

Predicting the “helpfulness” of product reviews

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A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

What makes a review helpful?

Review by **catluvverrr76**



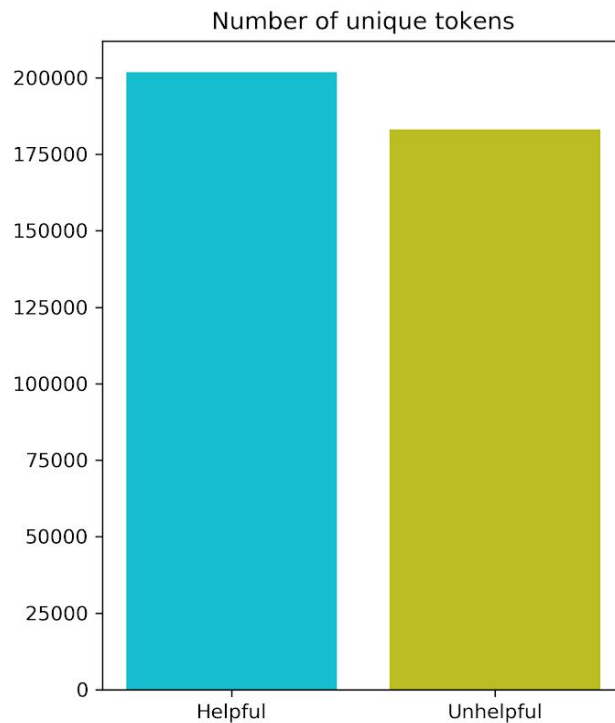
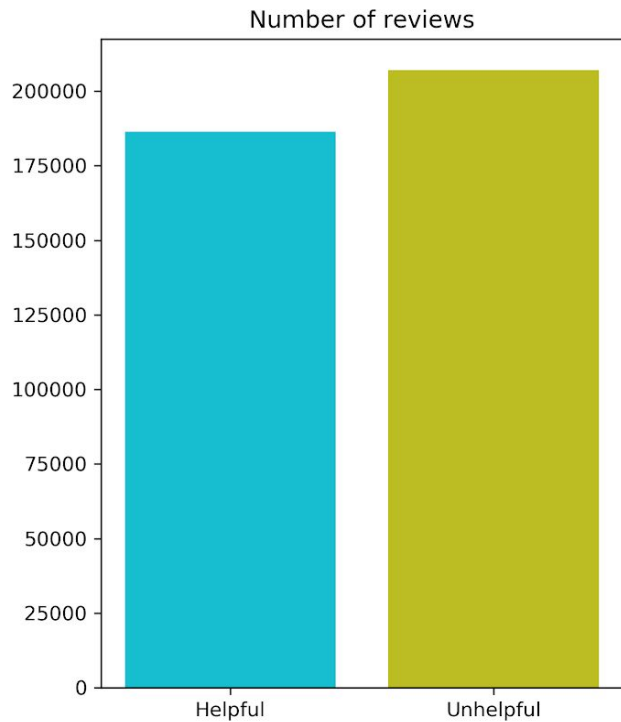
I love this product and so does my sweet Princess Foofie!!!! I let her have a little, as a treat. We agree that it is meow-velous. I just love her so much! <3<3

Was this helpful?

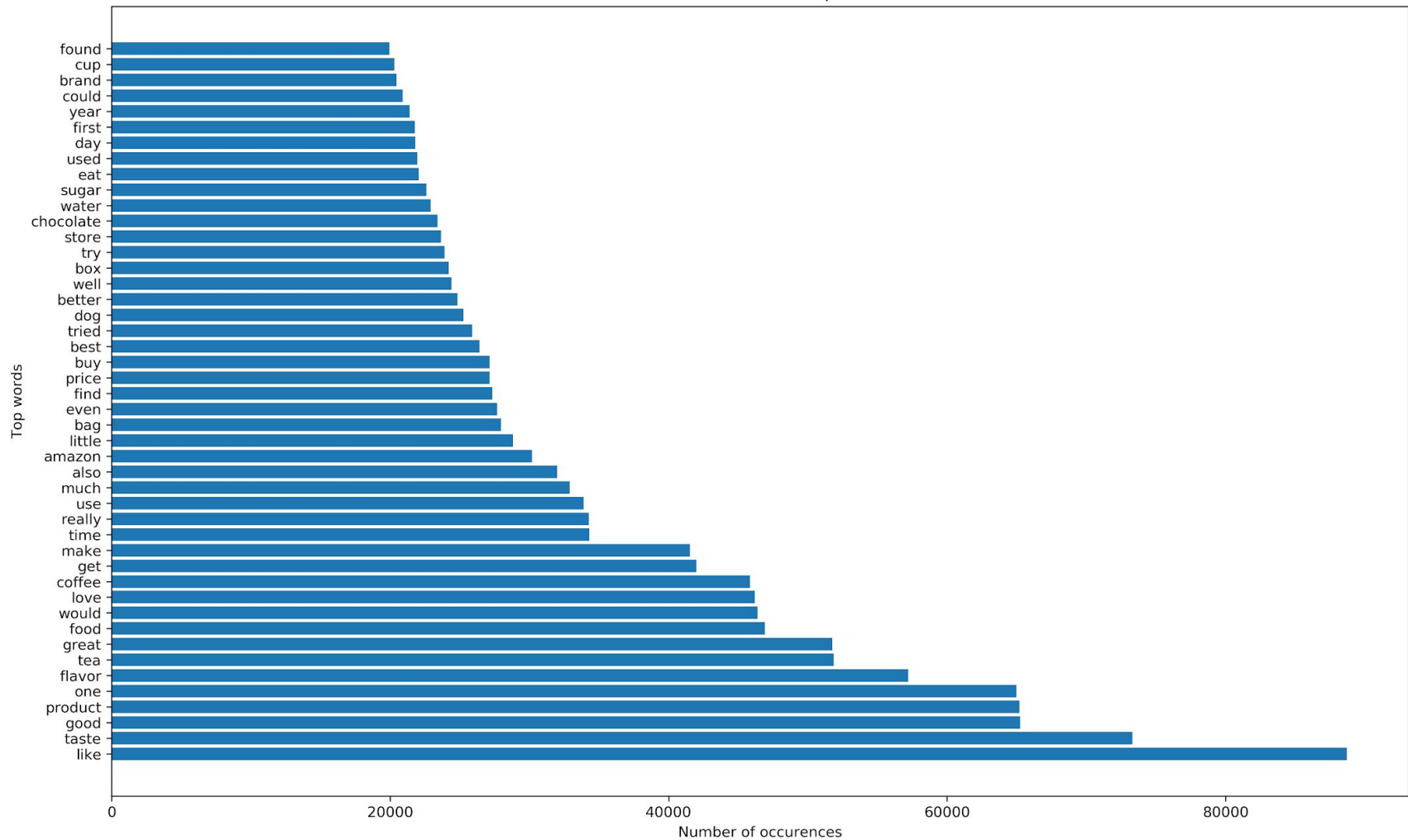
Yes

No

The dataset



Most common words in "helpful" reviews



The model

9

Layers

151

Nodes

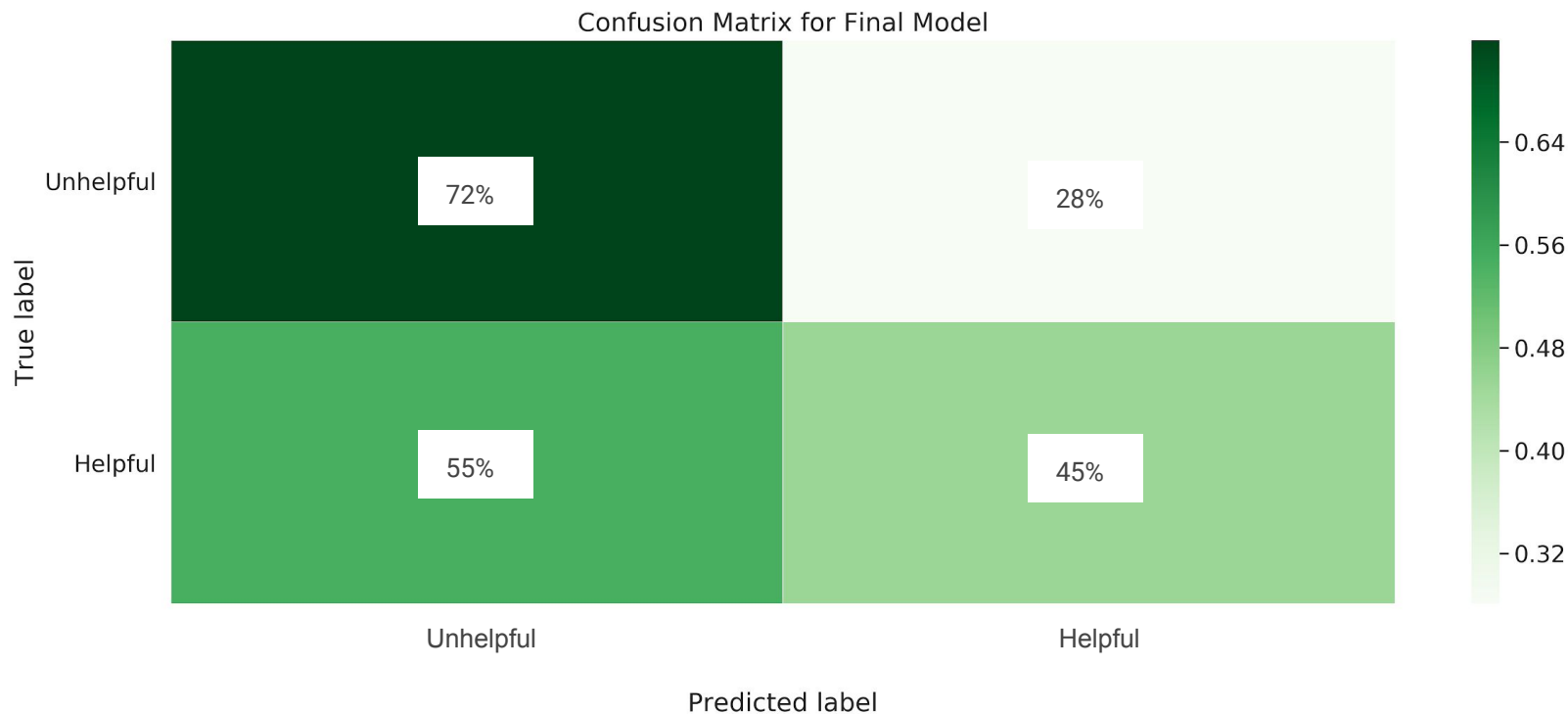
25m

Parameters

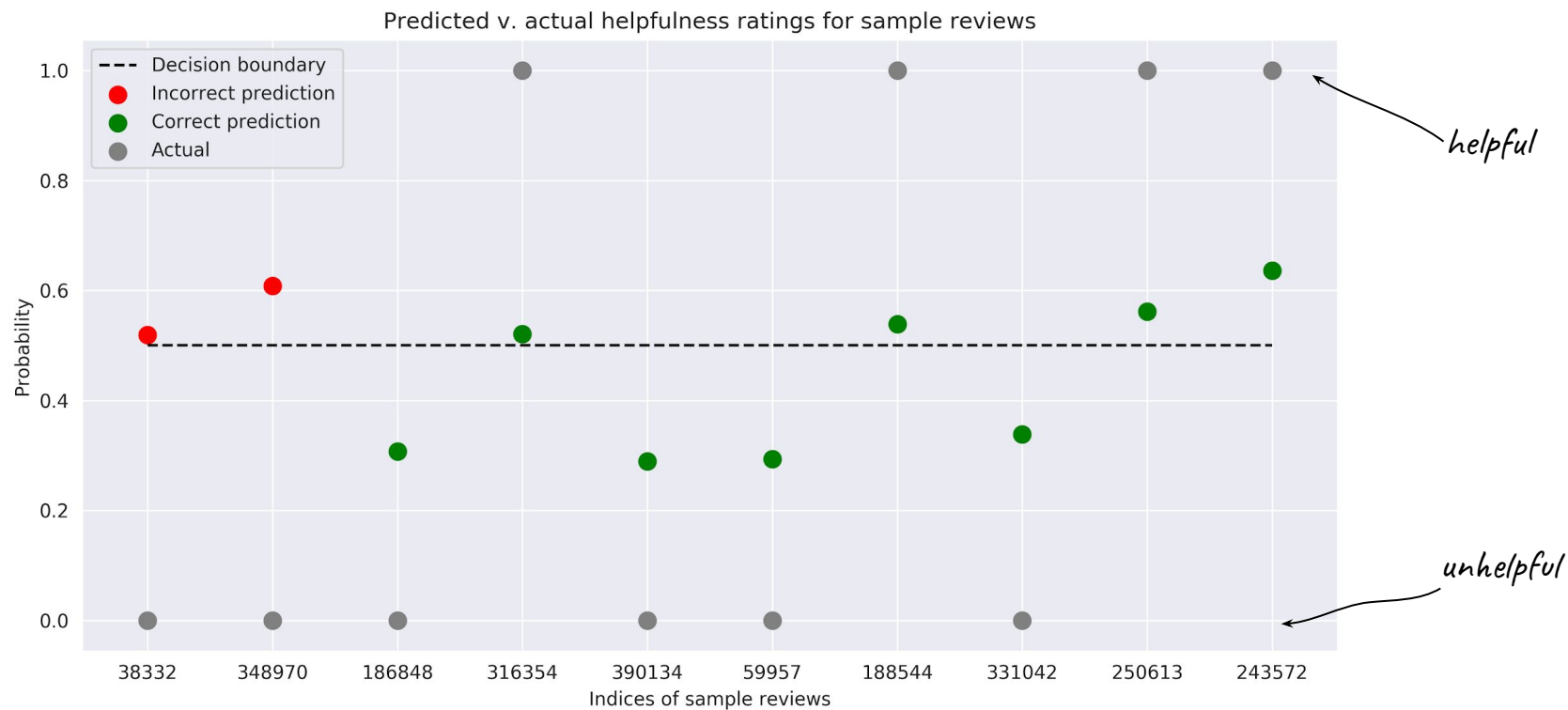
59%

Accuracy when classifying new reviews

Model performance



Sample predictions



Recommendations

Update product descriptions

Screen reviews for helpfulness

Encourage helpful reviewing

Thanks!

GitHub: github.com/jrkreiger/helpful-reviews

Twitter: [@j_re](https://twitter.com/j_re)

LinkedIn: linkedin.com/in/jrkreiger