Project Report

CS-5610-100 - Advanced R for Data Science

**ANALYSIS OF COSMETIC**

**PRODUCT REVIEWS BY**

**NYKAA**

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#Motivation and Overview:

Nykaa is a renowned Indian cosmetics company that deals with a variety of products with their customers through online based e-commerce platform. This proposed work is done to analyse the Cosmetics Products from Nykaa data. The entire dataset is created with various attributes in it. In this proposed work we are dealing with this attribute information and later using this information we analyse the data and consider that data to make a filtered data and according to that we have plotted the information and display them for the observation purposes.

#Related Work:

Now a day, data scientists are mostly focused on various data to gather information, classify them, analyse various things by understanding the nature of the data. This dataset is mainly based on the customer reviews for the showcased products. One of the research projects has been made by Sana Ansari and Sumeet Gupta where they created a scenario of fake reviews and how they are important for manipulation of customers. Musarrat Shaheen et. Al designed research on the importance of reviews and how they used to trust a product in an online based platform. These sorts of exploration works are being takes place over this proposed dataset.

#Initial Question:

This piece of work is mainly designed to understand the data first and based on the understanding the importance of the review and rating for a particular product sale is also to be discovered here. Also, with this research we will find out how the information are correlated with each other in this proposed Nykaa data.

#Exploratory Data Analysis:

In this scope of work where the exploration of data has been performed in R programming environment. An ShinyApp has been created here for the work. There is some information is selected for the entire task and based on the information histogram, data driven filtered data table has been represented here to understand and observe the data thoroughly here.

#Data Analysis:

In the data exploration a ShinyApp has been created where some information has been taken which can be selected by the users in a random way. Based on the selection of the information, we reviewed the information and show the related filtered data in a tabular format as well as with a histogram.

#Narrative and Summary:

The developed ShinyApp is created and runnable using local servers. We have successfully deployed it to make an exploratory data analysis of Nykaa data to understand the importance of the product specific reviews and also understand how each pf the attributes are mostly important to understand the entire Nykaa Product Review data.