Temple Analytics Challenge-QVC
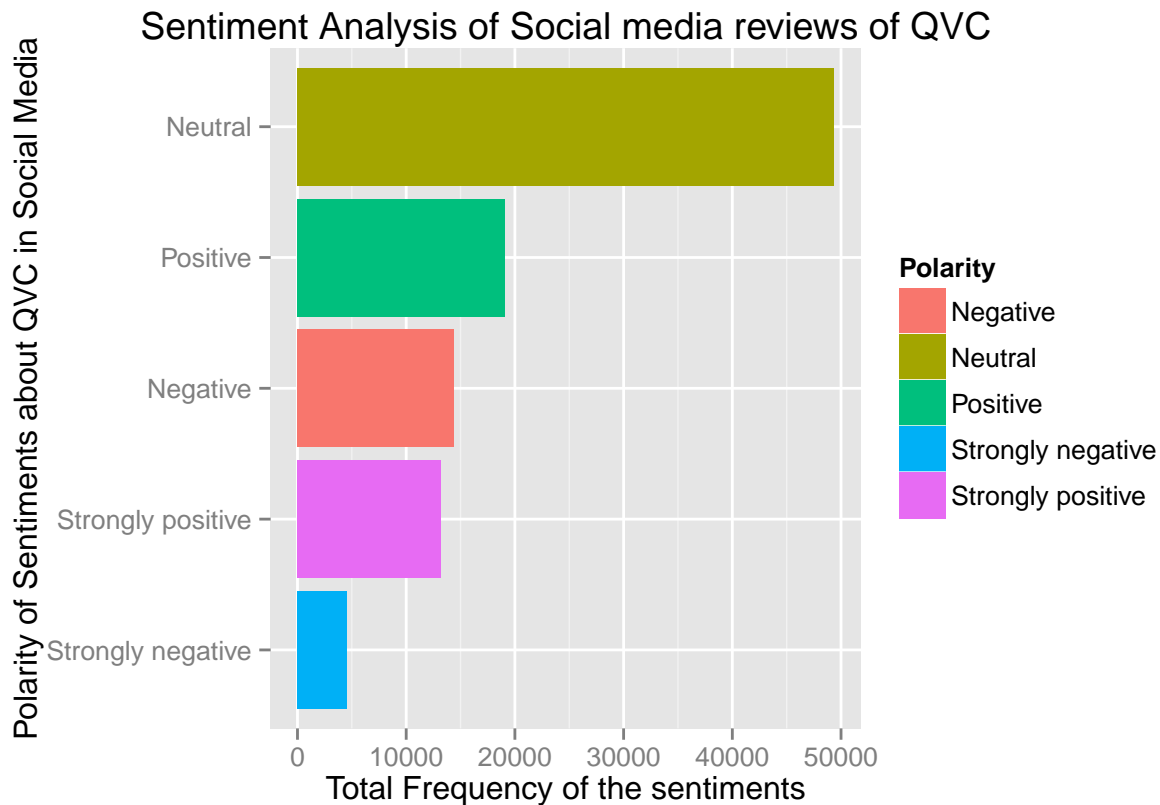
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Q4)What is the impact of QVC's social networking presence on driving product sales?

Create a table of frequuency of sentiments

```
##              Polarity total_freq
## 2             Neutral      49386
## 3            Positive      19063
## 1            Negative      14424
## 5 Strongly positive      13174
## 4 Strongly negative       4575
```
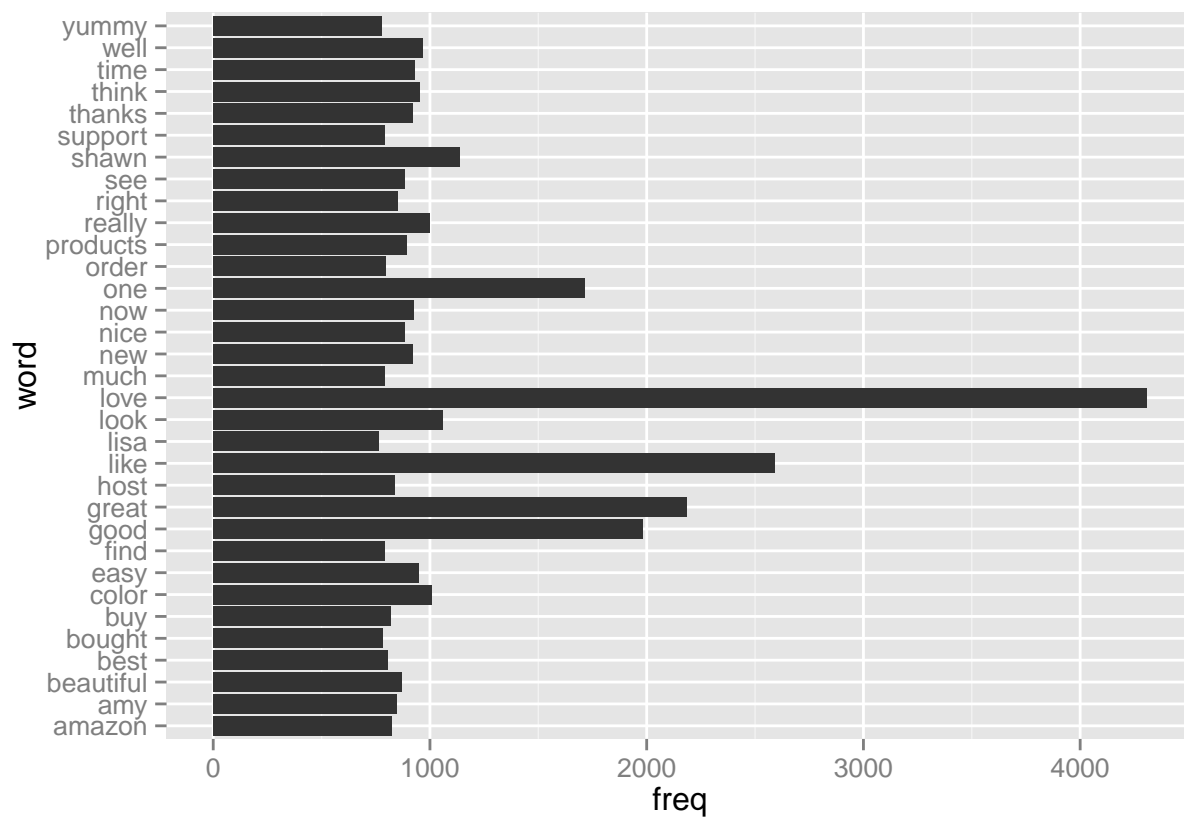
Visualize the results

Subset the data based on Sentiments
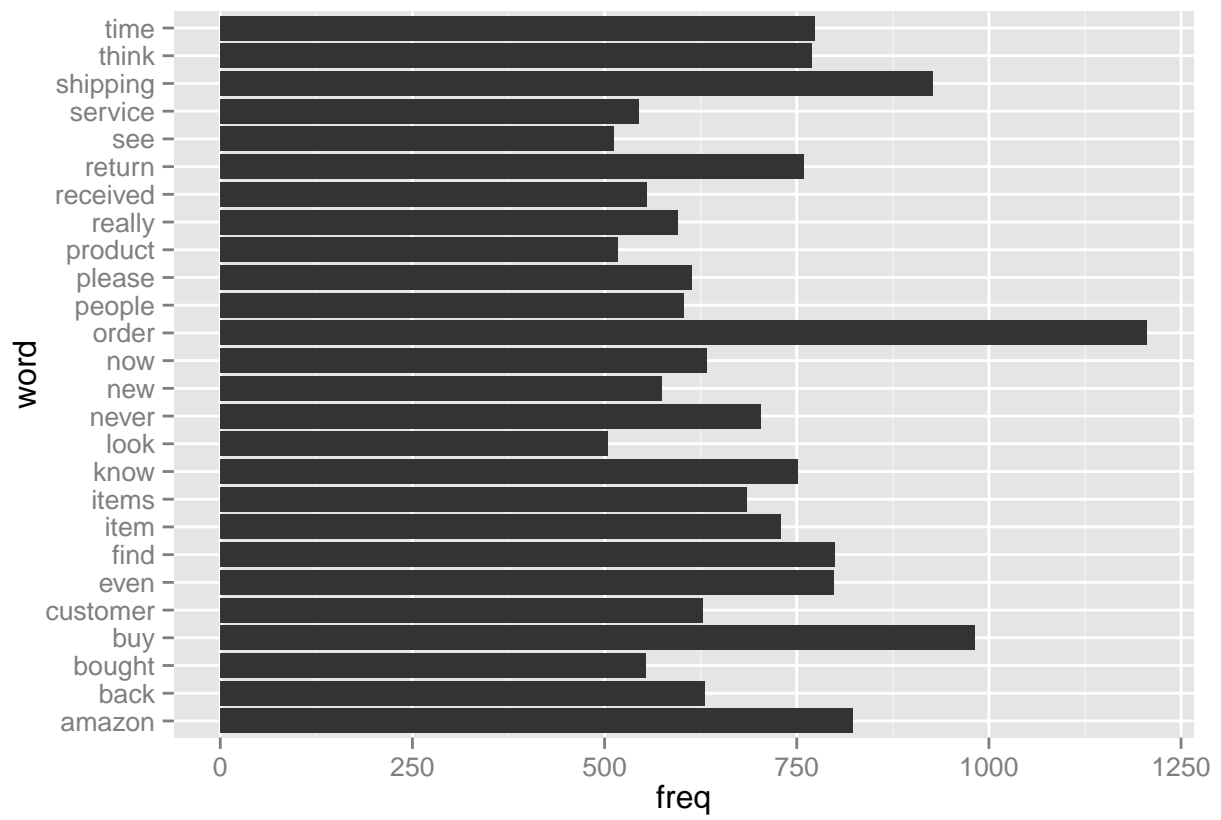
Do a text mining on the reviews
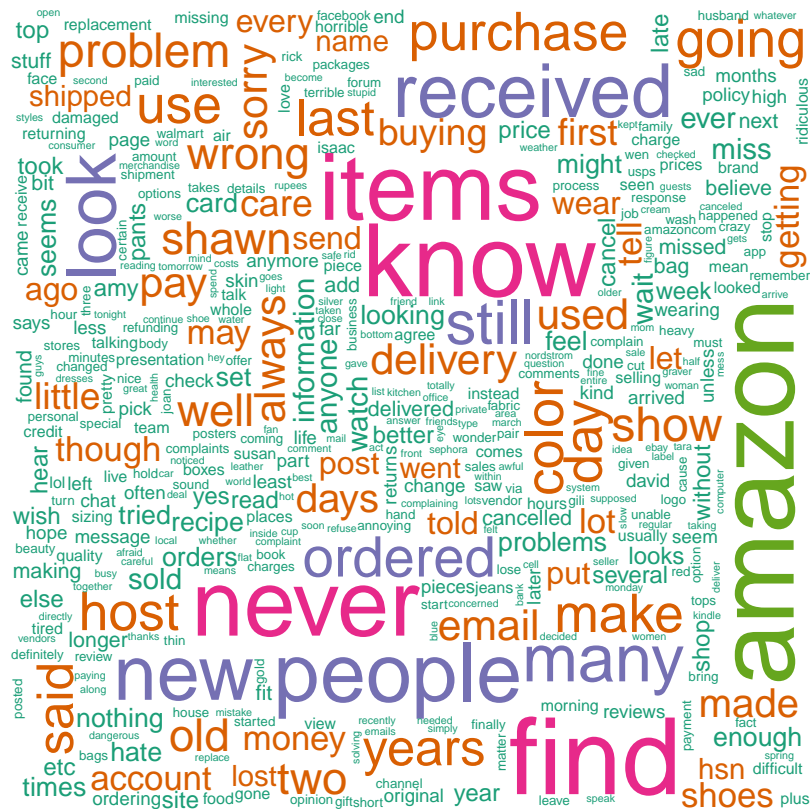
For Positive Reviews

```
##   love   like  great   good    one  shawn
##   4308   2589   2187   1981   1715   1139
```

```
##          word freq
## love     love 4308
## like     like 2589
## great   great 2187
## good     good 1981
## one       one 1715
## shawn   shawn 1139
```

For Negative reviews

```
##    order      buy  shipping    amazon     find     even
##     1206      981       927       823      799      798


##                 word freq
## order          order 1206
## buy              buy  981
## shipping    shipping  927
## amazon        amazon  823
## find            find  799
## even            even  798
```

For Strong Positive Reviews

```
##      love     great      good beautiful      like       one
##      3840      1988      1608       801       702       701


##                word freq
## love          love 3840
## great        great 1988
## good          good 1608
## beautiful beautiful  801
## like          like  702
## one            one  701
```
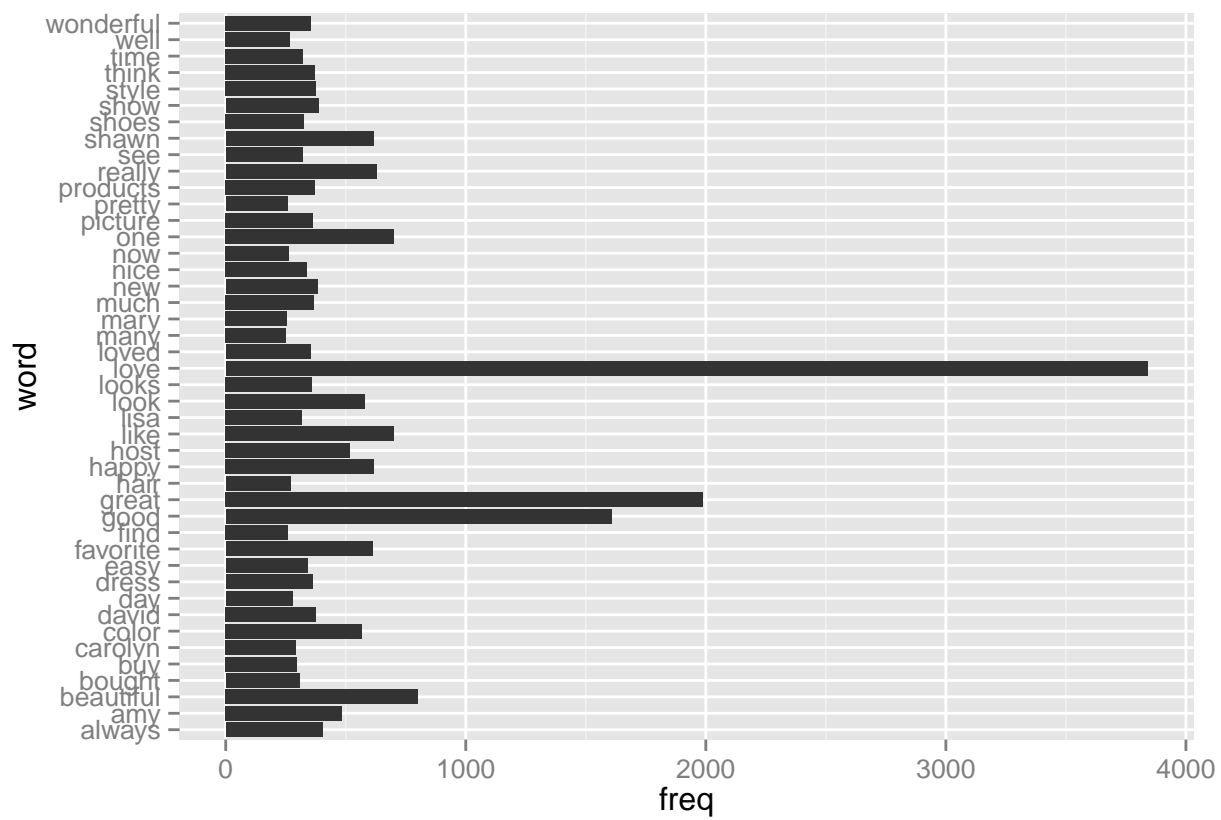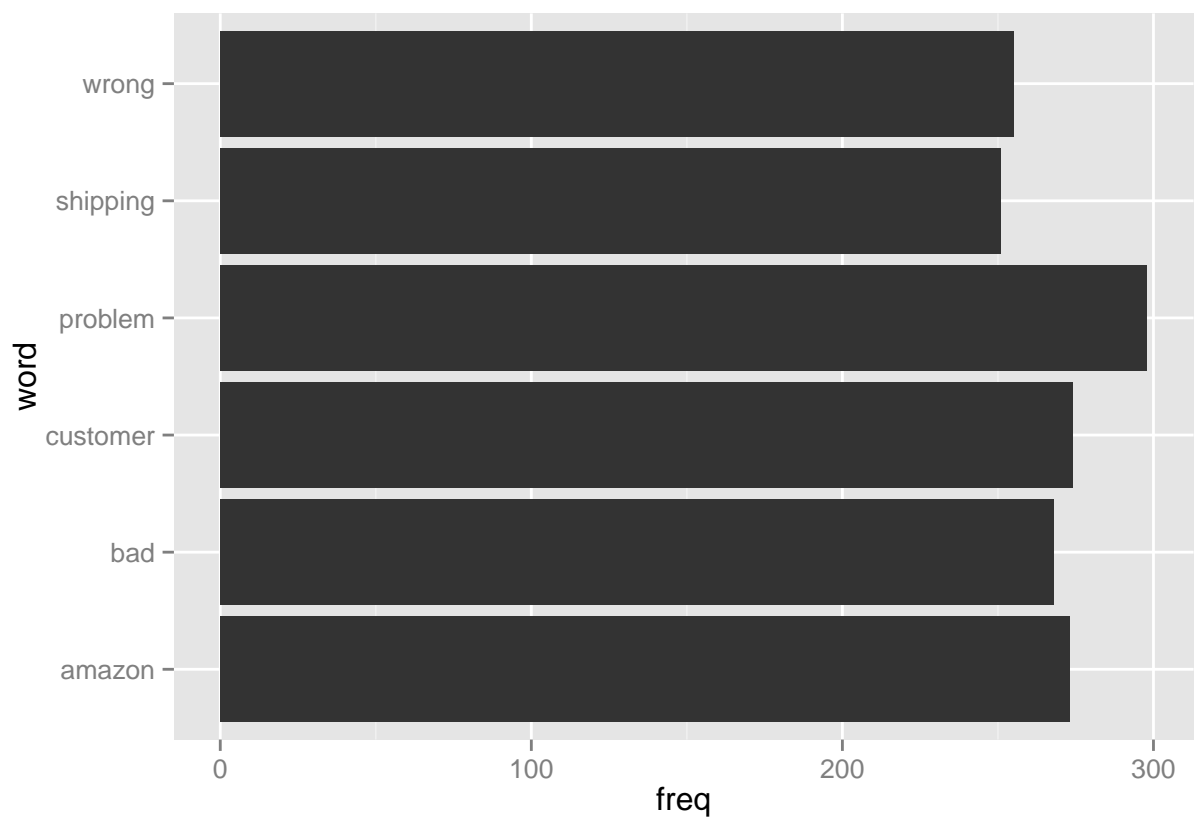
wonderful
well
time
think
style
show
shoes
shawn
see
really
products
pretty
picture
one
now
nice
new
much
mary
many
loved
love
looks
look
lisa
like
host
happy
hair
great
good
find
favorite
easy
dress
day
david
color
carolyn
buy
bought
beautiful
amy
always

word

0   1000   2000   3000   4000

freq

For Strong Negative reviews

```
##  problem customer   amazon    bad   wrong shipping
##      298      274      273    268     255      251
```

```
##                word freq
## problem   problem  298
## customer customer  274
## amazon     amazon  273
## bad           bad  268
## wrong       wrong  255
## shipping shipping  251
```