Amazon Fashion Consumer Insights

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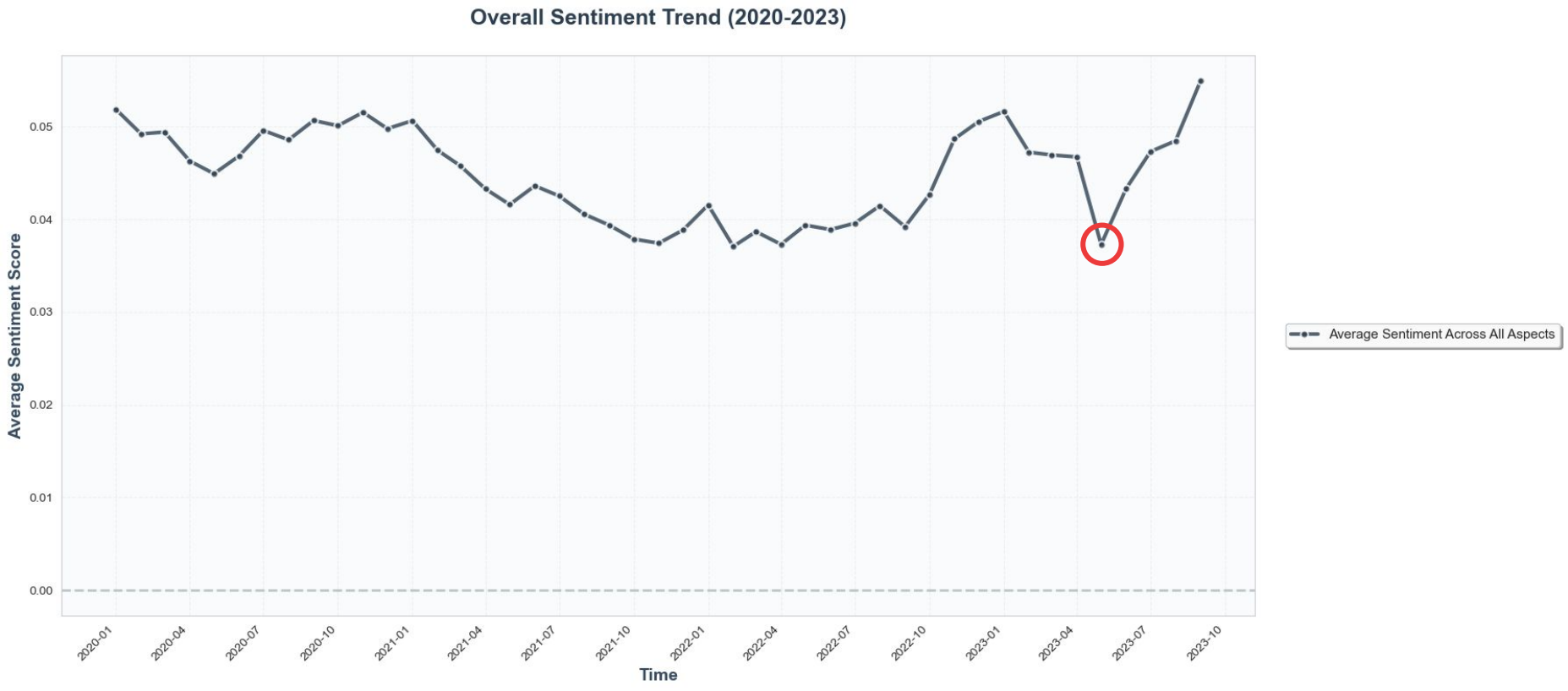
How can brands adjust their strategy based on consumer reviews?

		Info
	Time Based Trends	Overall Trends, along with seasonal (Spring, Summer, Fall, Winter)
	Topic Insights	What can the high score and low score reviews tell us? Imagine you are the seller!
	Predictive Aspects	Which specific aspects are the strongest predictors of a customer's final rating? Try to prioritize them!

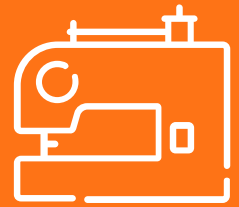
What is the overall sentiment trend across time?



Seasonal Review Modeling

2020-2023

Reviews are between 2020-2023



LLM

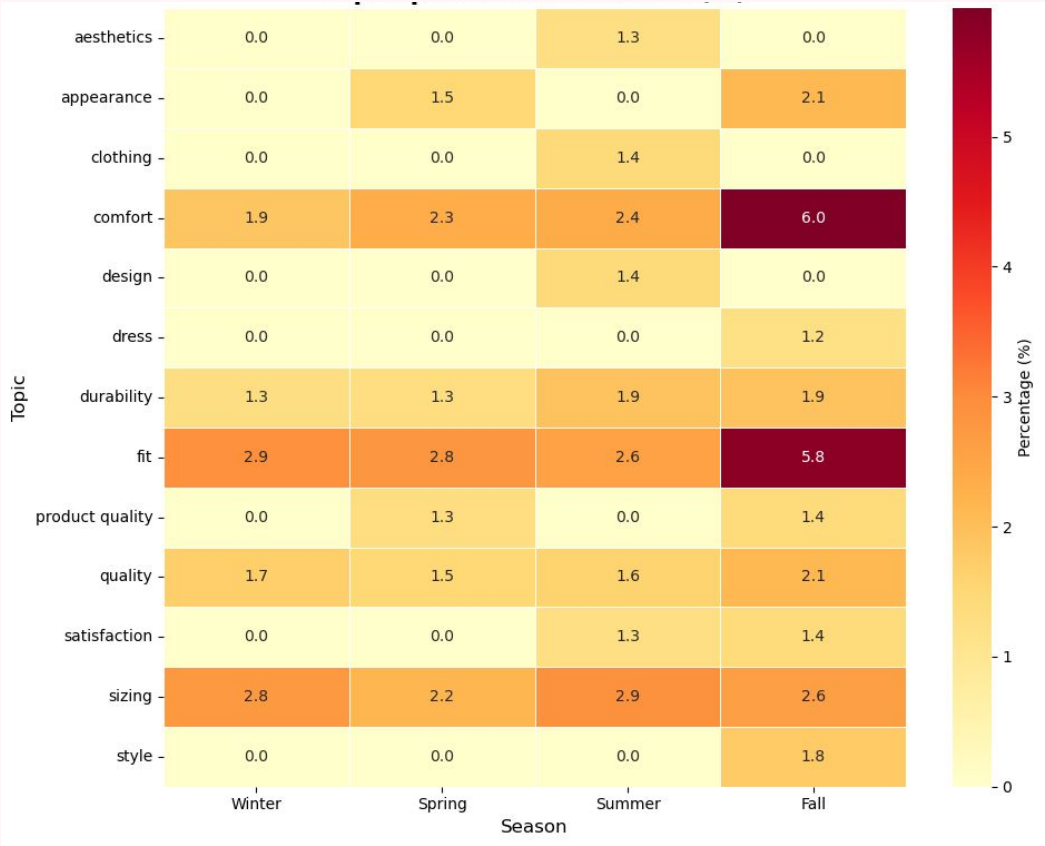
gemini-2.5-flash

>50

Review Count

Filter out meaningful review to gain insights

Top Topics Across Seasons



- **Winter**
  - Fit, sizing, comfort
  - Aesthetics are not a concern
- **Spring**
  - Fit, comfort, sizing
  - Design is not a concern
- **Summer**
  - Sizing, fit, comfort
  - Aesthetics matter slightly
- **Fall**
  - Fit and comfort dominate
  - Appearance matters slightly

Sentiment Distribution (LLM) Across Seasons

- Spring and Fall are the most positive seasons
- Summer is notably less positive at 49.3% positive, with higher negative sentiment (37.3%)
- Winter shows declining positivity (49.3% positive) and the highest neutral sentiment (15.3%)
- Spring to Summer represents a significant sentiment drop - positive reviews decrease by ~11 percentage points

Top Items

Spring

Casio Sport Watch

Summer

3 pack of Dry Fit Tank Top

Fall

Knee High Compression Socks

Winter

Russell Athletic Men's Dri-Power Fleece Hoodie

Other Considerations

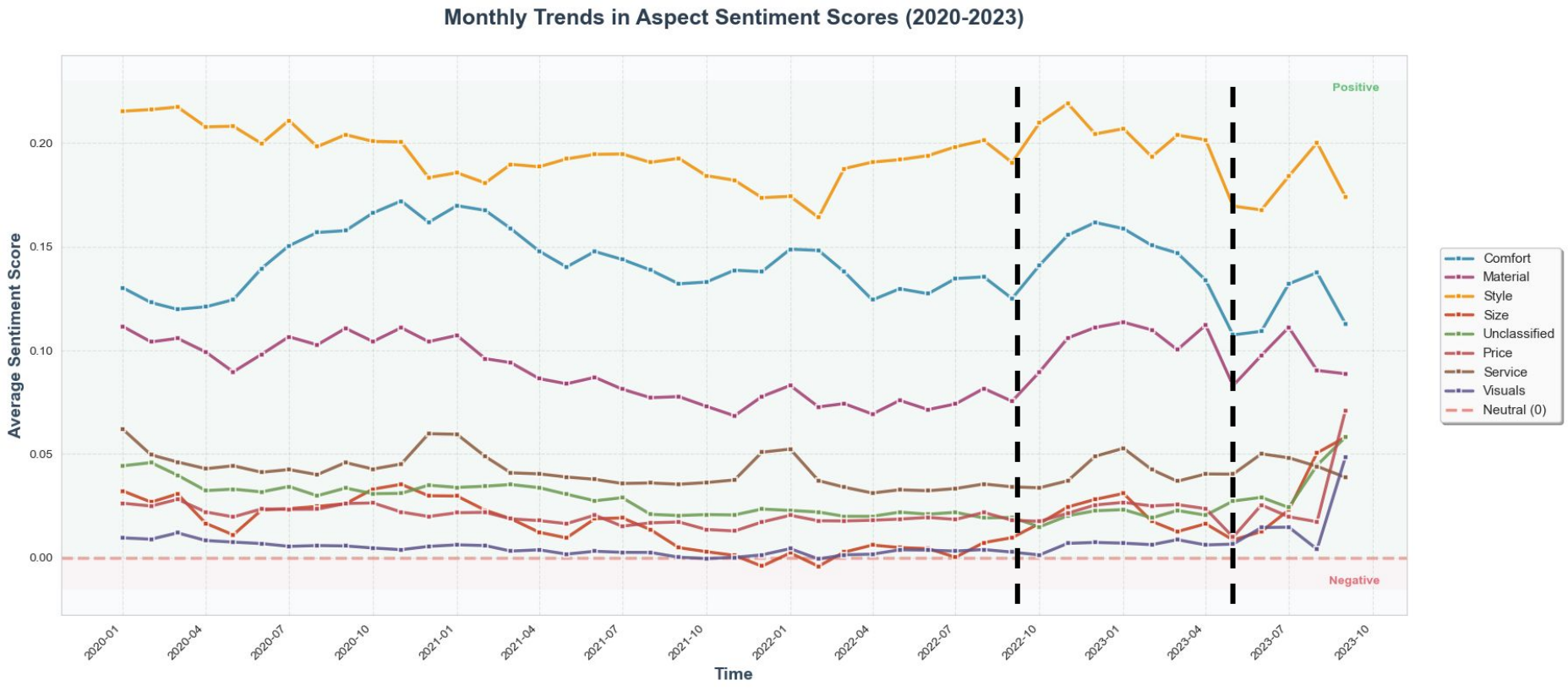
Holiday Success

- Predominantly Winter/Holiday season
- Oher holidays to consider: Valentine's, Día De Los Muertos, Event-based (festivals/celebrations), Halloween

Product Focus Areas

- Sports attire focus overall
- "season" based products are bought within the season
  - Example: Gloves within winter

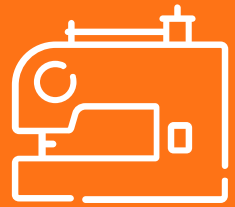
What is the sentiment trend for Top8 aspects?



Review Rating Insights

2020-2023

Reviews are between 2020-2023



BERTopic

NLP Model

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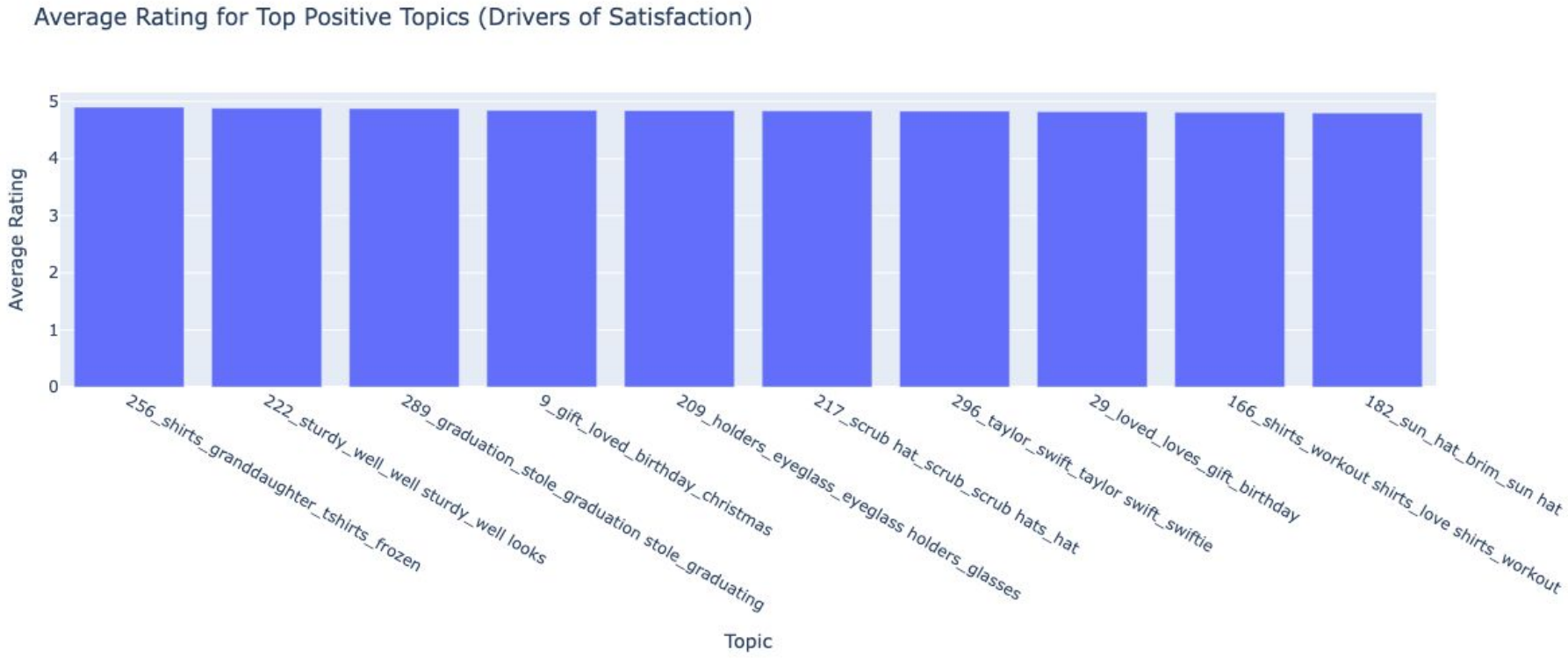
Review Count

Filter out meaningful review to gain insights

Average Rating for Top Positive Topics (Drivers of Satisfaction)



Positive Drivers (Customer Satisfaction)

Gifting Success (Emotional Value)

Topics 9 and 29 are dominant clusters filled with keywords like "gift", "birthday", "loved", and "christmas", creating a positive emotional bias independent of the product's technical specs.

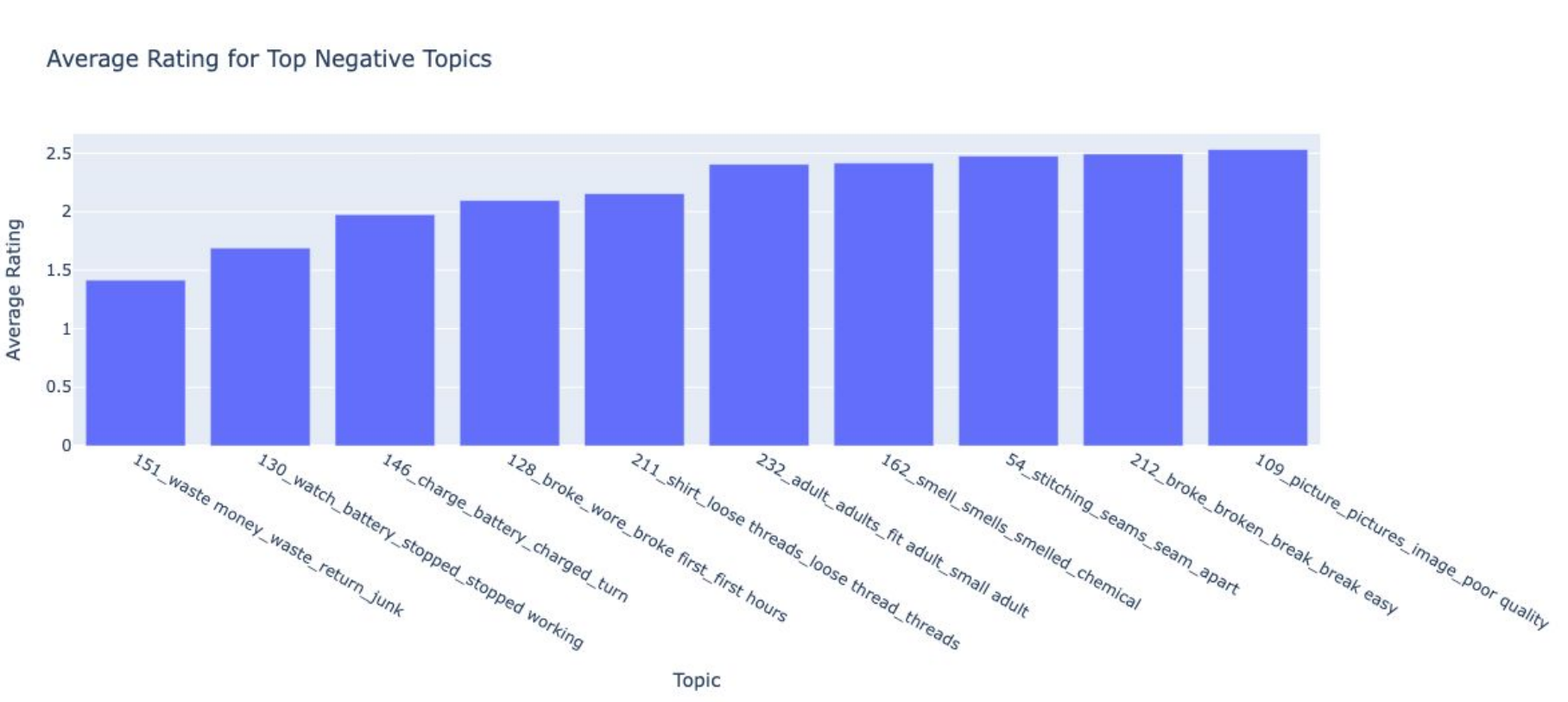
Fandoms & Niche Markets

Topic 256 (Disney theme) and Topic 296 (Taylor Swift) boast near-perfect ratings (~4.8-4.9 stars). Fans are less price-sensitive and more likely to leave glowing reviews for items that validate their identity.

Utility & Durability

Topic 222 ("sturdy", "well made") and functional items like Topic 217 (Scrub hats) or Topic 183 (Sun hats). For utilitarian items, "doing the job well" is the primary driver of 5-star ratings.

Average Rating for Top Negative Topics



Negative Drivers (Customer Dissatisfaction)

Critical Product Failures (Electronics)

A significant cluster of reviews (Topics 130, 146) mentions watches stopping, battery failures, and charging issues. These topics drive the lowest average ratings (~1.6 - 1.9 stars).

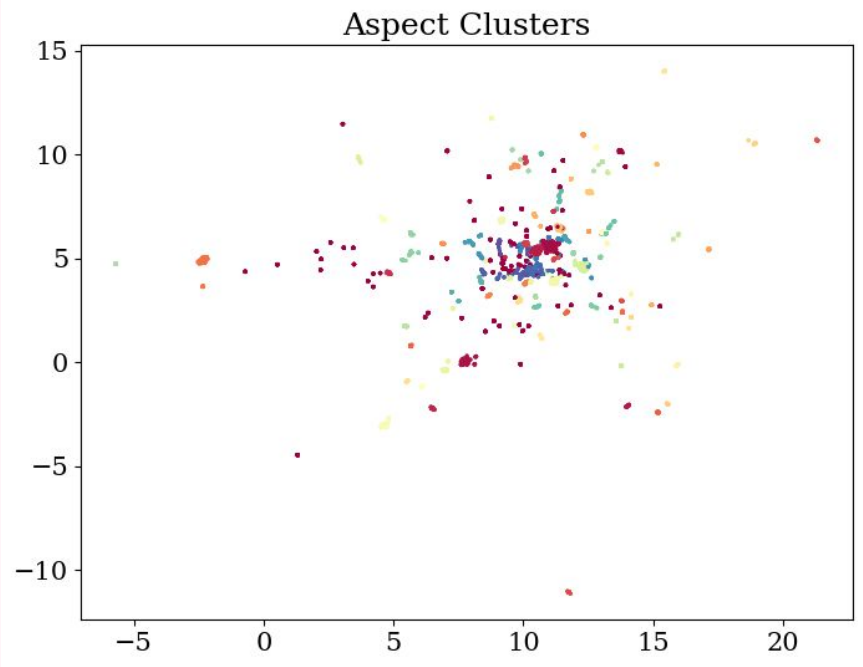
Manufacturing Quality Control (Apparel)

Customers frequently complain about "loose threads" (Topic 211) and seams coming apart (Topic 54, 92). While the product might fit, poor finishings perceive value as "cheap" and lead to low ratings.

Expectation vs. Reality

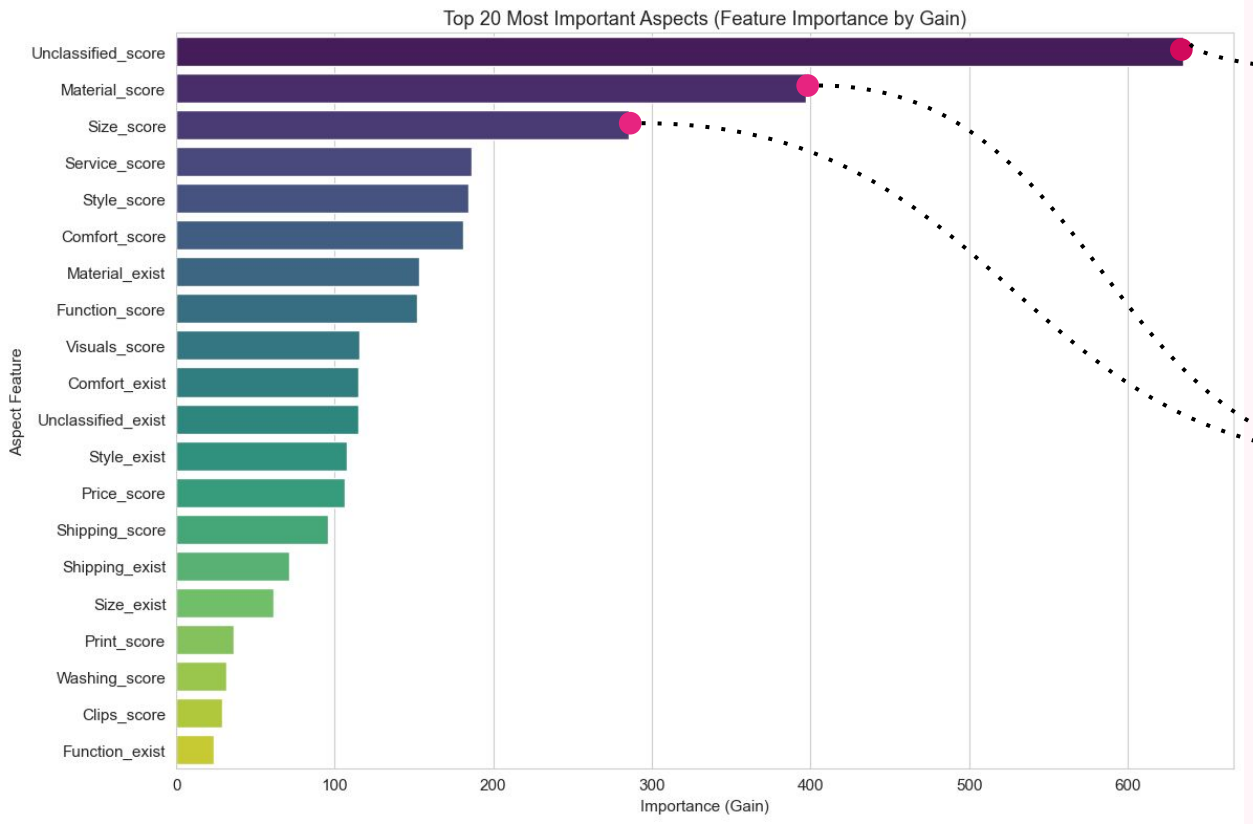
Topic 109 highlights discrepancies between the product picture and the actual item ("looks nothing like picture"). Topic 162 points to strong "chemical smells." Those leads to immediate distrust and returns.

Aspect Taxonomy



- **Unclassified** - calf, vacation bible school, coverage, work
- **Clips** - clip-on mechanism, Clips, clip, clip on the bridge
- **Comfort** - Comfortable, Comfort, COMFORTABLE, thickness
- **Service** - daughter, customer service, customer support, Kids
- **Print** - screen print, screen printing, prints, print, screen
- **Function** - function, latches, metal supports, functional, zippers
- **Washing** - Washes, Washed, wash up, clean, wash cycle
- **Visuals** - picture, Image, images, Camera, image, pic, device
- **Style** - styling, Style, styles, looked, look, looking, style, Look
- **Price** - cost, priced, Priced, price point, costs, Cost, pricing
- **Shipping** - deliverer, Delivered, Delivery, sent, packing
- **Material** - bandanas, plastic, textile, headcovers, silk, material
- **Size** - Size, size chart, length of, smaller, Large, Length, Sized

Which aspect explains more about the rating?



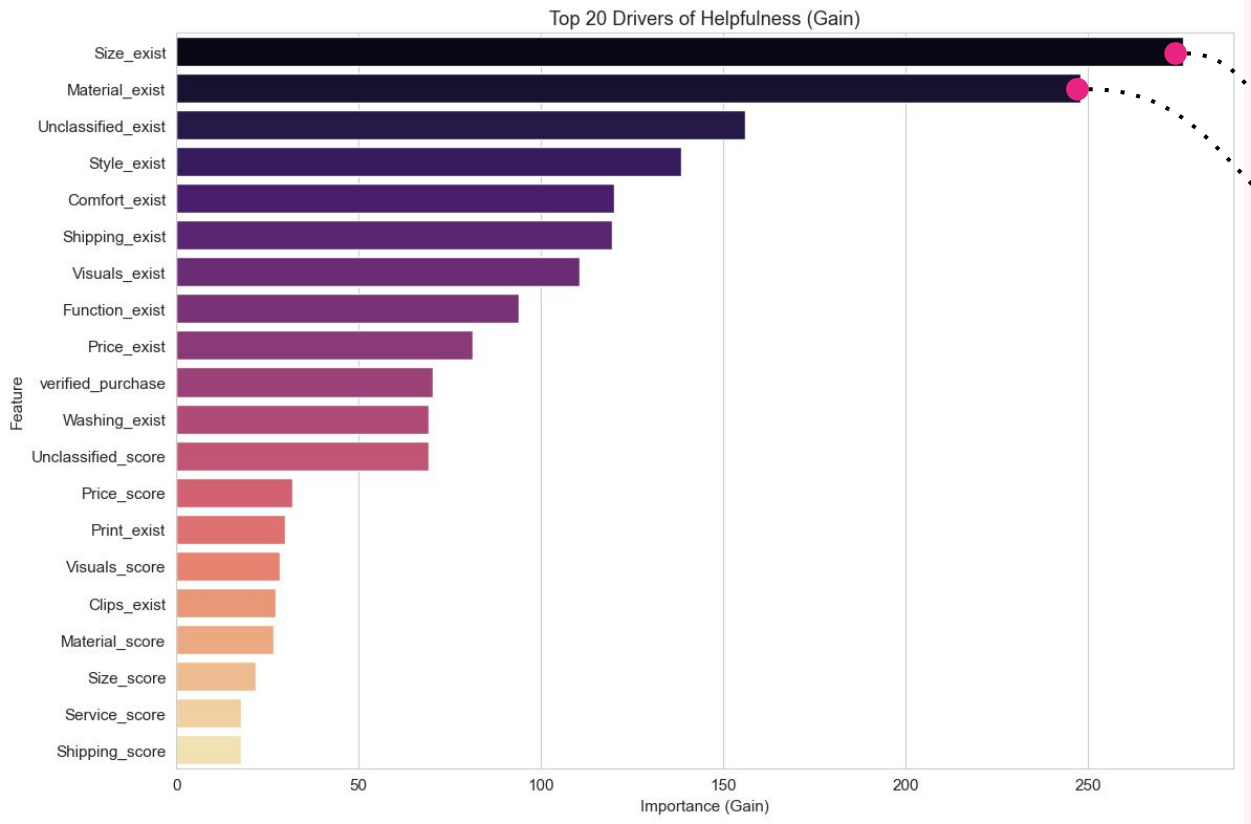
01

This suggests that ratings are primarily driven by broad emotional expressions (e.g., "Great product", "Hate it") rather than specific product attributes. Users often rate based on their overall "gut feeling".

02

Among specific product attributes, Material and Size are the most critical drivers of user ratings. This indicates that for fashion items, the tactile quality and fit precision matter far more to customers than style, price, or shipping speed.

What aspects are viewed as drivers of helpfulness?



01

Quite intuitive! We always seek for size and material information in reviews, as online shopping make it impossible to feel the texture and fitness of clothes.

Strategic Recommendations for Sellers

01

Align with Seasonal Rhythms

02

Capitalize on Holiday Peaks

03

Penetrate Niche Markets

04

Emotional Value =

05

Prioritize material and size quality

06

Enhance Information transparency

THANK YOU!

Any Questions?