

# woof loves you more?

## A Sentiment Analysis of Amazon Product Reviews from Cat and Dog Owners

American Pet Products Association estimates \$136.8b was spent on pets and pet supplies in 2022, while UK pet owners spent GBP9.7b in 2021

Data Source: <https://nijianmo.github.io/amazon/index.html>



Pet business is big business...

**91.2%** of reviewers were verified

petcare was a COVID-proof industry

understanding pet owners sentiments can improve experiences



Sentiment analysis assigns values to text-based opinions in order to quantitatively determine the writer's attitude towards a particular topic or product. The sentiments are rated from 0.1-1.0 and can be positive, negative or neutral.

This serves as an objective measure of customer satisfaction and can provide valuable insights into customer experiences and opinions on either the platform or product.



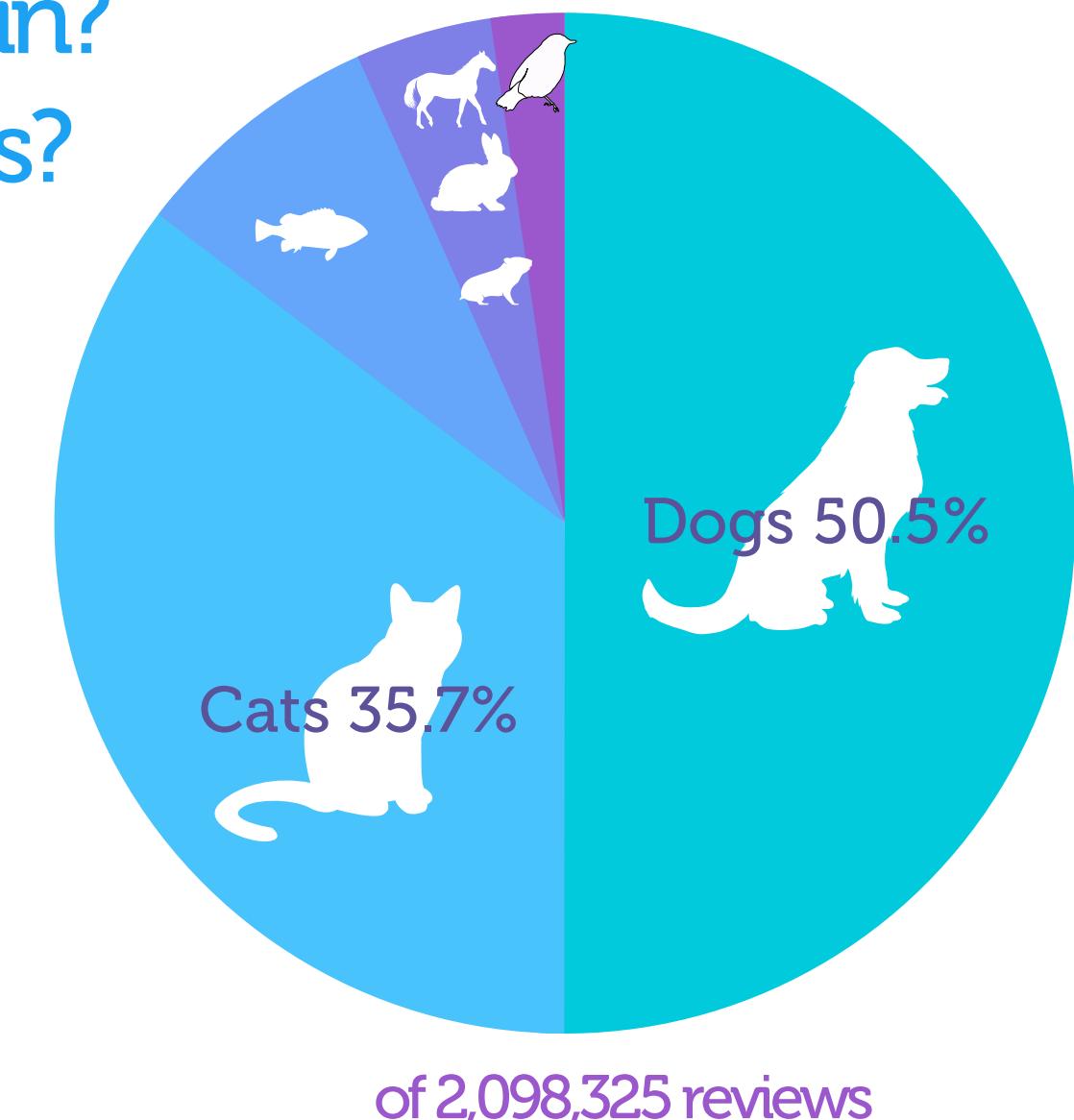
>85% of the reviews were for dog and cat products.

This analysis sought to identify if dog and cat owners reviewed products differently:

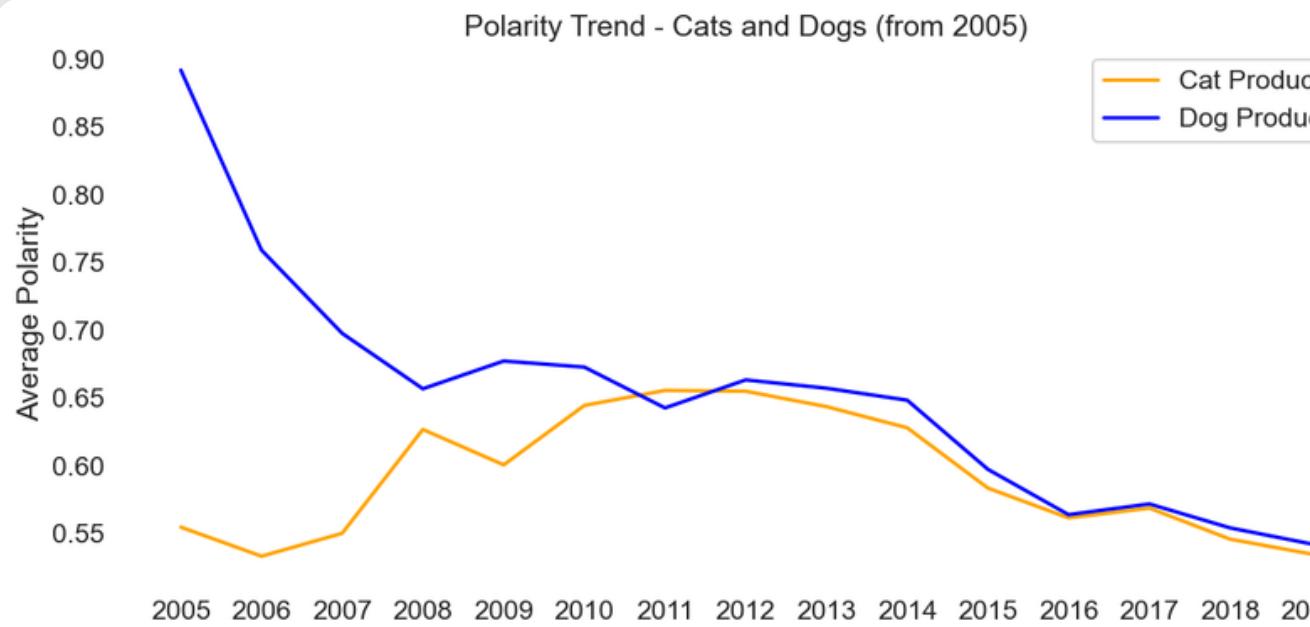
- which owners were more vested in their reviews; either from the length of reviews or sentiments expressed therein?
- what were the most frequent positive and negative words?

## Why is this important?

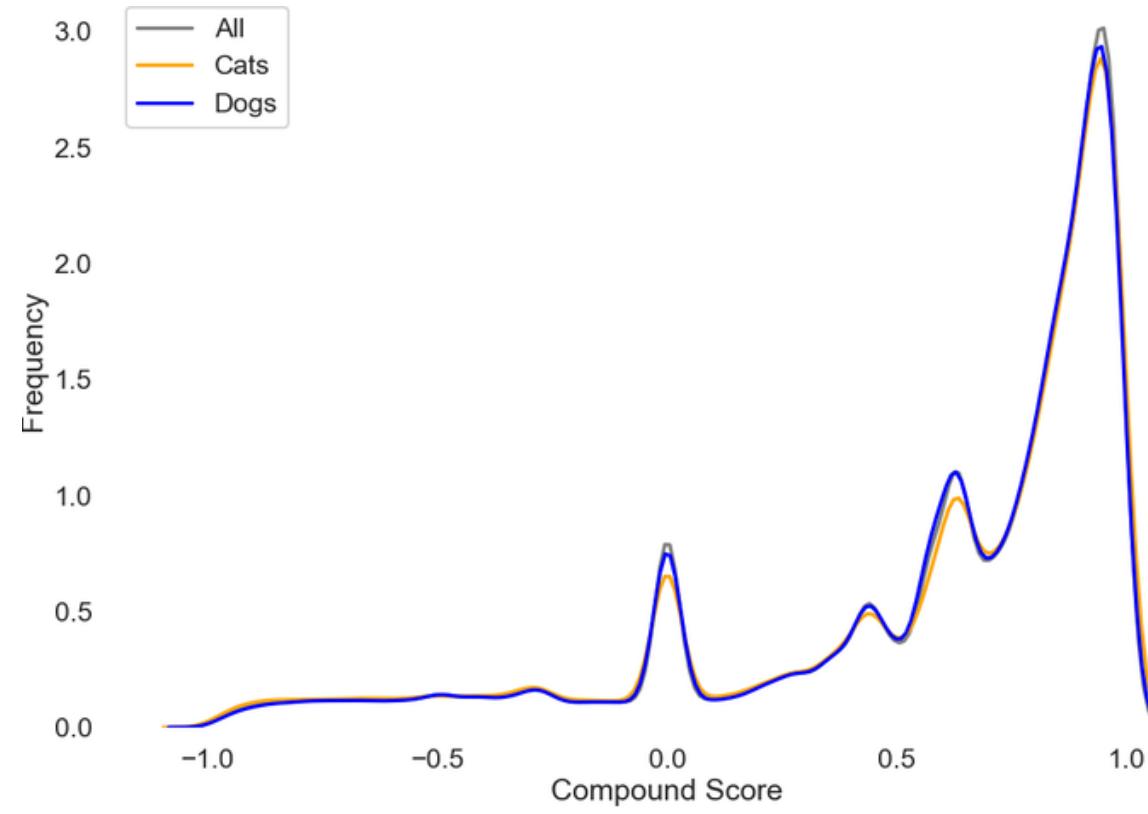
E-commerce platforms as well as product marketers may find this information relevant as it could guide their promotions, customer experience and choice of words when communicating with pet owners.



# some insights from the analysis...



While reviews of dog products had higher polarity or positive reviews at the inception, polarity has waned.



The compound score of reviews for both sets of products are now very similar.



The length of reviews for both sets of products appear to have peaked then dropped to similar levels. Shorter reviews have been attributed to reduced engagement on the platform as novelty waned over the years.

# most frequent positive and negative words...

**Both sets of positive and negative words were similar and almost identical.**

# in summary...



- there was no statistical significance between the reviews and engagements for dog and cat owners.
- the same words featured on both lists of most frequent positive and negative words
- low engagement through reviews among pet owners is in line with Amazon trends

for more details, kindly review the attached notebook. Thank you!