

Classifying Customer Conversations: An Analysis of Amazon Watch Reviews

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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 give piece just keep time
use band still see set time plastic well send back Casio take Unfortunately
strap dial purchase function display case pin part hand found
purchase find rendering water resistant small original junk
find time update first time worth big will love seem
poor quality guess already made ok tried
Timex clock work color guess already made ok tried
pretty instruction
Timex clock face recommended sale return
will never arrived don't broken probably
stopped returned return customer service nice seller disappointing

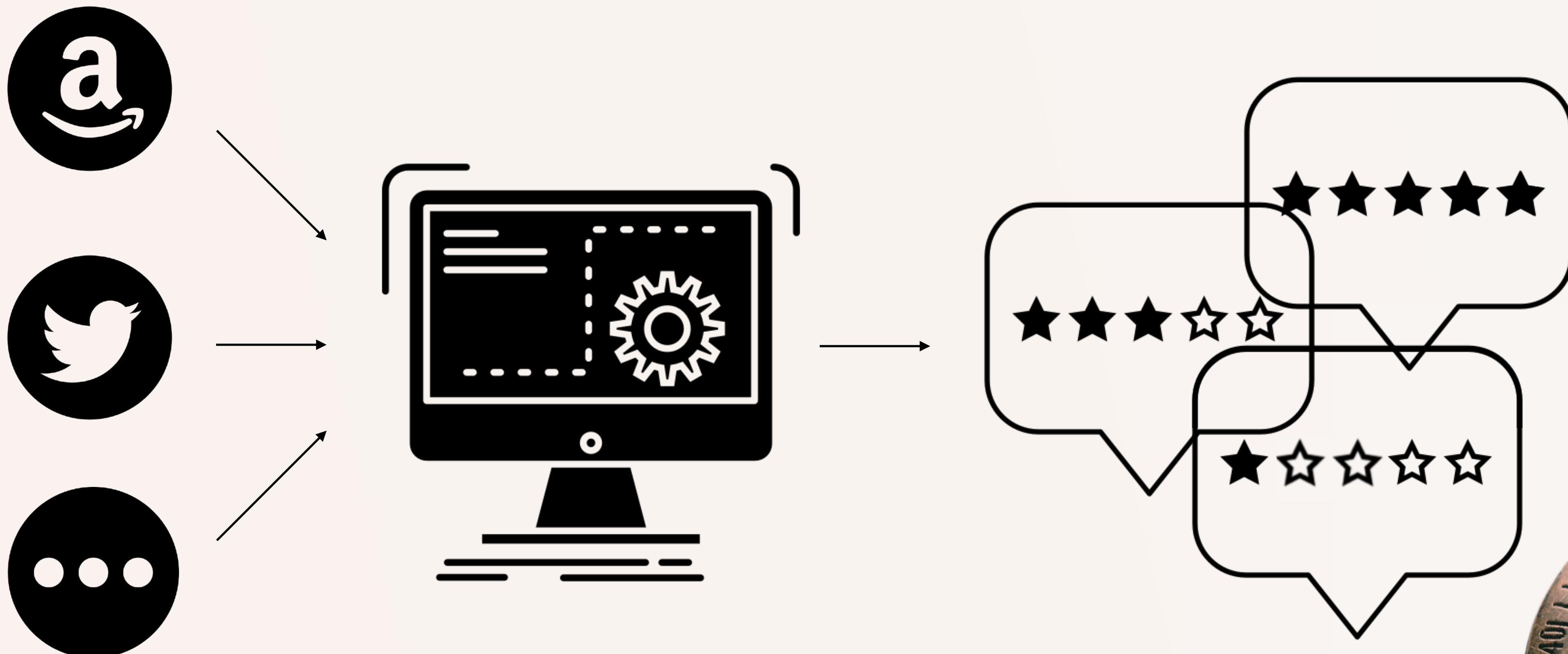
Amazon Watch Reviews:

Data Source: AWS Open Data

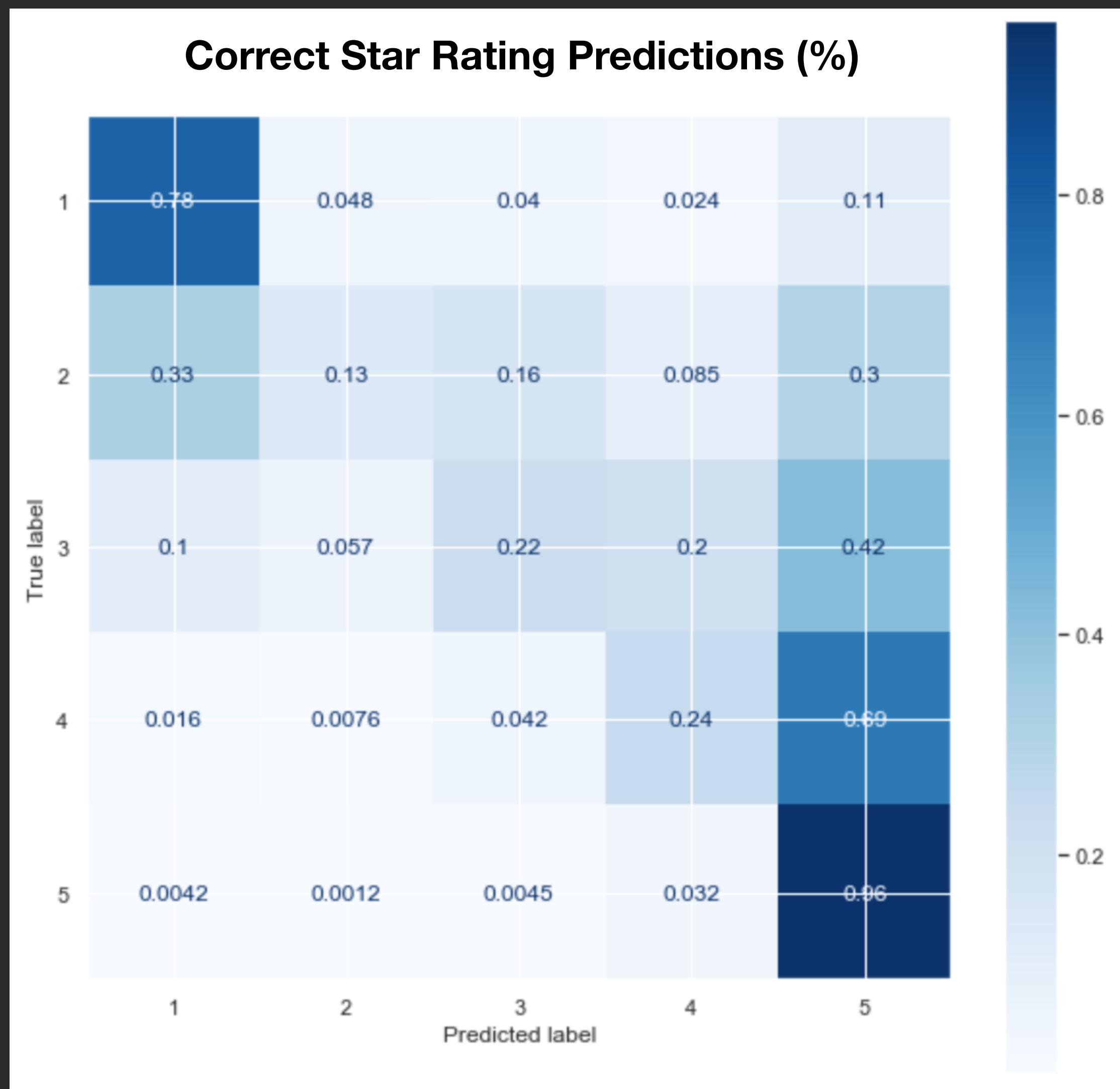
Goal: Predict star ratings from review text.



Our Process: Text to Star Ratings



Predictive Power:



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.