

Assessing the Helpfulness of E-Commerce Sentimental Reviews

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In today's digital age, e-commerce platforms play a central role in consumer decision-making. Recognizing the significance of customer satisfaction, businesses are increasingly turning to online reviews to understand consumer sentiment and improve product offerings. Your exploration aims to uncover the relationship between e-commerce reviews and consumer satisfaction, offering insights crucial for optimizing e-commerce strategies.

You are working for Amazon's data science team and you all are interested in assessing customer reviews. Your group wants to examine the influence of online customer reviews on brand perception and purchasing behavior within the e-commerce industry. They specifically want to see if positive reviews or negative reviews are more helpful to customers when shopping online. You are tasked with the responsibility to utilize data science to assess these e-commerce reviews and their influence on customer satisfaction.

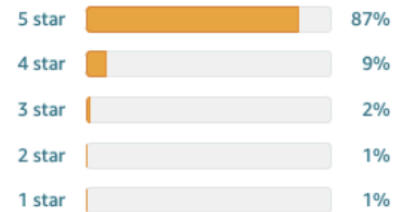
Deliverables:

Your goal involves conducting a thorough analysis of e-commerce review data to identify factors influencing consumer satisfaction. You will need to do an initial analysis of the data. Then you will use different EDA plots to showcase potential relationships between your variables. Then you will conduct hypothesis tests to look at trends presented in the EDA. You will then present your findings.

Customer reviews

★★★★★ 4.8 out of 5

8,597 global ratings



[How are ratings calculated?](#)

By feature

