

## **Determining Product Popularity from Online Ratings and Review Data**

### **Introduction**

We are working with a major electronics store to decide how much inventory to keep in stock to keep up with demand.

Our project seeks to investigate a large dataset of electronics product reviews collected from several online retail websites to determine the popularity of products and how much to keep in inventory.

We also want to predict the reasons for customers' non-recommendations on some electronic products in order to give feedback to our manufacturers, build better store warranties, educate our consumers on the products they are interested in purchasing and train our support team on helping disgruntled customers.

### **Dataset**

The dataset consists of 7000 reviews across 50 products from Amazon and Best Buy. It has fields for each product's brand and model name, and detailed review information including ratings, how many users found the review helpful, the review title and content, and the website where the review came from.