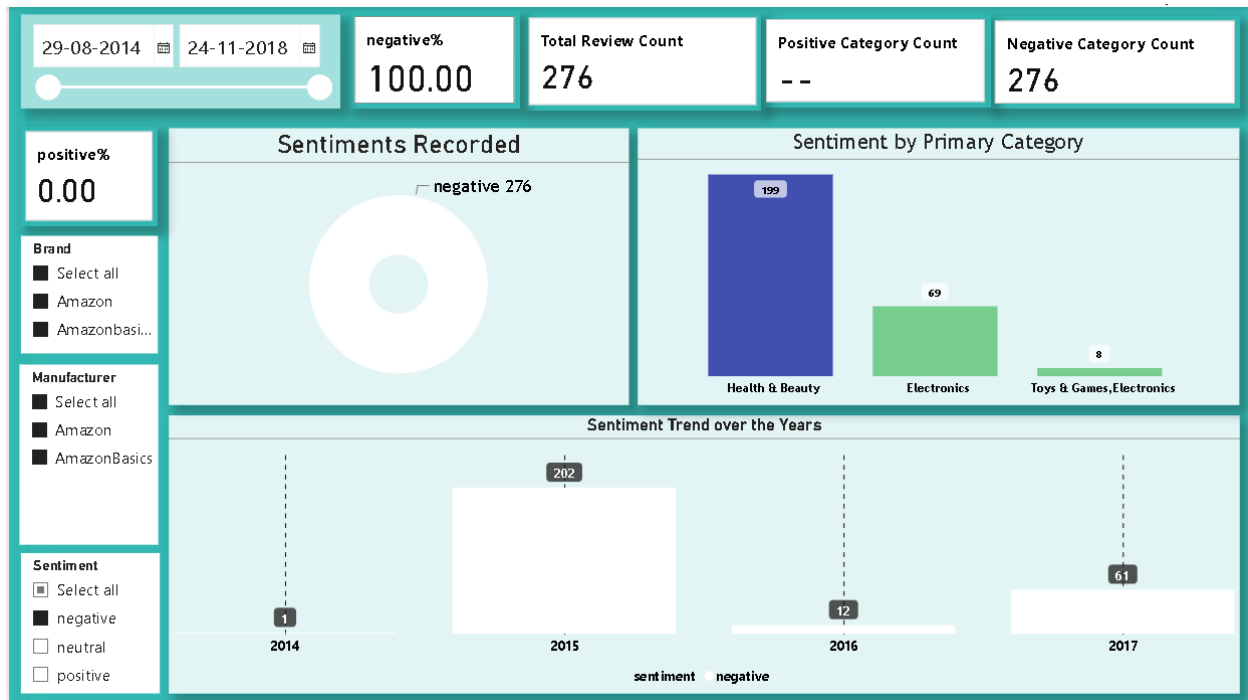
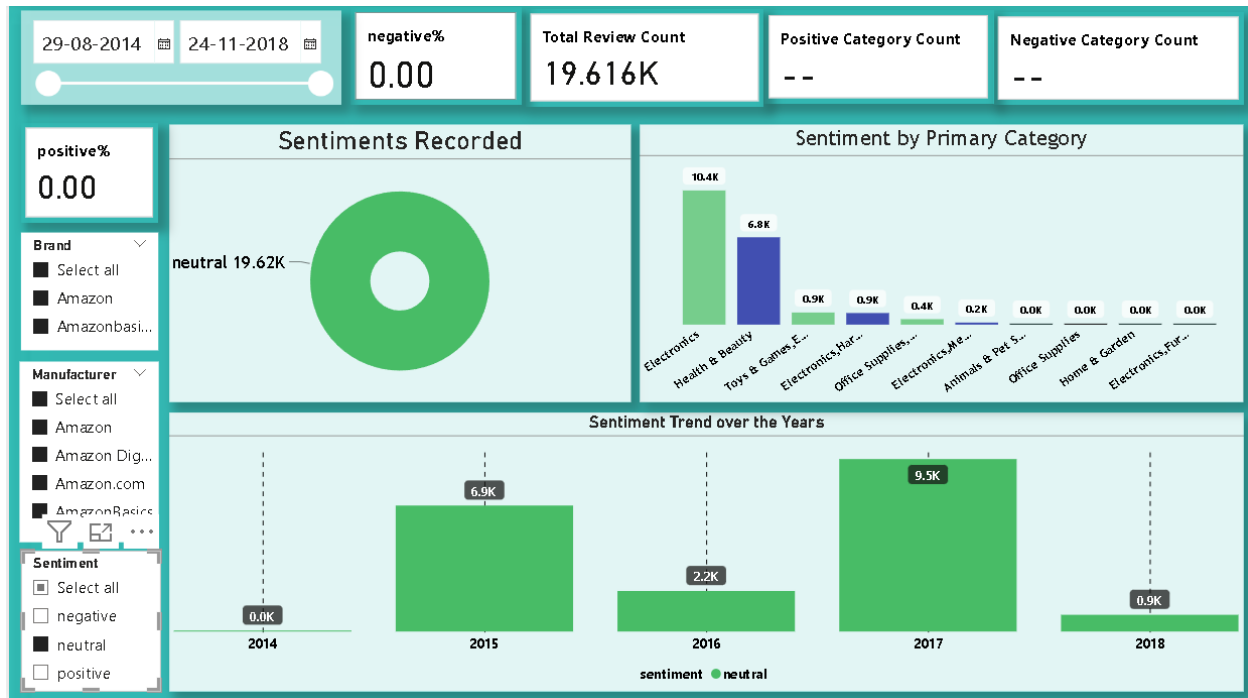


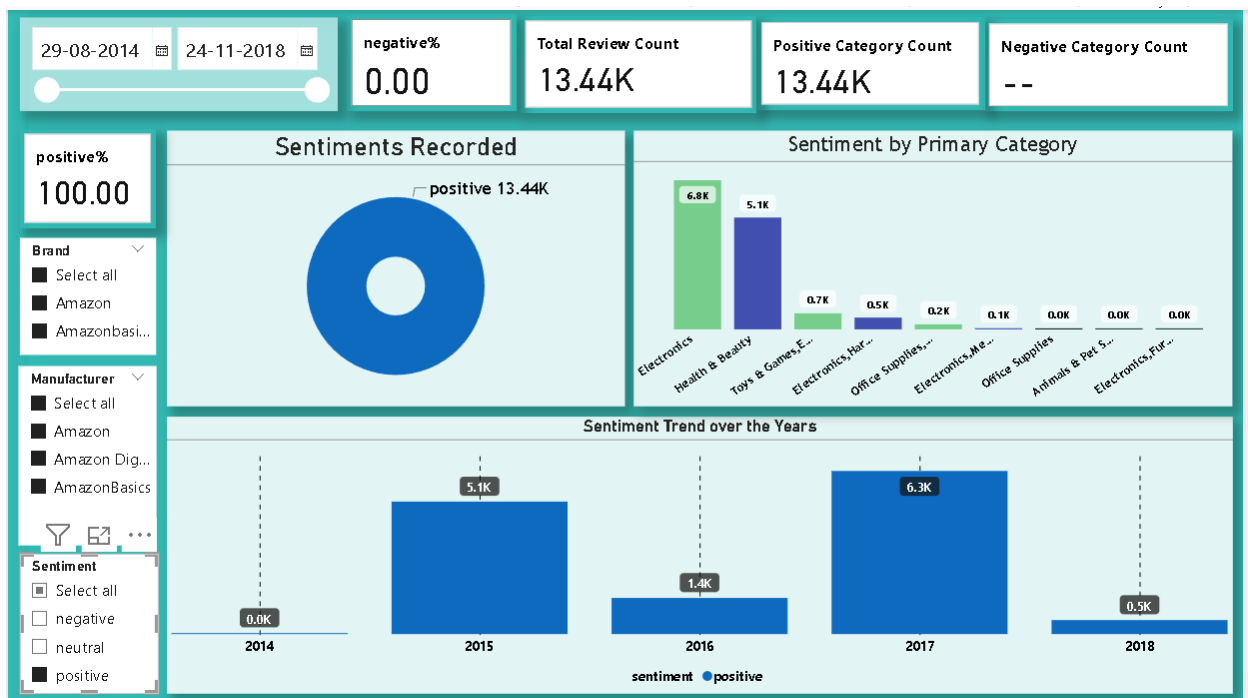
## Dashboard:



Over the years it is visible that, year 2015 has the highest negative comments which is 202 , and the categories Health and beauty , electronics and toys, games have the highest negative comments. So, it is suggested to improve those products and customer service.



Customers are not fully satisfied with the products because highest sentiments received are from neutral comments, so product quality need to be improved.



Electronics is the leading product from Amazon brand, which has highest sale and positive reviews. This is company's best primary category.