amazon review analysis
group 22

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motivation

amazon-reviews are a very important decision-supporting tool for online-shopping. we want to get more insights into this topic. for that, we searched for a data-set to make analysis with and we found an interesting one on kaggle. here are our findings.

dataset

the dataset we used is a public-available set with about 1600 entries from reviews - from the amazon-designed e-reader kindle and the amazon echo. because of the number of data we were were interested, to get a realistic overview.

github-repository
+ dataset-link

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approach

main goal was to gain information about the langue used in various forms of reviews, e.g. if there is a difference in positive or negative reviews.
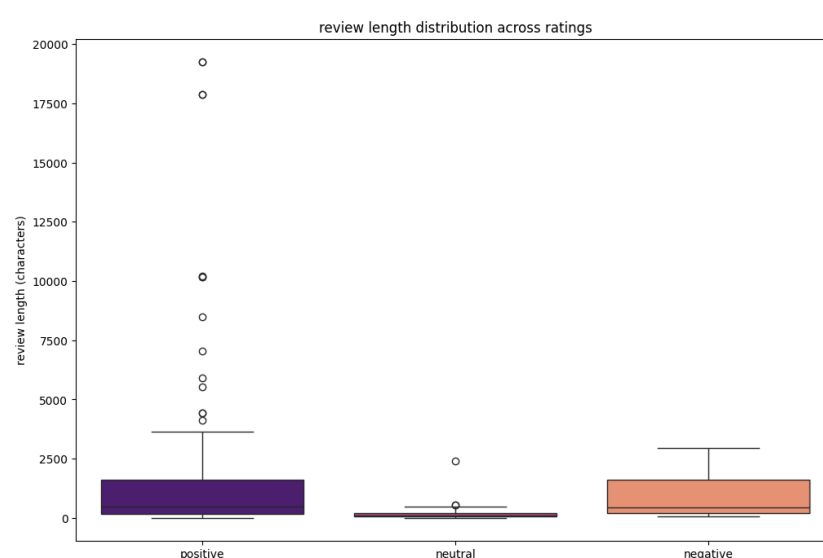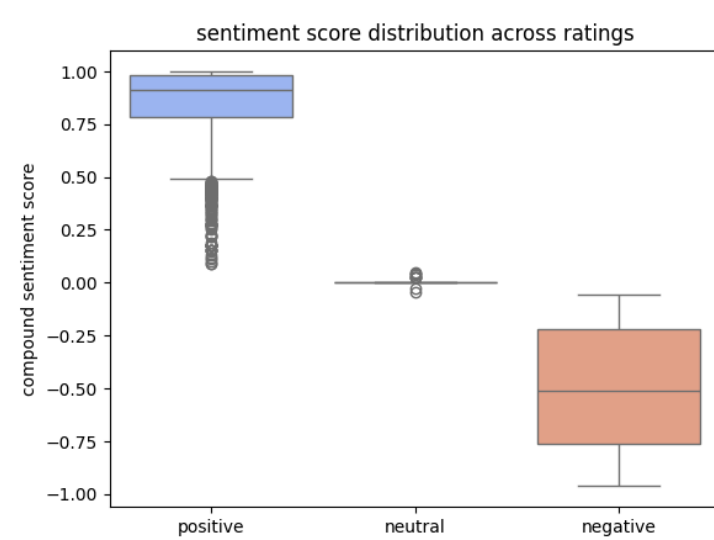

top words overall

research question

because of our interest in the dataset, we formed the research-question as following

How do sentiment vary across positive, neutral, and negative reviews and what insights can be drawn from the sentiment analysis and the interaction between review helpfulness and product price?

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results

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sentiment distribution

sentiment score distribution across ratings

relationship between price and number of helpful reviews

review length distribution across ratings

results - wordclouds

top words in positive reviews

top words in negative reviews

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conclusion

a. majority of reviews (1,421) are positive, only 122 negative and 54 neutral reviews. suggestion: customers generally tend to review favorable experiences

b. strong alignment between higher ratings and positive sentiments. however, negative ratings correspond with lower counts -> consistent correlation between ratings and sentiment

c. scatterplot reveals that lower to mid-price range (approximately $50-$100) tend to receive more helpful reviews. high-priced products have fewer such reviews. indicates that perceived value may influence consumer engagement and helpfulness ratings.

d. positive and negative reviews are generally longer than neutral reviews. suggests that dissatisfied customers tend to provide more detailed feedback, possibly to justify their praise or criticisms. especially positive reviews have some very long outliers.

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poster and research made by

afoma steline otikpa, akanksha mishra, florian oberbichler, hermann otto josef oratsch, matthias berger

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★★★★★ Verified Purchase
My Transformation is Complete
Reviewed in the United States on December 3, 2012
It is day 87 and the horses have accepted me as one of their own. I have grown to understand and respect their gentle ways. Now I question everything I thought I once knew... a no longer capable of follow... through w... m... primary objective. I kno... that ... lost ... nent ... ce ... me will not relent. They w... send others in my place... But we will be ready

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159 global ratings

5 star ████████ 99%
4 star
3 star
2 star

Reviews from Amazon
4.8 ★★★★★

Customer Reviews
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5 star ████ 87%
4 star █ 10%
3 star █ 3%
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