

# SENTIMENT ANALYSIS

FOR AMAZON LUXURY BEAUTY

PRESENTED BY  
COLORPOP DATA ANALYST  
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# The Data

- Amazon Reviews from Luxury Beauty

- This dataset contained **34,278 Reviews**

- Contains 25 columns but the **focus: Overall & Review Text**

- Overall = Product ratings & Review Text = Customer review



# Number of Ratings from 1.0-5.0

Count of Overall Ratings

20,000

15,000

10,000

5,000

0

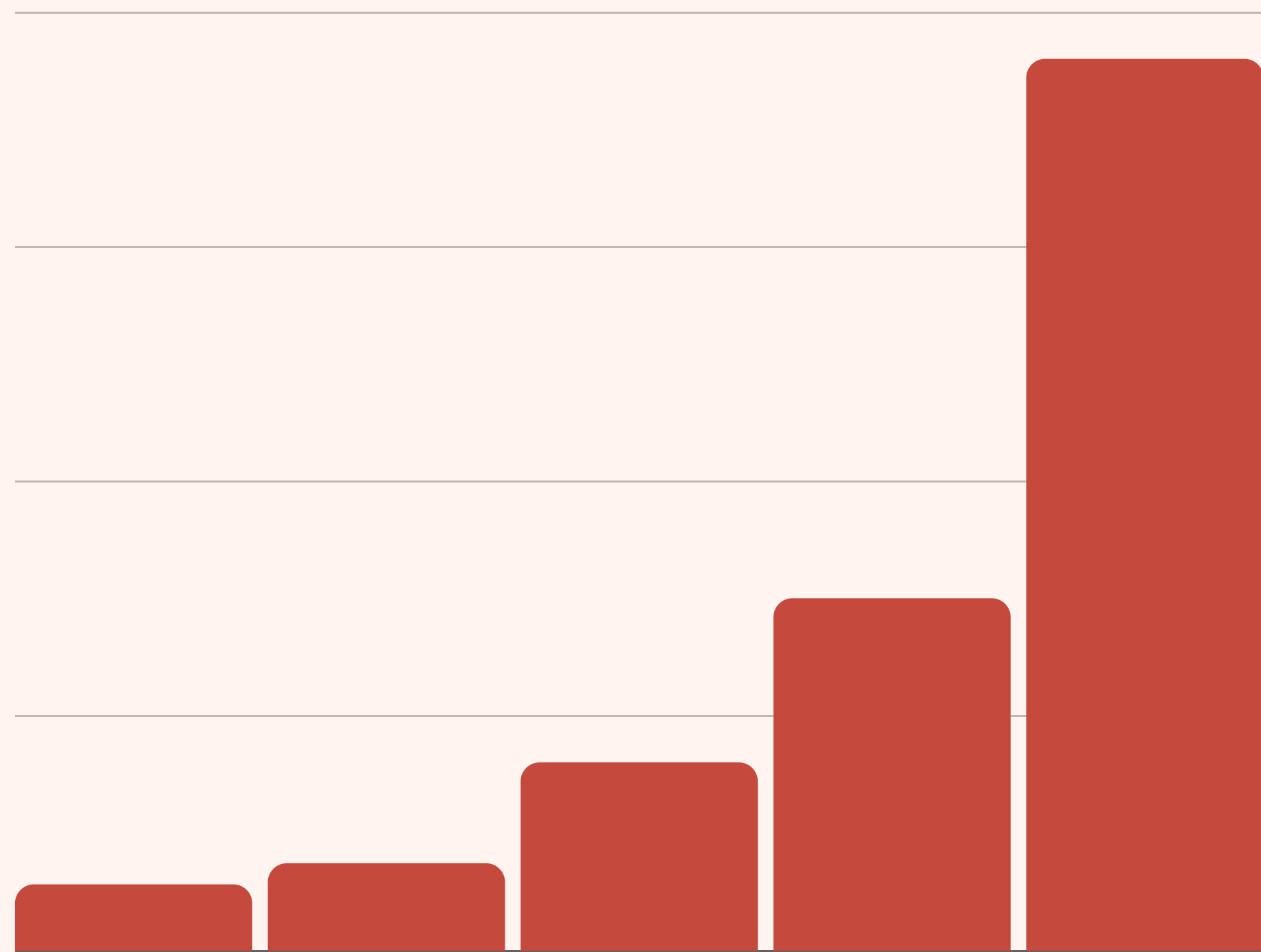
Rating 1.0

Rating 2.0

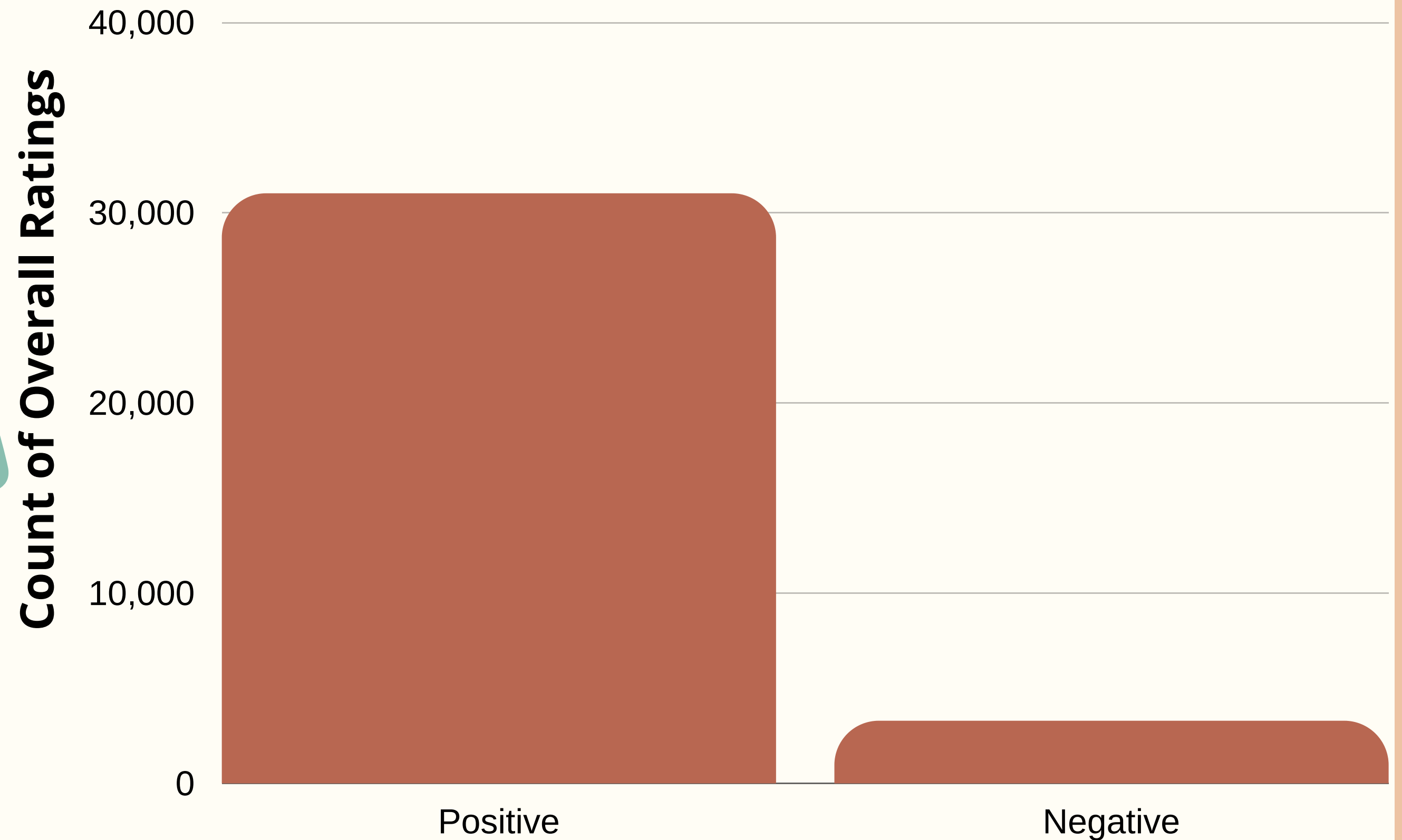
Rating 3.0

Rating 4.0

Rating 5.0

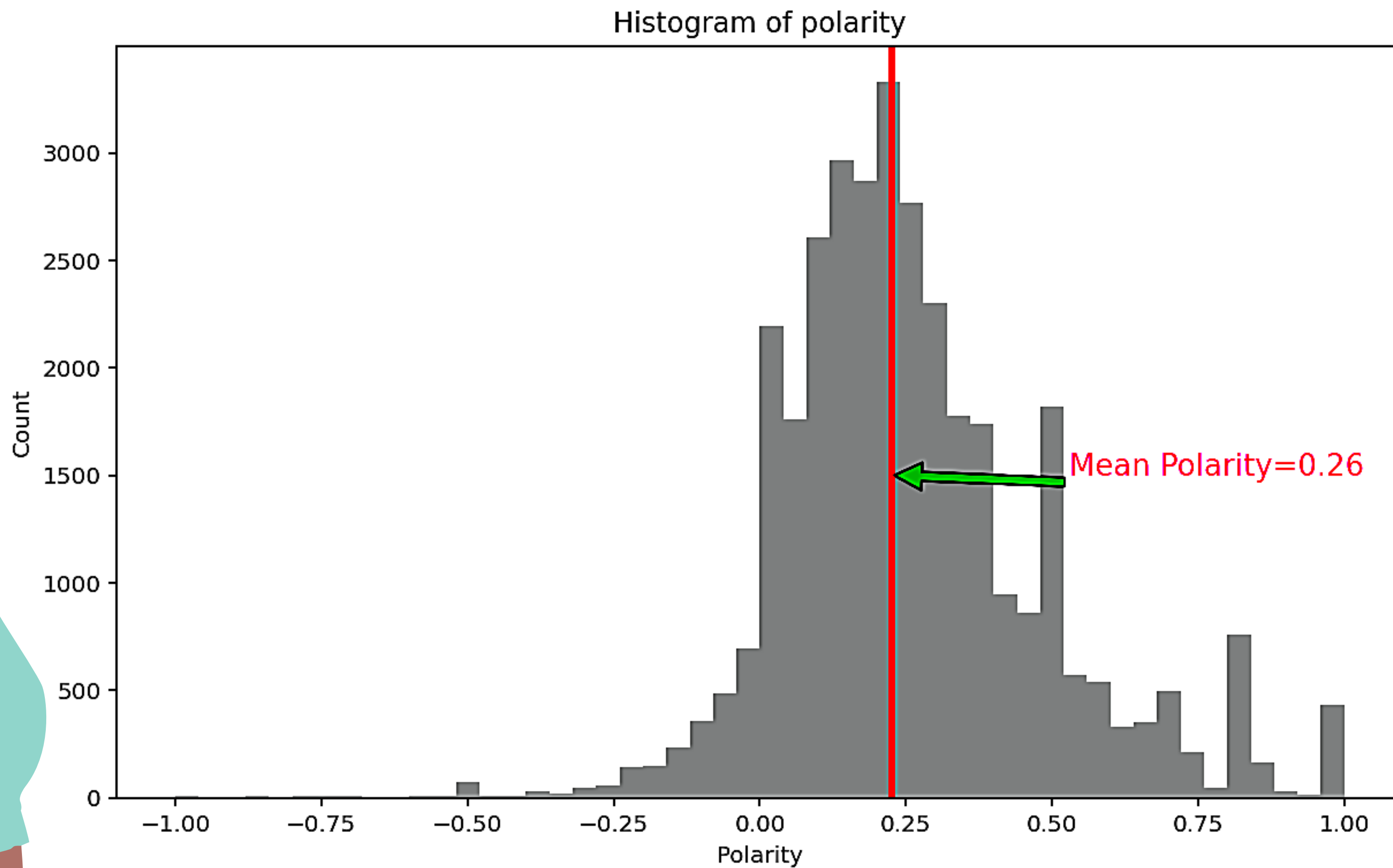
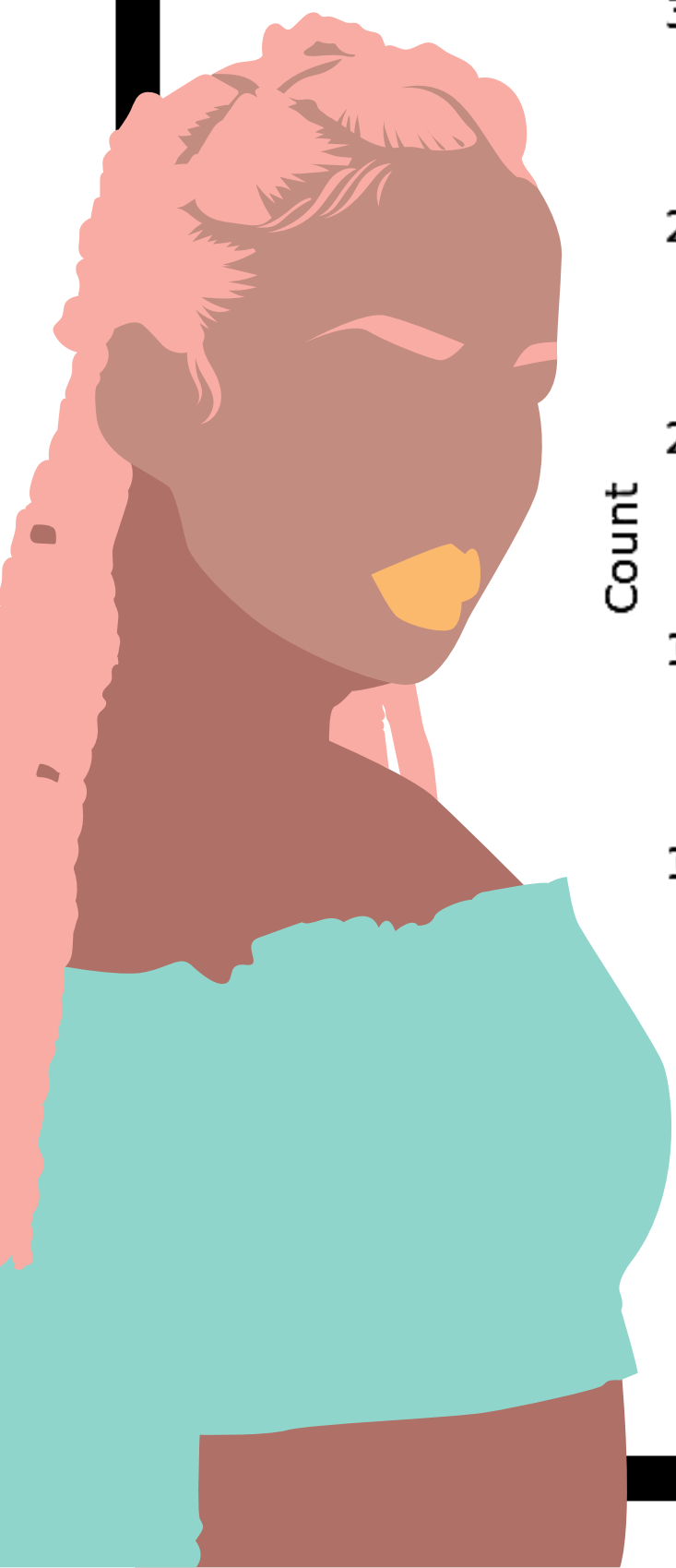


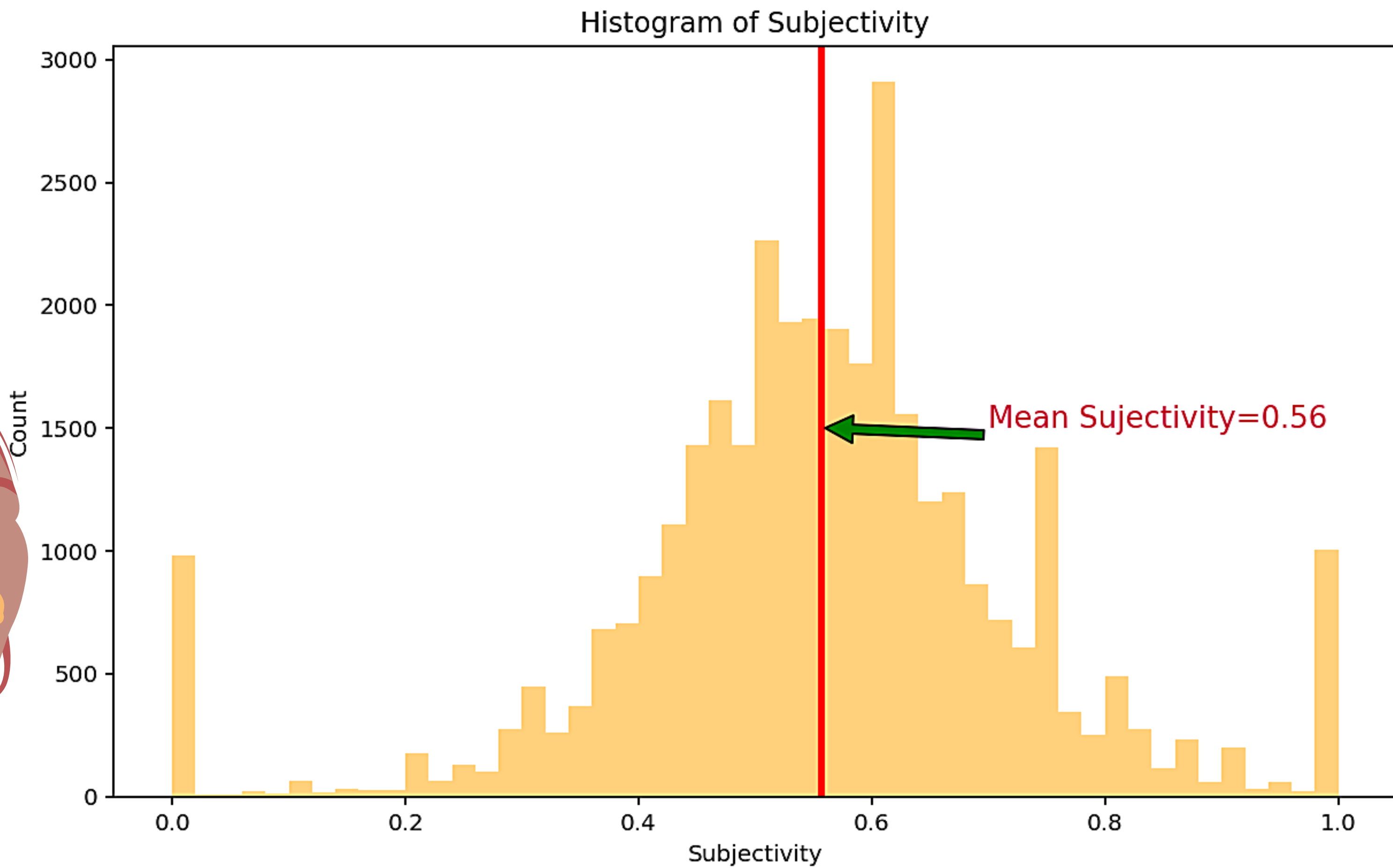
# Ratings Classification





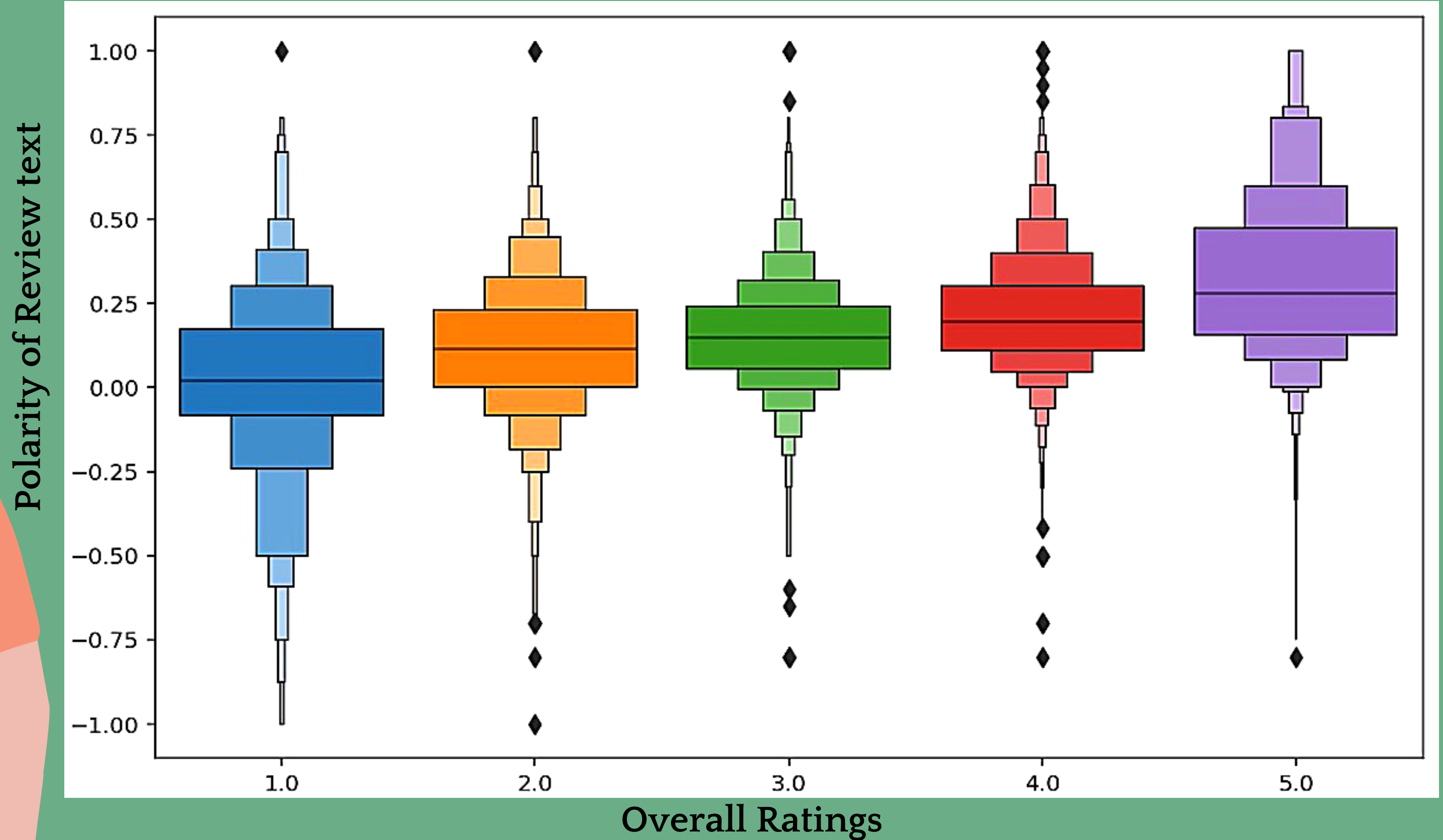
# Word Cloud of All Reviews







# Polarity of Review text by Ratings





# Conclusion

- Luxury Beauty Products seem to reliably deliver on their promises (claims) based on the number of positive reviews.
- One of the ways that Colorpop can be successful in the luxury beauty department, is ensuring that their products deliver on all promises(claims).



# Next Steps

- What time of the day do positive or negative reviews occur?
- Creating a classifier model to provide more feedback on individual positive and negative reviews.
- Using all data in the dataset, produce an in-depth product analysis of positively and negatively reviewed items to gain insights into consumers' behavior.





# INTERESTING IN WORKING TOGETHER

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Thank You for Your Time

Questions?