**Capstone Project 1: Project Proposal**

The goal of the project is to perform sentimental analysis based on the reviews provided by the customers for Amazon clothing and jewelry products and recommend products to the customers based on their previous purchases.

Internet based shopping is a huge market now. Every one of our needs are only a click away. One of the huge online based shopping sites is Amazon. It is well known for its wide range of products and has best recommendation system to recommend products to consumers based on their interests and necessity.

**Dataset** –

<http://jmcauley.ucsd.edu/data/amazon/>

**Solution** –

1. Clean the data
2. Using KNN(K-nearest neighbor) I am designing item based collaborative filtering model to find similar items.
3. Using Logistic Regression performing sentimental analysis for the reviews provided.

**Clients** –

The main client would be Amazon organization, but also the similar organizations who have online ecommerce business. This would help them in reaching out to customer with more similar products they would be interested in and also any concerns why customer might not be purchasing anymore from them.

**Deliverables** –

·   Code

·   Written Report

·   Presentation Slides