Fuji digital cameras  
Understanding Sentiments in Epinions

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# Project background and description

Large amounts of online reviews are available on Fuji Digital Cameras at Epinions.com. An analytics system is needed to pick up meaningful words as features to understand customer trends.

# Goal

To characterize positive and negative online reviews and determine its potential business adding value to support data-driven marketing decisions.

# Approach and plan of work

* Identify characteristic features
* Select a metric to use in feature selection process
* Use the extracted features to build classification model
* Evaluate the performance of model

# Criteria for success

* Identify meaningful words in the reviews that create a discriminative value in predicting the consumers’ recommendations.
* To build a model that can be effectively used to:
* predict sentiments from textual opinions
* monitor trends in consumers’ sentiments

# Potential challenges / risks

* Insufficient data
* Sarcastic Opinions

# Contingencies intended to mitigate risks

* Calibrate the risk to identify false positives and false negatives

# Preliminary Analysis of Data

|  |  |  |
| --- | --- | --- |
|  | Yes | No |
| Camera | 5274 | 726 |
| Auto | 5105 | 895 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CLASS | RATING | LABEL COUNT | | Total |
| Yes | No |
| Auto | 1 | 6 | 288 | 294 |
| 2 | 24 | 298 | 322 |
| 3 | 284 | 247 | 531 |
| 4 | 1804 | 38 | 1842 |
| 5 | 2987 | 24 | 3011 |
| Camera | 1 | 6 | 181 | 187 |
| 2 | 13 | 268 | 281 |
| 3 | 345 | 234 | 579 |
| 4 | 2251 | 32 | 2283 |
| 5 | 2659 | 11 | 2670 |