

OUTLINE

Intro

→ Datasets

→ Key Question

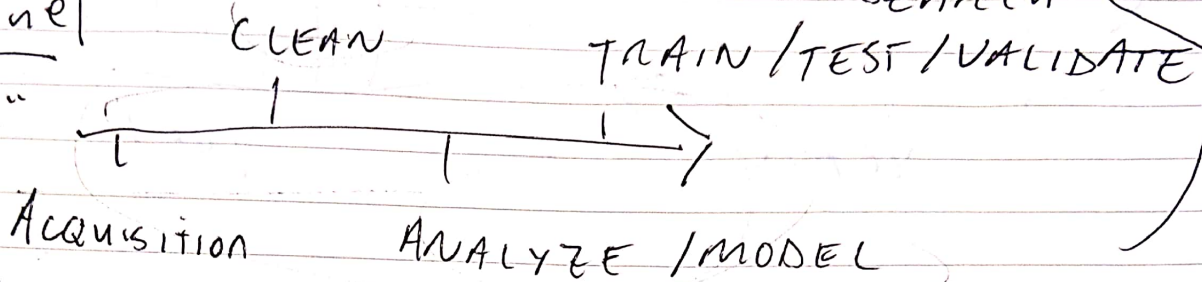
→ Business Purpose - So what?

↳ MARKET RESEARCH

WILL

Pipeline

"Talk Outline"



CLEAN

* Begin → end clean *

before / after

Mostafa

- ① Combining Datasets
- ② Reformat Data
- ③ Final Clean (rest index, drop Nans)

Analysis

PURPOSE: EXPLORE + DESCRIBE DATASET

①

Descriptive

→ ratings vs reviews

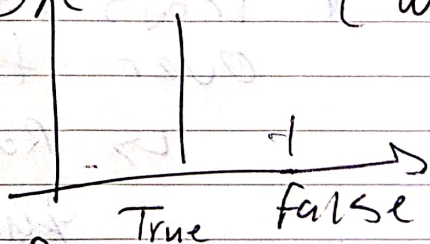
②

mean Rating

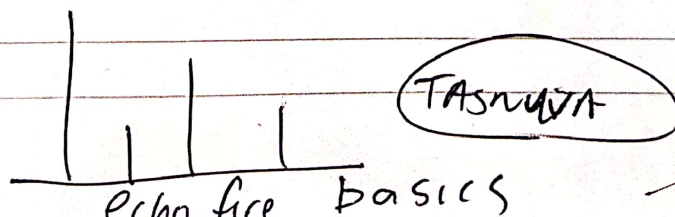
Prod Name

WILL

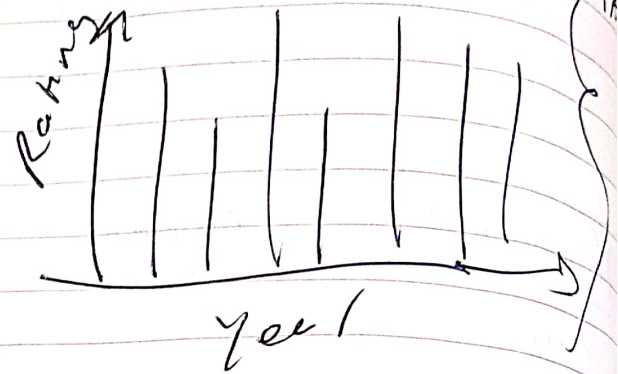
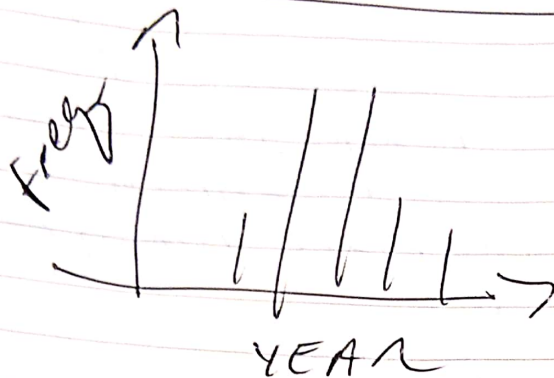
③



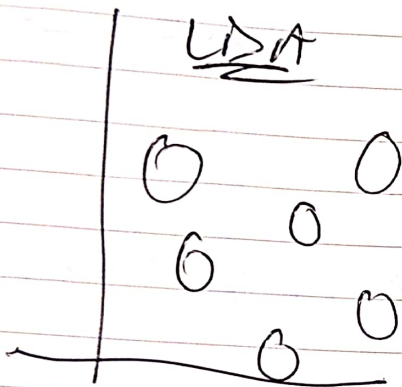
④ Business unit Performance



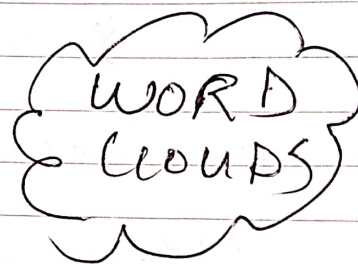
② Time - TRENDST



③ TOPIC MODELING



+



MATT

CONCLUSIONS

- π Prods seem to be improving over time
 - ↳ Ratings (ie perceived prod quality) seems to be impr.



#1

kindle

1

Voyage
Casis
Paperwhite

Product Name Topic

- Topic models - show most relevant themes consumers are talking about

Thank you + Questions

Next Steps

- ① Everyone should draft a script for their section

- DUE END OF DAY 12 JAN 2020 @ 2300

- ② PPT : POLISHED

- ALL GRAPHS DONE 1200 17 JAN 2020
- Edit slides

- ③ Practice

Monday 13 Jan 2020 2100