

You've been given a chance to explore how data science can unlock insights in a field we're all familiar with: **online shopping**. Imagine you're analyzing data for a company selling women's clothing. They have thousands of reviews, but they don't know exactly what customers are feeling about different product types (like dresses or tops) or if there's a pattern in reviews based on customer age. Your mission is to dive into this data and find out how age and product type might influence how customers feel about the products.

Your task is to conduct sentiment analysis using Python and the VADER sentiment analysis package to answer this question. Use the information and files found in https://github.com/kieramurphy37/DS4002_CS3. By processing and analyzing the reviews, you'll help the company understand where they might need to adjust products or marketing to match customer preferences better. Deliverables will include a Github repository and a 10-12 slide presentation.