MAKERERE****UNIVERSITY

COLLEGE OF COMPUTING AND INFORMATION SCIENCES

DEPARTMENT OF NETWORKS

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**DATAFINITI’S PRODUCT DATABASE CONCEPT PAPER**

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# ONLINE PRODUCT REVIEW ANALYSIS PROJECT

# INTRODUCTION

The Online Product Review Analysis project is a project that is going to make analysis on the Datafiniti’s product review problem by comparing customer reviews versus product and providing computational solutions in order to come up with favourable insights for the producers.

The project mission is to improve commodity market and improve services rendered to our customers. In the recent past, we have assessed that customers express a lot of views about the product through the review/comment section on the website. Since these comments would influence product and services improvement, their analysis will lead to better quality management.

In response to the Datafiniti’s product database we propose to compare product versus the reviewer’s Meta data from people consuming the product on the online market from different cities to find out how a particular or group of commodities are trending on the market.

# PURPOSE

The internet has drastically improved the access and running of business. It offers a whole new world of opportunities and standards to wholesalers, retailers and innovators. Statistics estimate the retails sale with reaches $27.7million.

The purpose of this project is to analyse the dataset and access how writing quality impacts positive and negative online product reviews. This enables us to determine the capacity of the product to meet specific requirements of a standard of the customer and ability to fulfil the customers’ needs and expectations. Based on the;

GRAMMAR: The way meanings are encoded into wordings to express people’s minds e.g.

* Punctuations
* Spellings
* Statement length

RATING:

Star rating are simple but they have immense effect .They increase social proof, boast word-of-mouth marketing, and improve results of paid ads.

Social proof is a psychological phenomenon where people assume the action of others in an attempt to reflect correct behavior for a given situation. Same as social validation, where people look at others for cues on how to think, feel and behave.

FREQUENCY OF WORDS

The number of times a word is grammatically correct with respect to the ratings of the product, the how they affect online reviews.

# PROJECT DESCRPTION

We would propose to compare the product versus Reviewer’s metadata of different online market portals and their performance in different cities. We are going to use R language to analyse datasets. The potential beneficiaries are the Online Markets, Product Manufacturers, Retail traders and lastly the customers. This project will improve the Product sales of the Product Manufacturers and Retail traders. Online markets will gain more sales which leads to more profits. Lastly, the customer experience will improve greatly.

# GOALS /OBJECTIVES

SHORT TERM

To provide replies to customer reviews immediately with replacements in case of complaints, refunds and expiry.

LONG TERM

To improve the product quality that suits the given market in response to reviews in order to satisfy customer preferences.

# METHODS/APPROACH

A user interface is to be developed to easy on the analysis of data and the illustrations. The user interface will have buttons and text boxes to aid in the analysis. R scripts will be embedded in the user interface since they bring the functionality and analysis to life. Data visualisation techniques are to be used to illustrate the different concepts we are analysing.

The timeline of the project is about four weeks.

# BUDGET AND SUPPORT

Since we are analysing, research and reporting are the main activities.

**Research:**  we shall do our research on the internet which requires 10GB of data which will costs about UG.SHS.50.000.

**Reporting** includes printing which will costs UG.SHS.10.000.

# CONTACT INFORMATION

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