

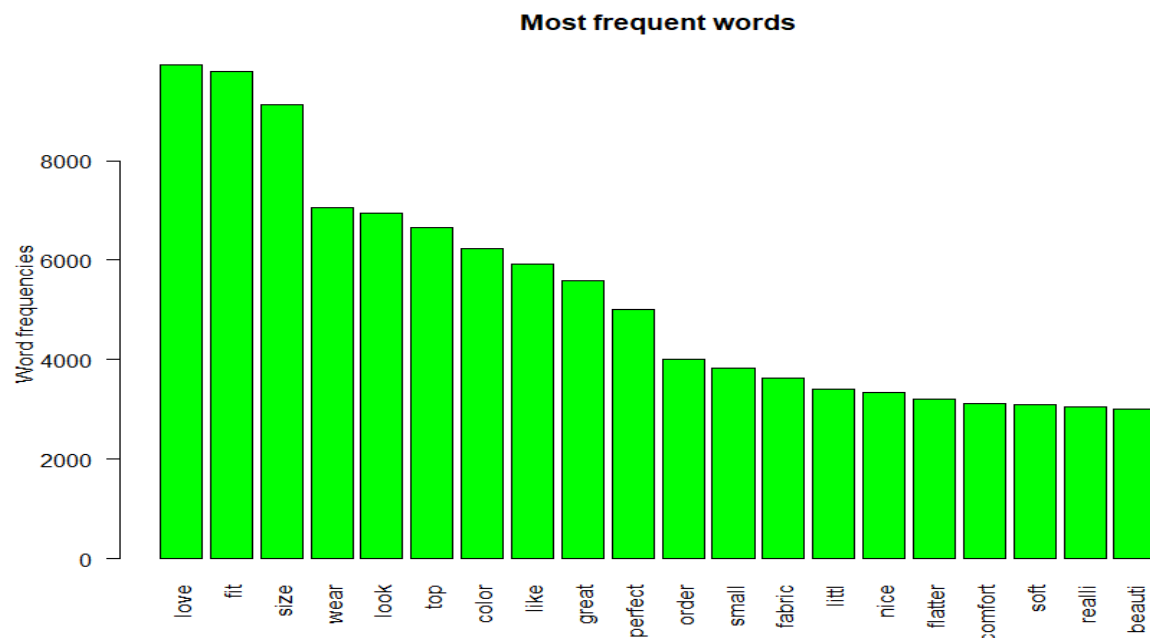
## Feedback Analysis in Fashion E-commerce

### Abstract

Fashion brand's growth largely depends on consumer feedback. Harnessing the big data is crucial e-commerce especially when your target customers are millennials. Alike various industries fashion companies are also are following innovative promotional strategies like measurement of brand image and brand consciousness through sentiment analysis using natural language processing and different machine learning techniques. This research is focused on analyzing the consumers' feedback collected from the dataset named as "Women's E-commerce Clothing Reviews" available at Kaggle. The purpose of this study to explore the review texts that were frequently used for either recommending or not recommending a product. It also studied the comparison of the number of groups, who found the reviews positive based on users' recommendations. Results showed that the number of people, who tend to select a review as positive on a recommended product are more than that of that the number of people, who tend to select a review as positive when a product is not recommended.

### Results

#### Frequent words used for recommended







### Comparison of Frequent words used for Recommended vs Not-recommended

Recommended

tru  
casu  
CC

th

.

+

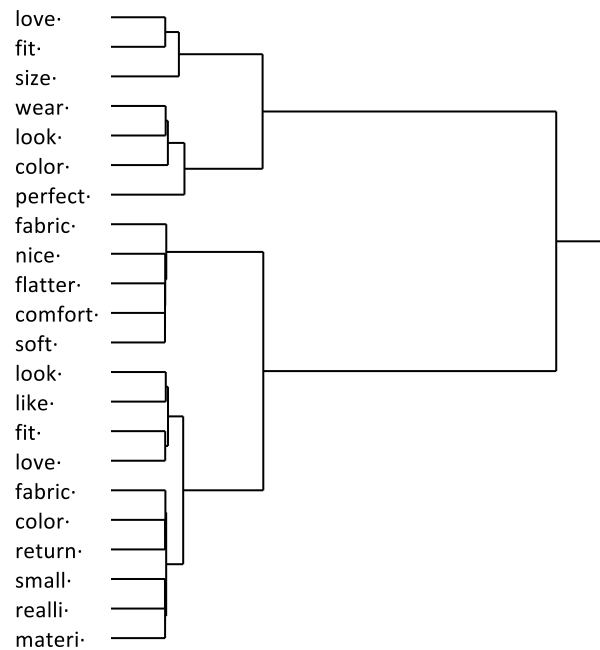
Not-Recommended

Grouping of Words

Hierarchical Clustering

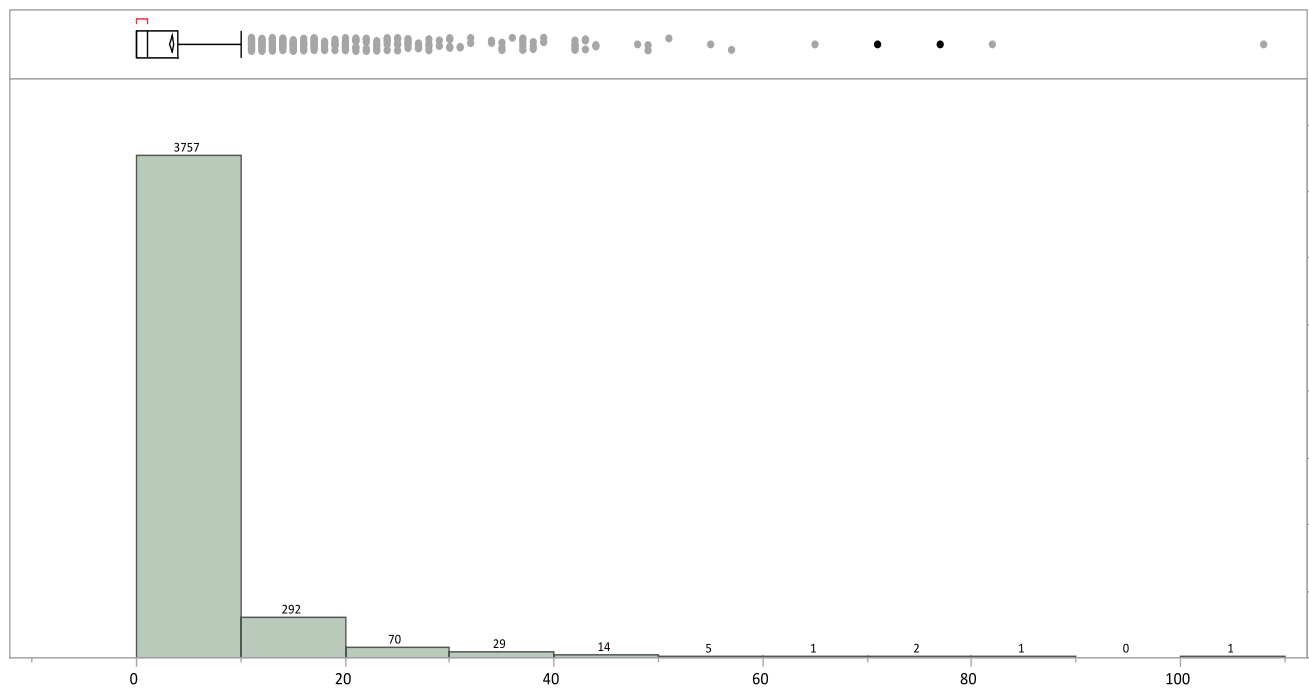
Method = Ward

Dendrogram



Number of respondents of positive feedback vs recommended/not-recommended

Distributions Recommended IND=0 for Positive Feedback Count



Distributions Recommended IND=1 for Positive Feedback Count

