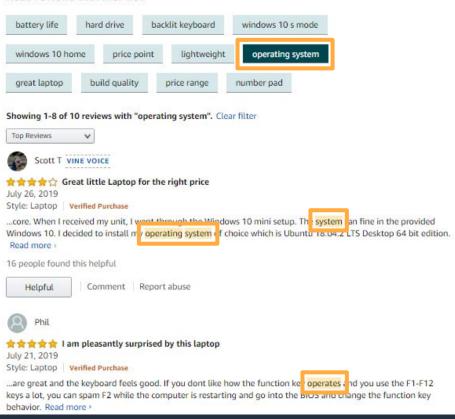
amazon PRODUCT COMPARISONS

Kevin Chiv

Read reviews that mention



WHY AMAZON PRODUCTS

Objective:

Facilitate Product
Comparisons for
Users

WORKFLOW

SENTENCE TOKEN POLARITY SCORE DATA CLEANSING

LOGISTIC REGRESSION

ASPECTS EXTRACTION

Split Reviews into Sentences

Use Sentiment to Separate Sentences Clean Text and Lemmatize Identify Key
Phrases with
Beta Coefficients

Extract Specific and General Pros and Cons with Word2Vec



EXAMPLE: LAPTOPS

Laptop Computers Traditional Laptop Computers 2 in 1 Laptop Computers Computer Tablets ✓ See All 8 Departments

Avg. Customer Review

** * * * * * Up ★★☆☆☆ & Up ***** & Up **★☆☆☆☆ & Up**

Brand

- Dell HP Acer
- Lenovo
- Apple ASUS
- Samsung Laptop
- RCA
- SquareTrade
- LAPTOP SCREWS DIRECT Lenovo ThinkPad

Laptop Display Size

- 17 Inches & Above
- 16 to 16.9 Inches 15 to 15.9 Inches
- 14 to 14.9 Inches
- 13 to 13.9 Inches 12 to 12.9 Inches
- 11 to 11.9 Inches

Amazon's Choice

Highly rated, well-priced products available to ship immediately

Under \$200



Between \$200 and \$400

Between \$400 and \$800







Samsung Electronics XE500C13 Chromebook 3 2GB RAM 16GB SSD...

*** * 238

\$14999

vprime FREE Same-Day.

Acer Aspire 5 Slim Laptop, 15.6" Full HD IPS Display, AMD Ryzen 3 3200U,...

*** * 478

530999 4740.00

✓prime FREE One-Day.

Acer Aspire 5 Slim Laptop, 15.6 HD IPS Display, 8th Gen Intel Co

*** * 157

\$50999

✓prime FREE One-Day.



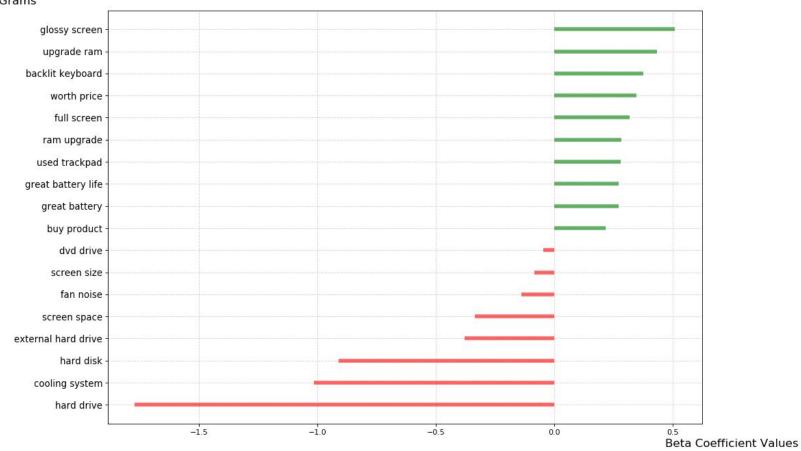
Lenovo 130S-11IGM 11.6" HD Laptop, Intel Celeron N4000, 4GB Windows 10 in S Model - Gray

**** * * * * 80

More Buying Choices \$155.98 (77 used & new offers)

Top 10 Pros and Cons for Apple MacBook Pro 13.3 Inch







LAPTOP VS LAPTOP

Apple MacBook
Pro 13.3 Inch

ASUS N550J 15.6 Inch Laptop

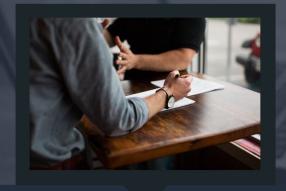


BRAND VS BRAND

Apple ASUS

RECOMMENDATIONS







Consider Mixed
Sentiment in Reviews

Use General Properties or Aspects to Compare Products

Helpful to Compare Individual Products and Brands

THANK YOU!



