PROJECT DASHBOARD

	Rating	Record Count ▾
1.	5	10,858
2.	4	4,289
3.	3	2,464
4.	2	1,360
5.	1	691

1 - 5 / 5 ‹ ›

Piechart of Rating Count

6.9%
12.5%
55.2%
21.8%

1
2
3
4
5
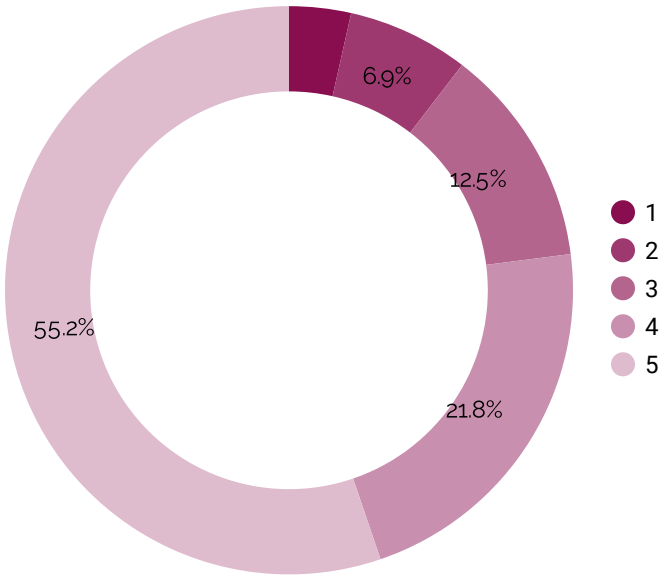
**Over half of the reviews were given a 5-star rating.
Over 75% of the reviews received at least a 4-star review.**

PROJECT DASHBOARD

	Age ▲	Count of Age
1.	18	4
2.	19	28
3.	20	91
4.	21	75
5.	22	106
6.	23	210
7.	24	201
8.	25	276

1 - 77 / 77 ‹ ›

**Most reviews were written by customers in their 39's.
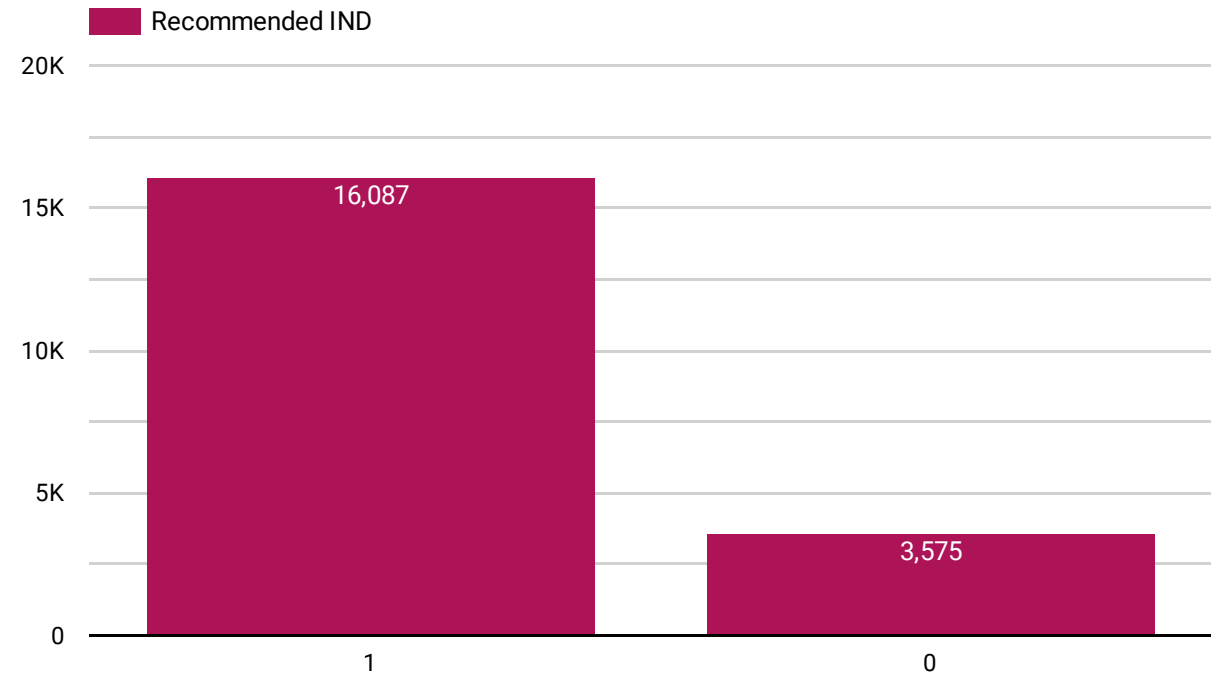Reviews decreased as the age of the reviewer decreased after 39.**

Count plot of reviews by age

PROJECT DASHBOARD
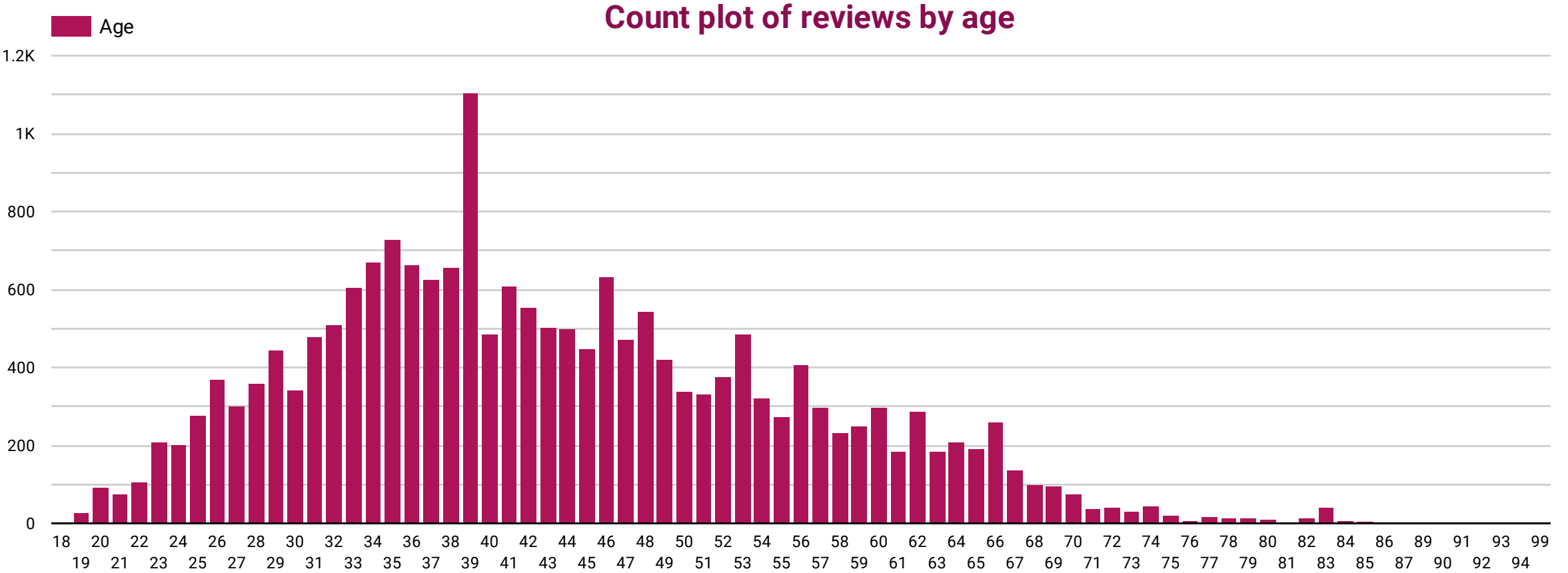
Count Plot of Recommended IND

	Recommend…	Recomm…
1.	0	3,575
2.	1	16,087

1 - 2 / 2 ‹ ›

Recommended IND

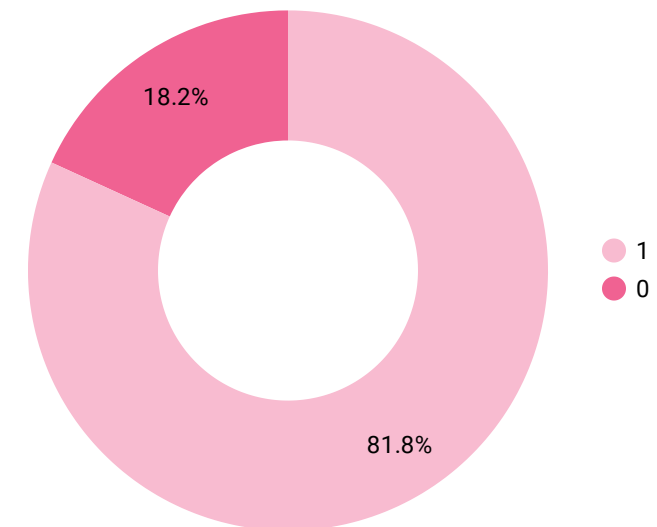|	
16,087 (bar at 1)	3,575 (bar at 0)

20K
15K
10K
5K
0

1   0

Recommended = 82%
Not Recommended = 18%
Assumption: 75% of reviews received 4 or 5 star ratings and 82% of the reviews recommended the product therefore we can assume the recommended Ind variable correlates with the rating review.
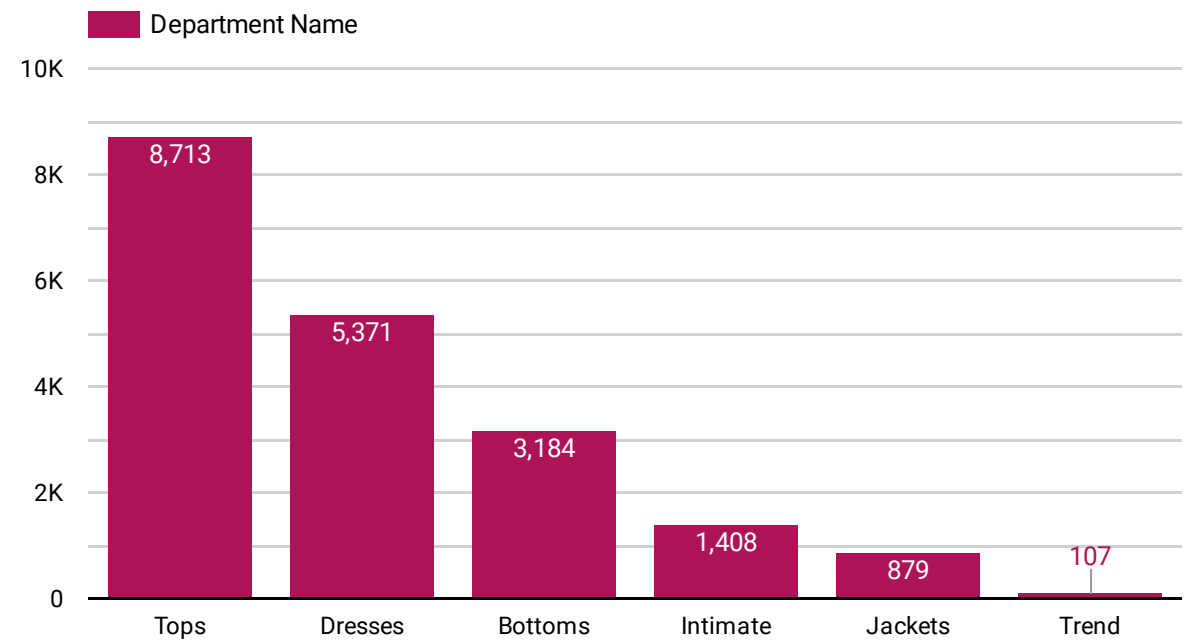
PieChart Of Recommended IND

18.2%

81.8%

● 1
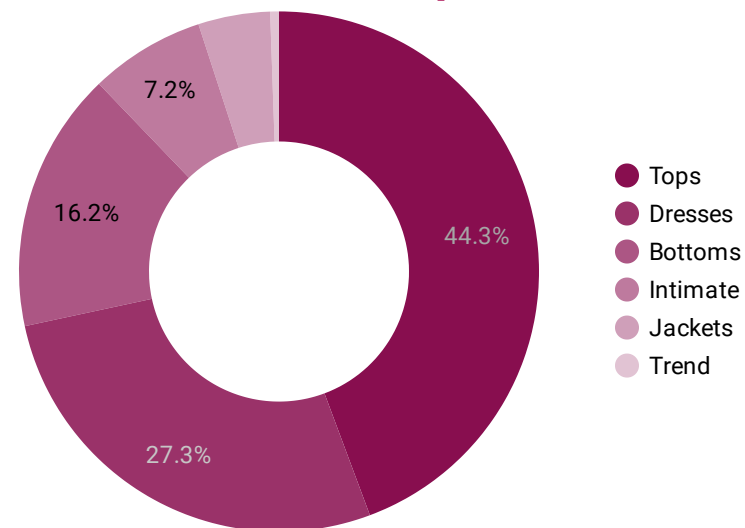● 0

PROJECT DASHBOARD

	Depart...	Depart...
1.	Bottoms	3,184
2.	Dresses	5,371
3.	Intimate	1,408
4.	Jackets	879
5.	Tops	8,713
6.	Trend	107

1 - 6 / 6

Count of Department Name

Tops Department recieved most reviews.
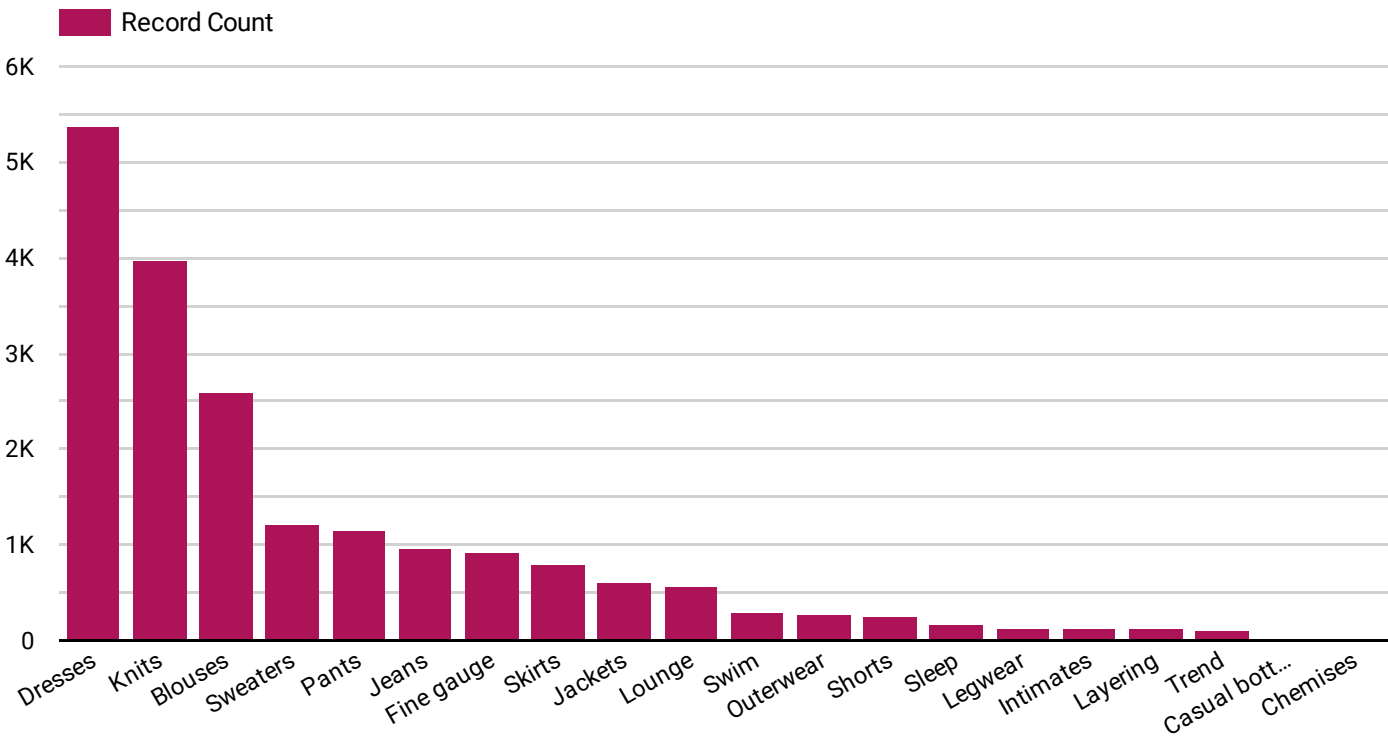
PieChart of Department Name

PROJECT DASHBOARD

	Class N...	Class N...
1.	Casual bo...	1
2.	Chemises	1
3.	Trend	107
4.	Layering	115
5.	Intimates	120
6.	Legwear	131
7.	Sleep	174
8.	Shorts	260
9.	Outerwear	281
10.	Swim	293
11.	Lounge	574
12.	Jackets	598
13.	Skirts	796
14.	Fine gauge	927
15.	Jeans	970
16.	Pants	1,157
17.	Sweaters	1,218
18.	Blouses	2,587
19.	Knits	3,981
20.	Dresses	5,371

1 - 20 / 20   ‹   ›

Count of Class

Dresses class recieved the most reviews.

PROJECT DASHBOARD

	Rating ⋯	Departme…	Departme…
1.	5	Bottoms	1,903
2.	5	Tops	4,719
3.	5	Dresses	2,832
4.	5	Intimate	819

1 - 30 / 30 ‹ ›

	Rating ⋯	Class Na…	Class Name
1.	1	Lounge	19
2.	1	Blouses	97
3.	1	Legwear	9
4.	1	Skirts	27
5.	1	Layering	2

1 - 92 / 92 ‹ ›

Count plot of ratings per department

Count plot of ratings per class
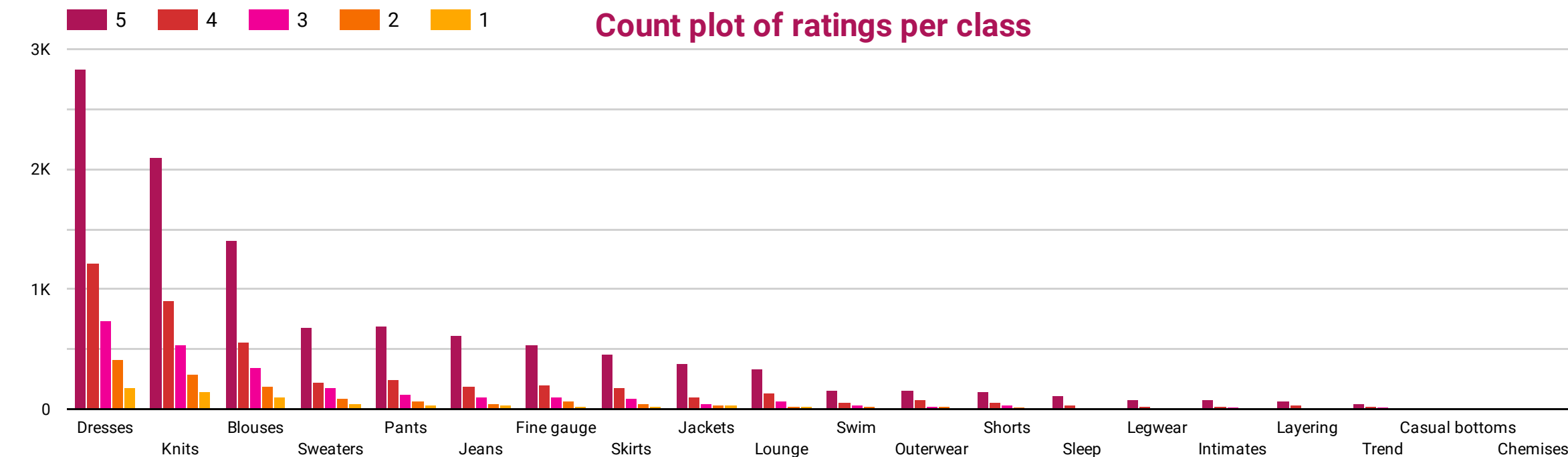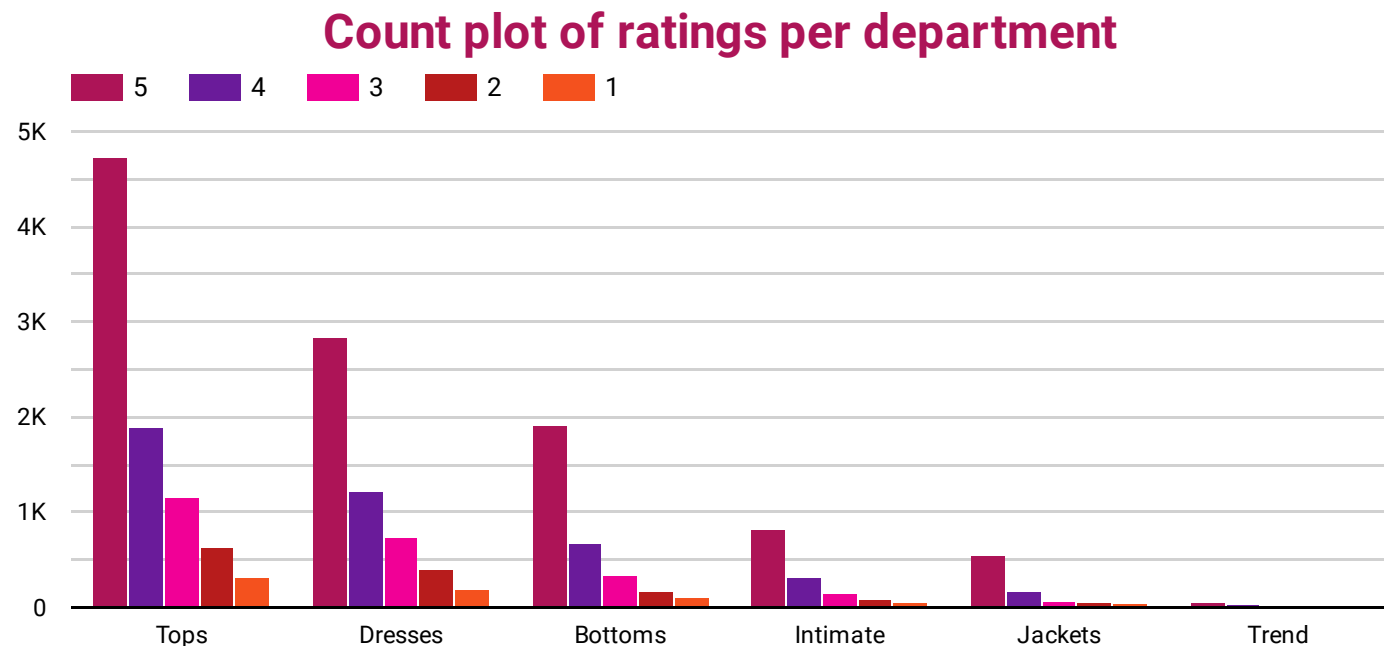
Each department and class follow the same trend with most of the reviews per departments/classes are 5-star reviews and the least being 1-star reviews.
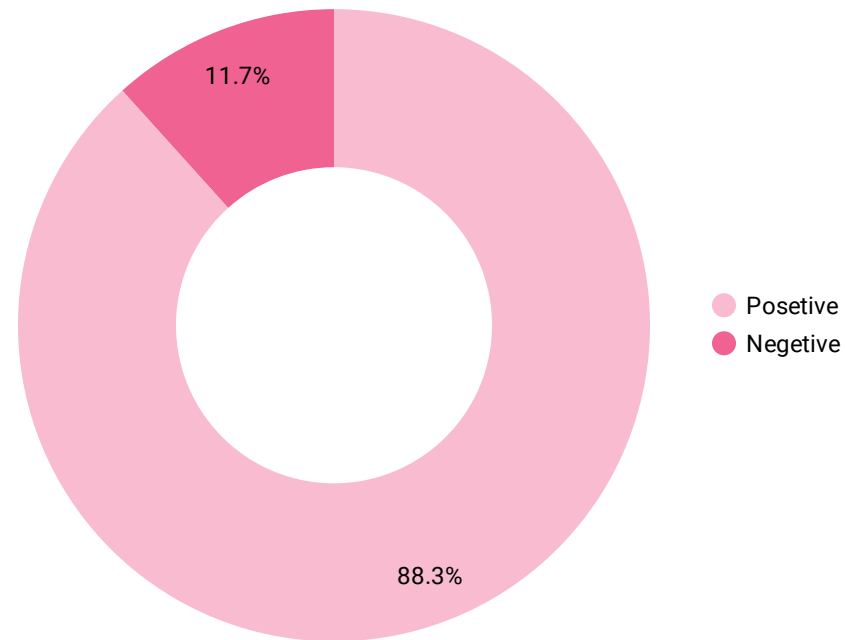
Since the trend is the same per each department/class using this variable in the predictive model may not be as impactful.

PROJECT DASHBOARD

	Rating	Rating
1.	Negetive	2,407
2.	Posetive	18,194

1 - 2 / 2 ‹ ›

PieChart of Posiitive and Negative views

11.7%

88.3%

● Posetive
● Negetive

Eliminated 3-star reviews from the data set
3-star ratings are considered neutral and are not beneficial predicting positive/negative reviews
Changed all reviews above 3 stars to positive reviews and reviews below 3 stars as negative reviews
After eliminating the 3-star reviews 88% of the reviews were classified as positive reviews.