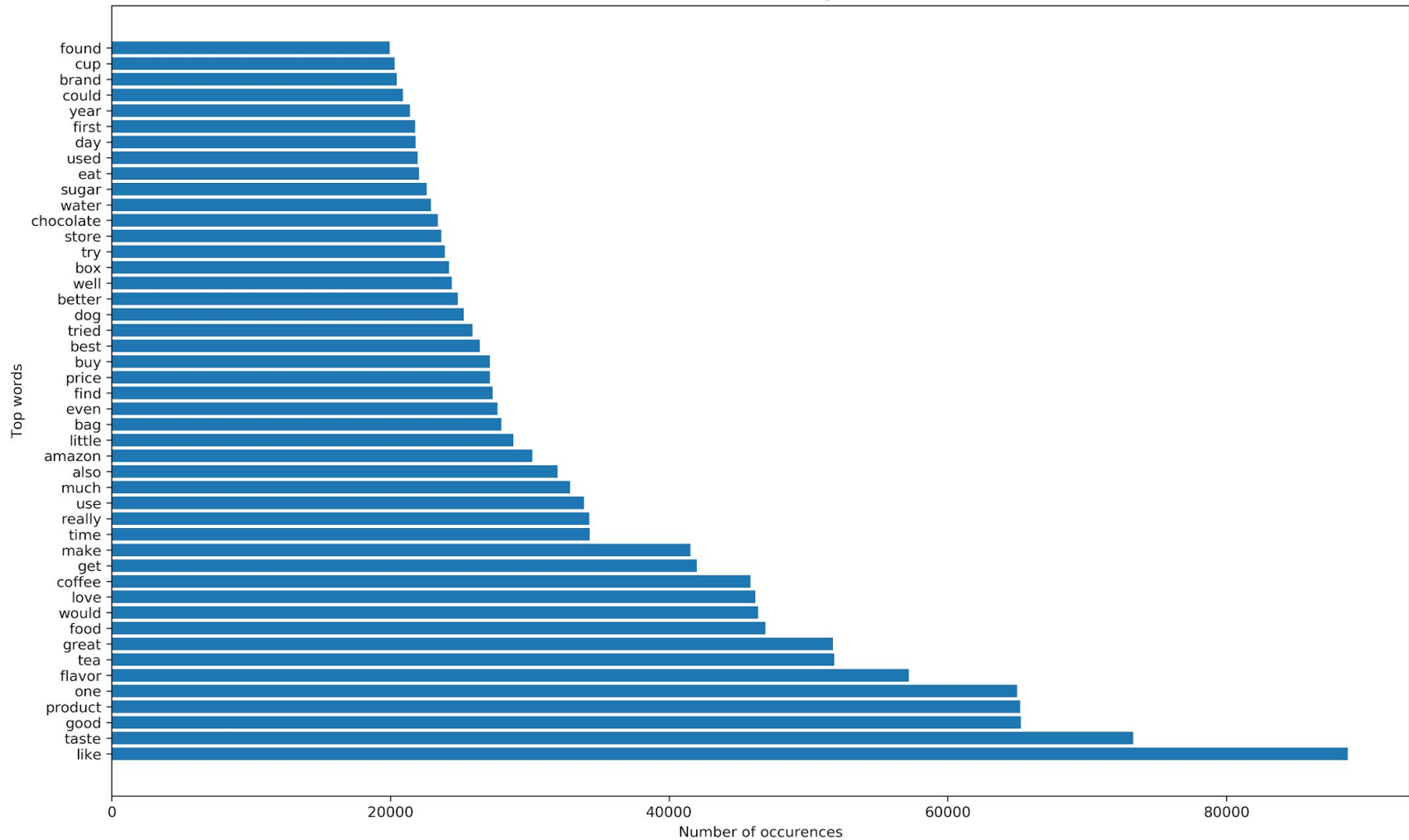
Was this helpful?   Yes   No

The dataset

Number of reviews

Number of unique tokens

Most common words in "helpful" reviews

25 million

Parameters in the neural network

59%

Accuracy when classifying new reviews

Model performance

Confusion Matrix for Final Model

Sample predictions
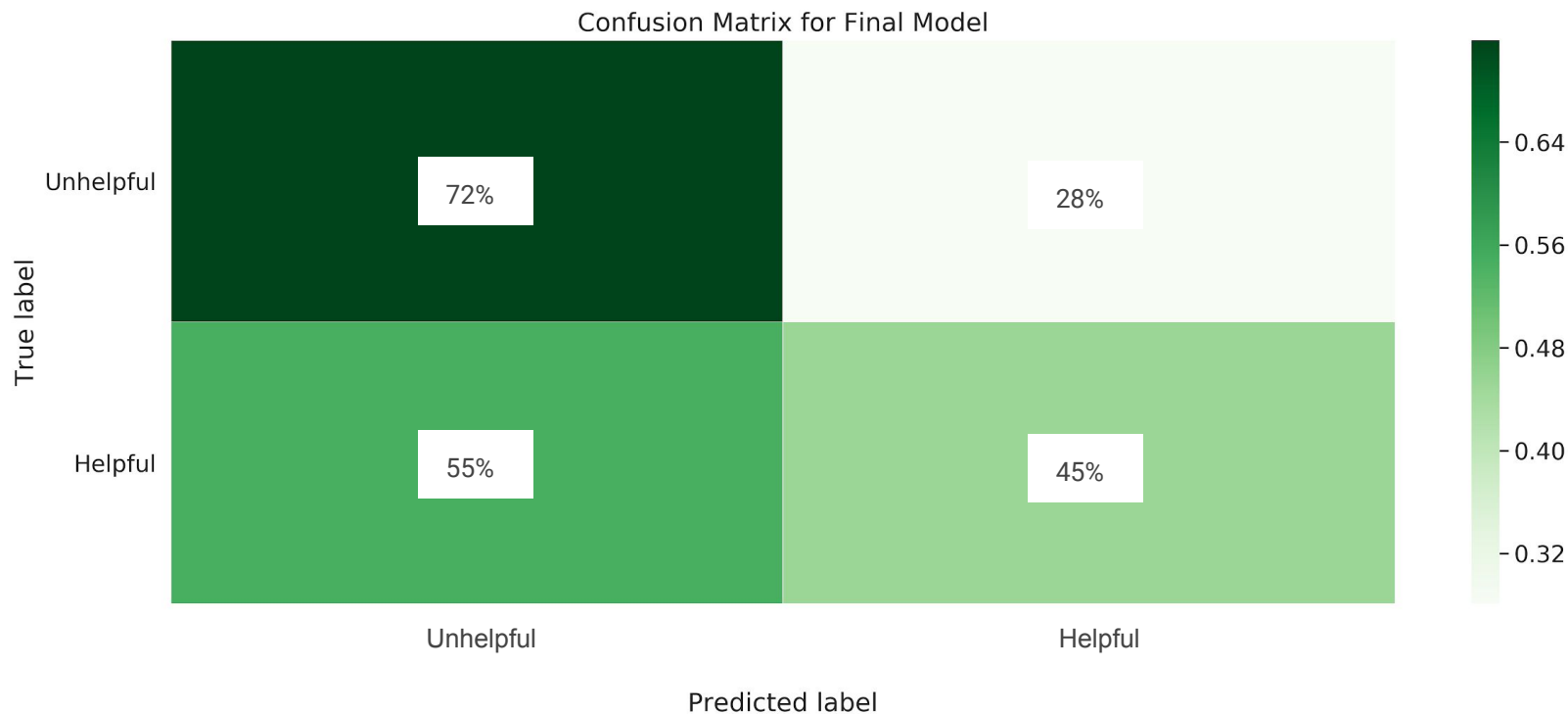
Predicted v. actual helpfulness ratings for sample reviews
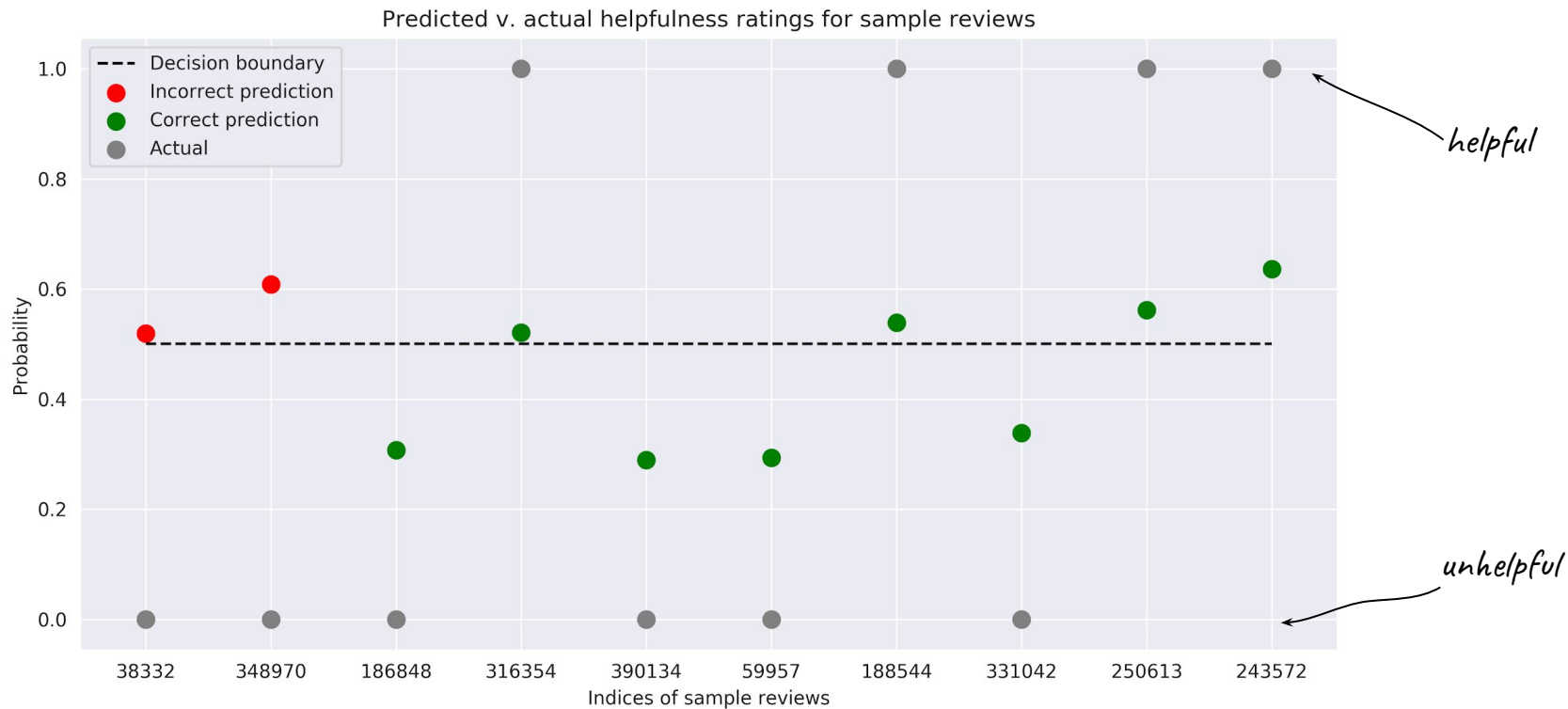
Recommendations

Update product descriptions

Screen reviews for helpfulness

Encourage helpful reviewing

Thanks!

GitHub: github.com/jrkreiger/helpful-reviews

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