

# Classifying Customer Conversations: An Analysis of Amazon Watch Reviews

By: Muoyo Okome & Jill Carrie



# 5 Star Ratings - ★★★★★



# 1 Star Ratings - ★★★★☆



beautiful bright Invicta sent back maybe people kind design issue going brand order another Seiko order  
broken first though sure buy think wrist may cheap anything come brand need light Pay  
came either looked happy little number never plastic give piece just keep time  
want place still see set time well send back Casio take Unfortunately said  
use band look case set time pin first time worth big will make  
strap dial function display quality part hand found  
purchase small original junk update seem  
find rendering water resistant pin love  
1 stopped poor quality received made  
horrible clock work color guess already  
pretty instruction  
Timex looks nice recommended sale return  
customer service nice seller disappointing

know  
another  
time  
light  
new  
keep time  
simply without  
item  
way box  
make  
wanted  
company  
hour  
said  
Unfortunate  
sent  
part  
sent  
purchased  
old  
purchaser  
return  
customer service  
nice  
seller  
disappointing

disappointed waste money  
problem face wear  
well watche  
product thing  
band  
look  
stopped working  
returned  
stopped working  
returned  
customer service  
nice  
seller  
disappointing

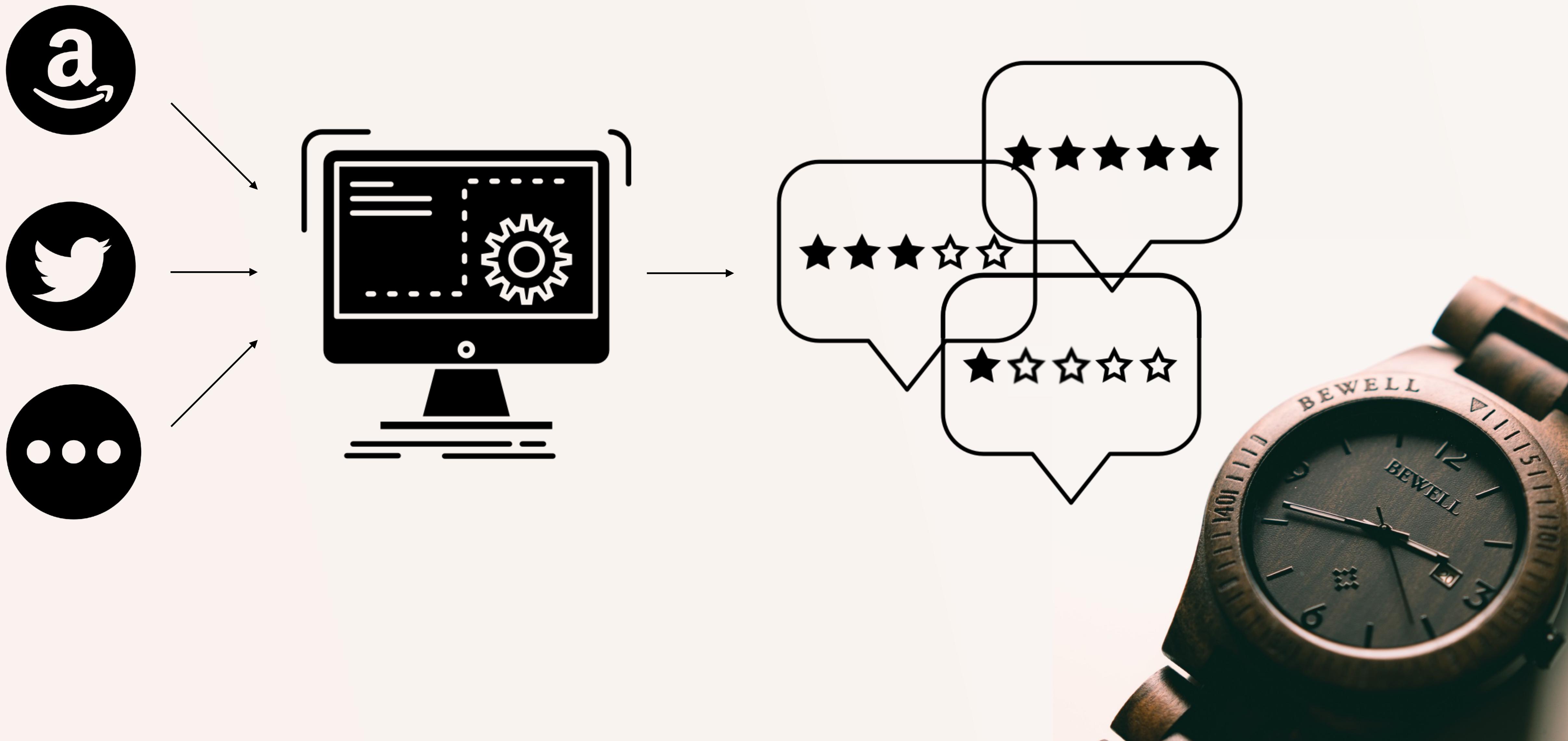
# Amazon Watch Reviews:

Data Source: AWS Open Data

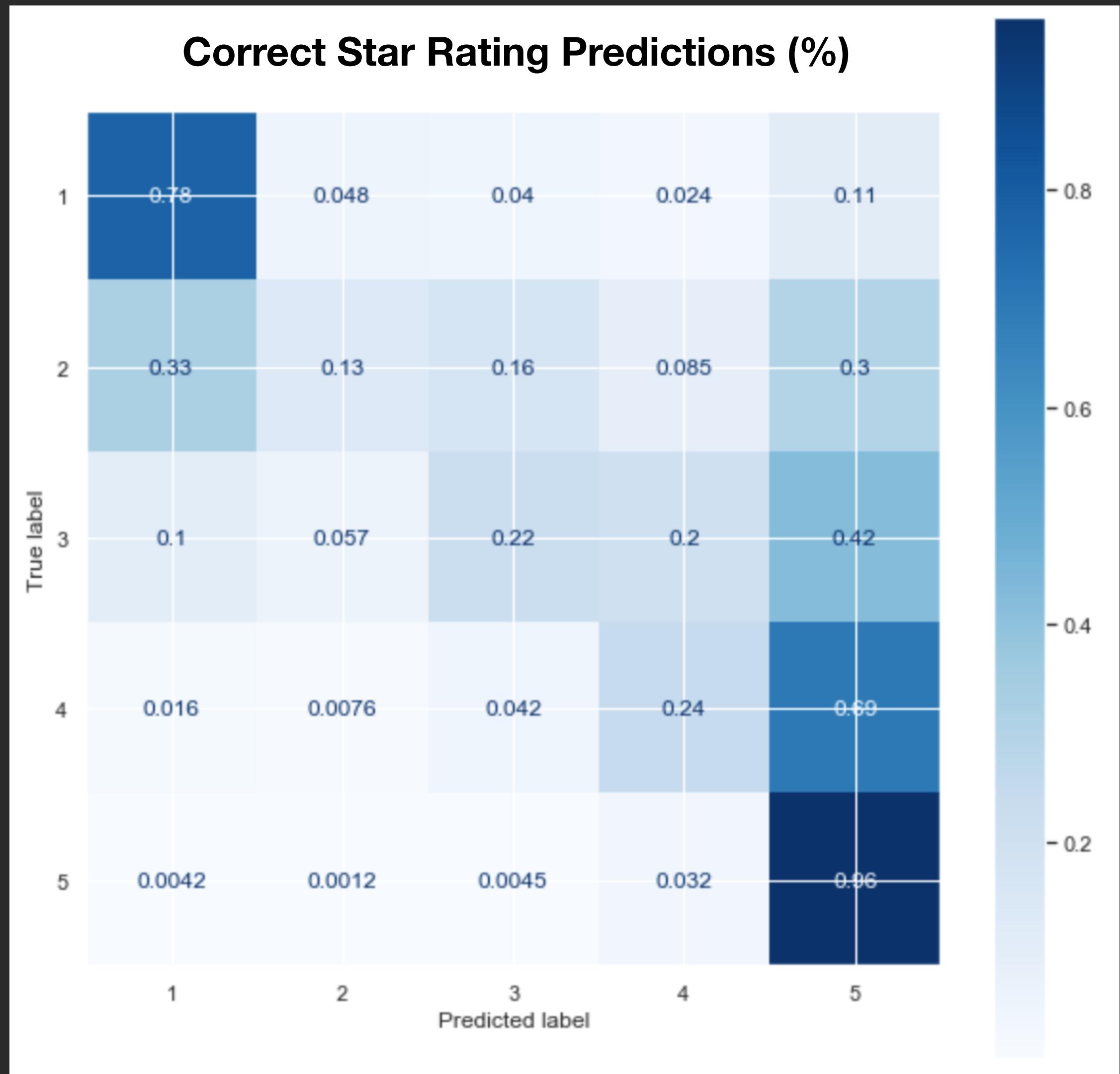
Goal: Predict star ratings from review text.



# Our Process: Text to Star Ratings



# Predictive Power: 70.8%



# Application & Future Work:



- Customers have conversations on a variety of websites and applications.
- Generate star ratings as classifications for this text.
- Use star ratings to trigger automated customer service responses.