Marketing Project Proposal

Karthick Raja Radhakrishnan (0769173)

Focusing on Amazon:

Amazon is a billion-dollar eCommerce company and delivers multiple categories of products to millions of houses all over the world. Focusing on different products sold by Amazon and the respective public reviews can lead to gaining interesting insights on its products and the company Amazon itself as well.

Dataset:

It is difficult to find a dataset to represent the whole amazon catalogue as its sells a plethora of products online, but the dataset chosen has a peculiar product catalogue.

The chosen dataset has consumer reviews of many of the products manufactured by Amazon themselves and this could narrow the scope of our project to Amazon and its exclusive products rather than their whole catalogue of products including third parties.

Dataset is available in [Kaggle] and has 34000 consumer reviews of Amazon products like Kindle, Fire TV etc.,

Marketing problem:

A marketing problem arises when customers need something from a product, which the company could not deliver and that is exactly why analyzing the consumer reviews of many different Amazon products available online could be really helpful as it is the first step in finding the problem. The insight from the public reviews of various products can lead to understanding many hidden marketing problems of the product or the company by itself. By understanding the problem, the problem can be solved by taking action as per requirement like adding an additional feature to an electronic product if the consumers need it very much.

Ways to find consumer needs:

Sentiment analysis on the product reviews can be accomplished on the available data to understand the public sentiment on Amazon and its exclusive products. The most frequent words can be identified for positive and negative sentiment respectively and could lead to finding popular consumer needs.

Solving the Marketing problem:

After the consumer needs are understood and hence the marketing problem, the company (in this case Amazon) can take action according to each specific marketing problem. Suppose, if the product available is only for women and after analysis, it is found out that the male customers also need the same, but with some modifications then the company can decide to develop a new product as per the customer needs. Basically, action needs to be taken to solve the problem and it can be recommended based on analysis.

Aspire to achieve:

- To understand the public sentiment toward Amazon-exclusive products
- To find the consumer needs which Amazon hasn't delivered yet.
- To recommend some possible business ideas or marketing solutions based on the public sentiment.