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INFLUENCE OF POPULARITY ON SALES

FS2023: 63091 Social Media Analytics

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CONTENT



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Data description

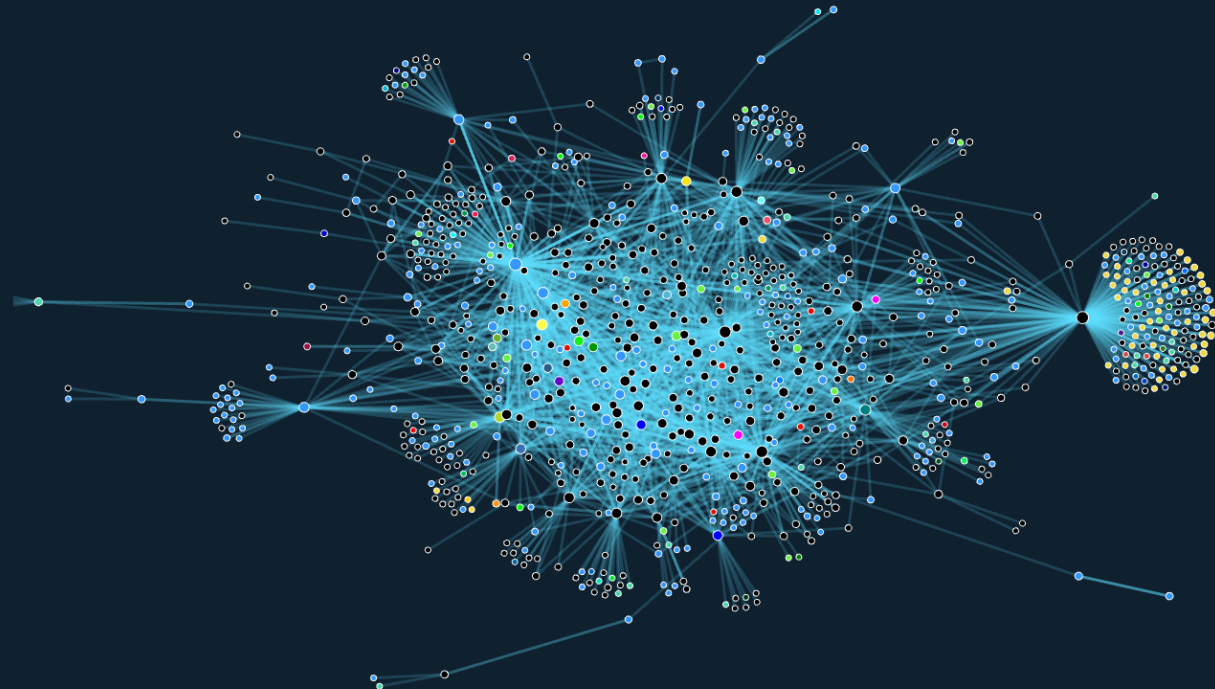
Type of analytics

DATASET



Amazon product co-purchasing network metadata :

<http://snap.stanford.edu/data/amazon-meta.html>



DATASET



Amazon product co-purchasing network metadata :

<http://snap.stanford.edu/data/amazon-meta.html>

Dataset statistics

Products	548,552
Product-Project Edges	1,788,725
Reviews	7,781,990
Product category memberships	2,509,699
Products by product group	
Books	393561
DVDs	19828
Music CDs	103144
Videos	26132



DATASET



Amazon product co-purchasing network metadata :

<http://snap.stanford.edu/data/amazon-meta.html>

Id: 1

ASIN: 0827229534

title: Patterns of Preaching: A Sermon Sampler

group: Book

salesrank: 396585

similar: 5 0804215715 156101074X 0687023955 0687074231 082721619X

categories: 2

|Books[283155]|Subjects[1000]|Religion & Spirituality[22]|Christianity[12290]|Clergy[12360]|Preaching[12368]

|Books[283155]|Subjects[1000]|Religion & Spirituality[22]|Christianity[12290]|Clergy[12360]|Sermons[12370]

reviews: total: 2 downloaded: 2 avg rating: 5

2000-7-28 cutomer: A2JW67OY8U6HHK rating: 5 votes: 10 helpful: 9

2003-12-14 cutomer: A2VE83MZF98ITY rating: 5 votes: 6 helpful: 5



MAIN IDEA



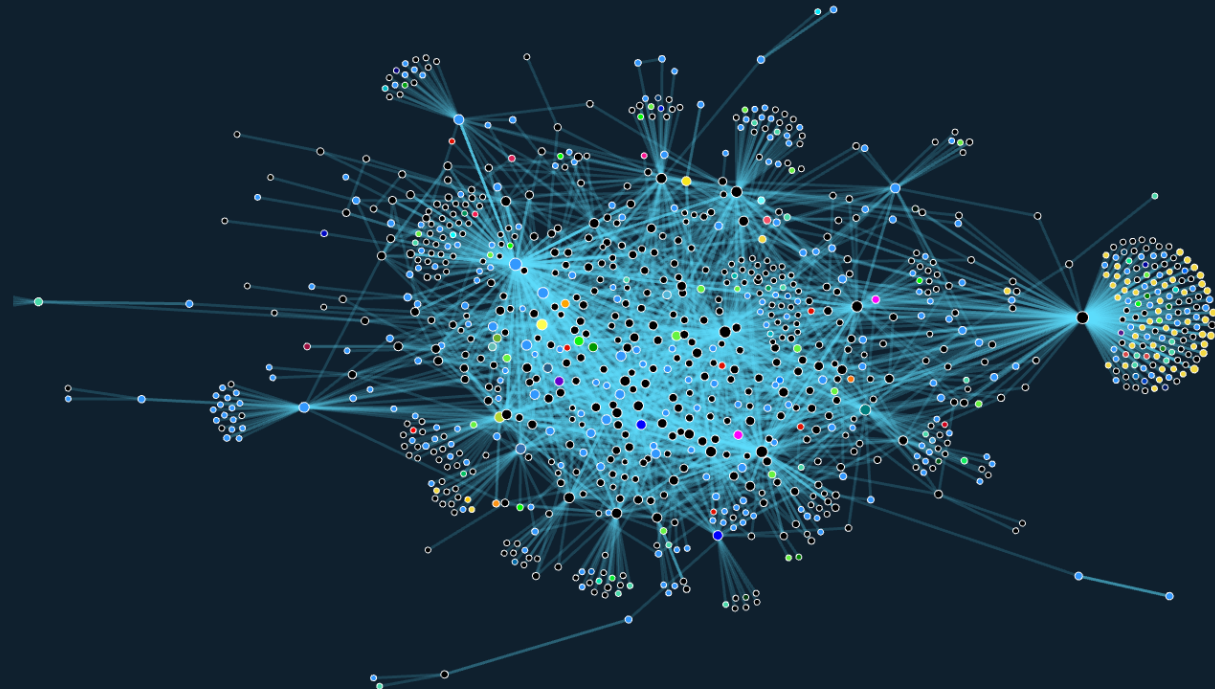
Find the most popular products by connecting them to their similar ones.

Compare with sales and/or reviews



COMPONENT OF THE PROJECT

- **Community detection**
- Network exploration
- Network visualization
- Graph persistence
- Data enrichment



DATA DESCRIPTION

Node : Products

Edge : Similar products list



TYPE OF ANALYTICS

Community detection of the most central products.



QUESTIONS

