

# Project Plan - Cookbook Consumer Behavior Analysis From Amazon.com

Time Line	Task Onwer	Signature	Task
11/28/2019	Xing Fang		
10/27/2019	Tianrui Wang		1.1 Scrape Amazon cookbook review text 1.2 Scrape Cookbook metadata
10/29/2019	Zi-Qi Liu		2.1 Structured cleansing 2.2 Review text cleansing
On-going	Zi-Qi Liu		
10/31/2019	Zi-Qi Liu/ Yating Liu		3.1 Explorative Data Analysis: Books & Reviews analysis 3.2 NLP: tokenization, keywords extraction, summarization 3.3 Hypothesis generation
11/1/2019	Yating Liu		
11/1/2019	Yating Liu		
11/8/2019	Xing Fang		4.1 Text Clustering based on Book Metadata 4.2 Naive Sentiment Analysis 4.3 Sentiment Analysis using deep learning 4.4 Topic Modelling on Reviews, based on Clustering & Sentiment Analysis results 4.5 Word2Vec Model Training 4.6 Word2Vec Visualization
11/10/2019	Yating Liu		
	Xing Fang		
11/12/2019	Tianrui Wang		
12/2/2019	Tianrui Wang		
12/2/2019	Yating Liu		
11/17/2019	All		5.1 Performance evaluation and comparison 5.2 Result interpretation 5.3 Visualization
11/19/2019	Zi-Qi Liu		
11/21/2019	Zi-Qi Liu		