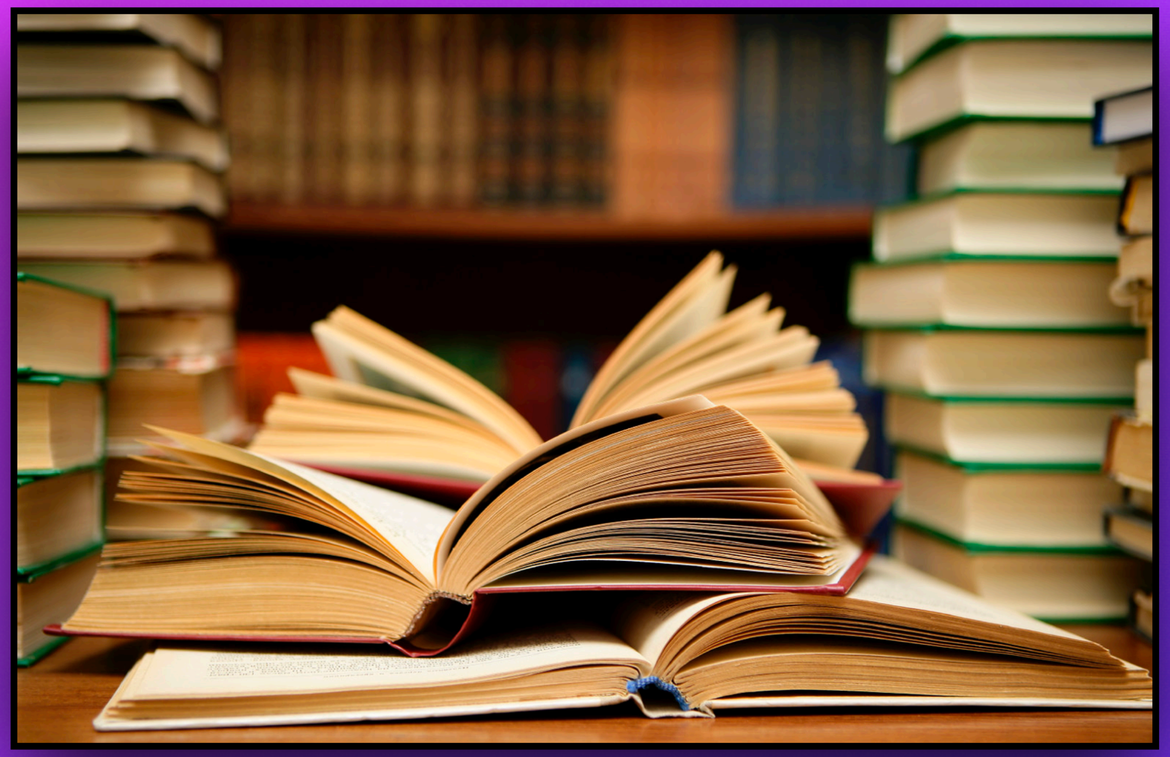
Book Reviews:

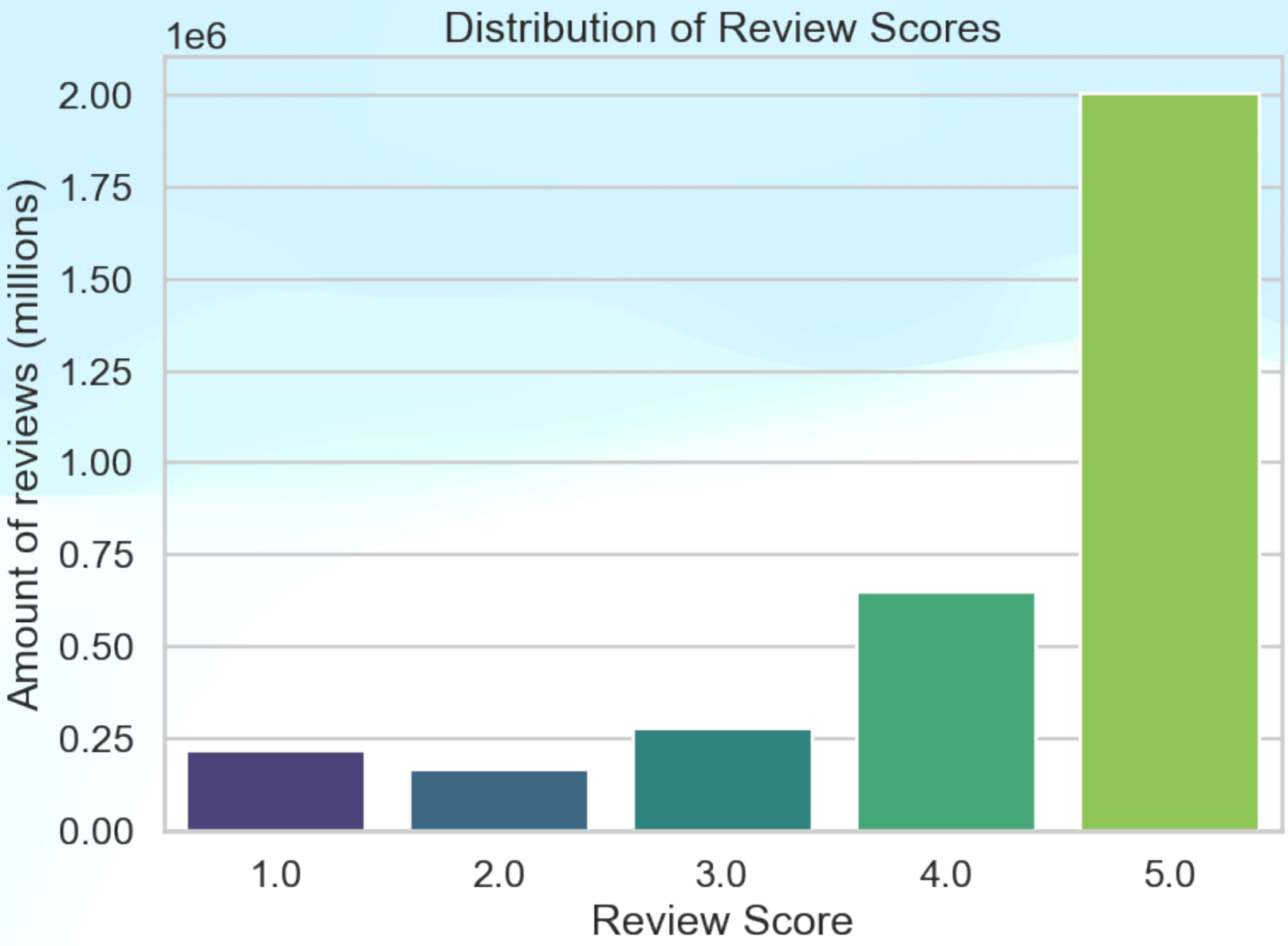
An Amazon Analysis

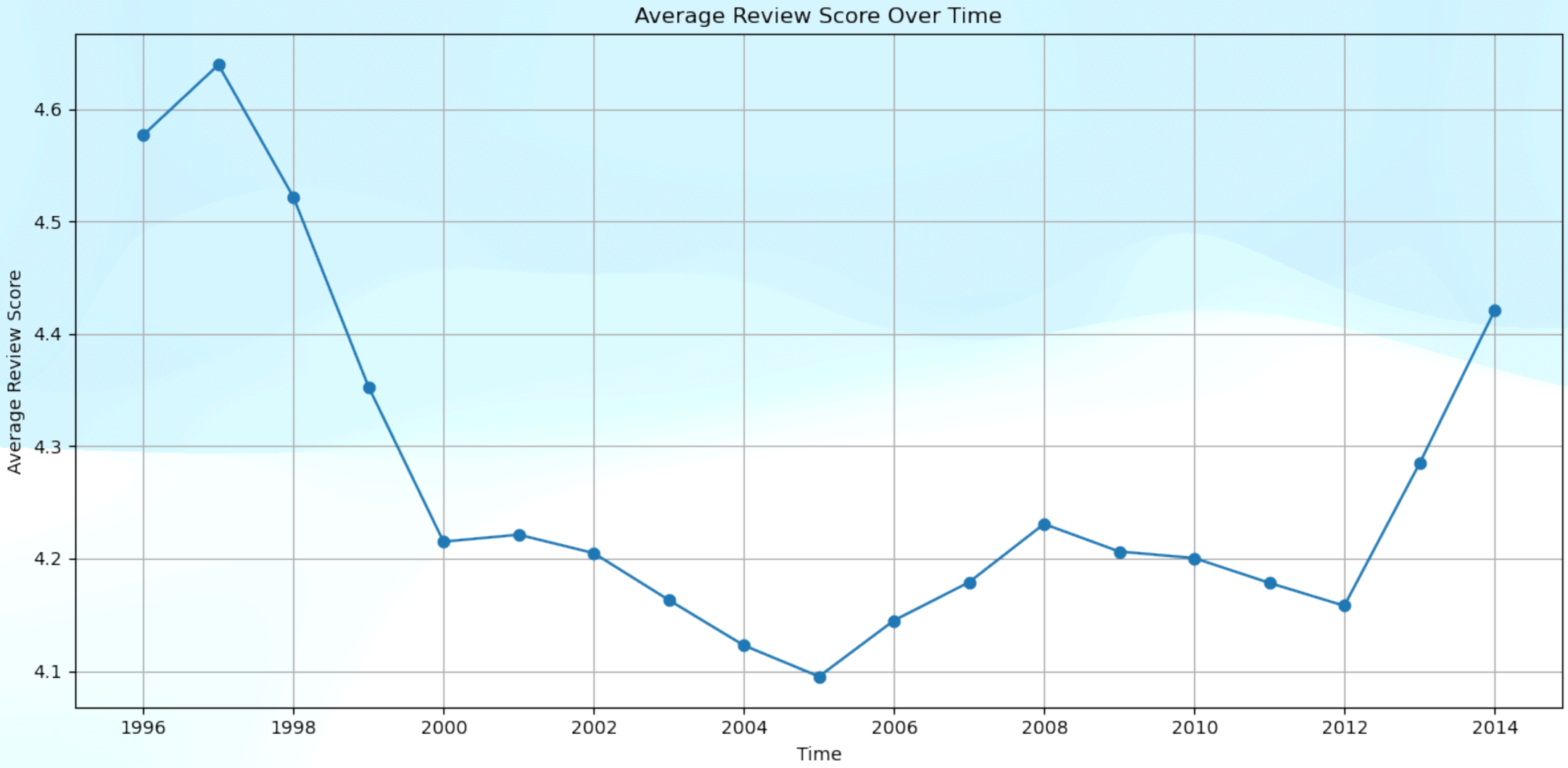


Axel Abrahamsson 2023-09-11

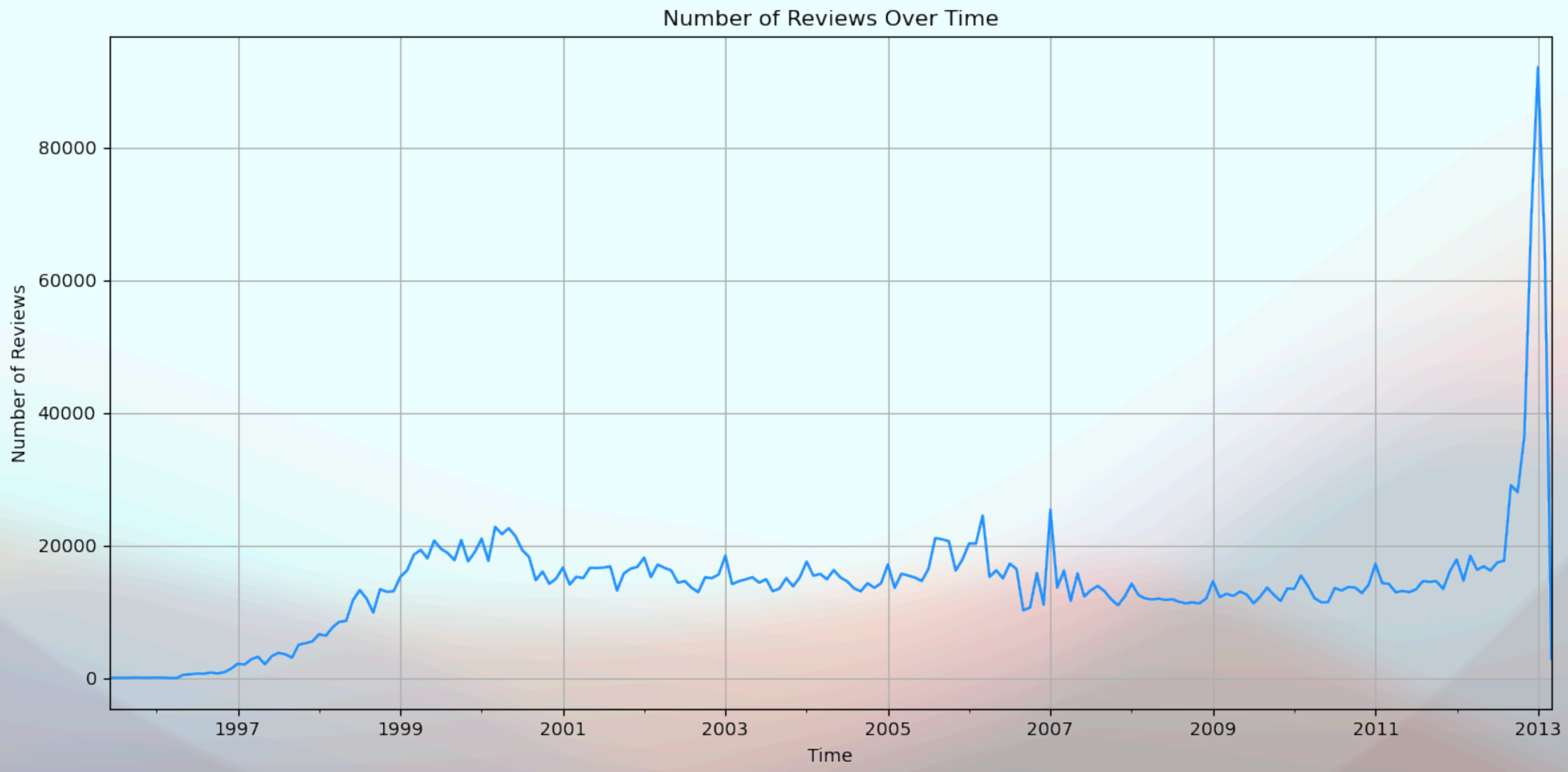
What do customer reviews tell us about how people consume books?

Are most reviews at the extremes?


Distribution of Review Scores
1e6
2.00
1.75
1.50
1.25
1.00
0.75
0.50
0.25
0.00
Amount of reviews (millions)
1.0
2.0
3.0
4.0
5.0
Review Score

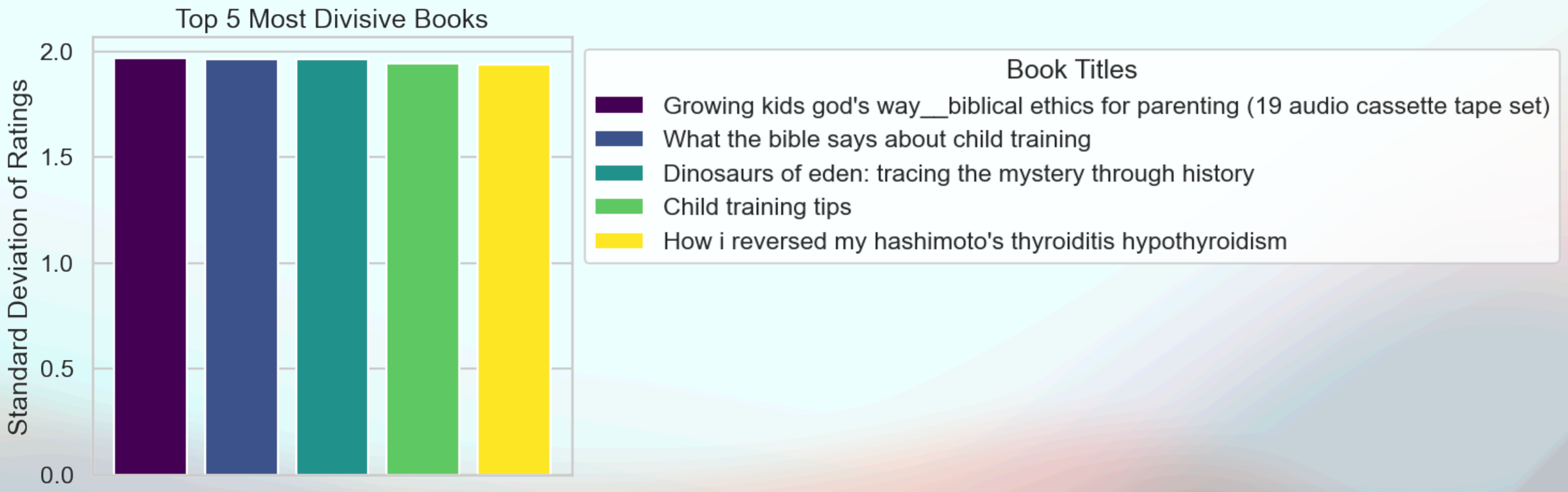

Average Review Score Over Time
Average Review Score
4.6
4.5
4.4
4.3
4.2
4.1
1996
1998
2000
2002
2004
2006
2008
2010
2012
2014
Time

When do people write reviews?

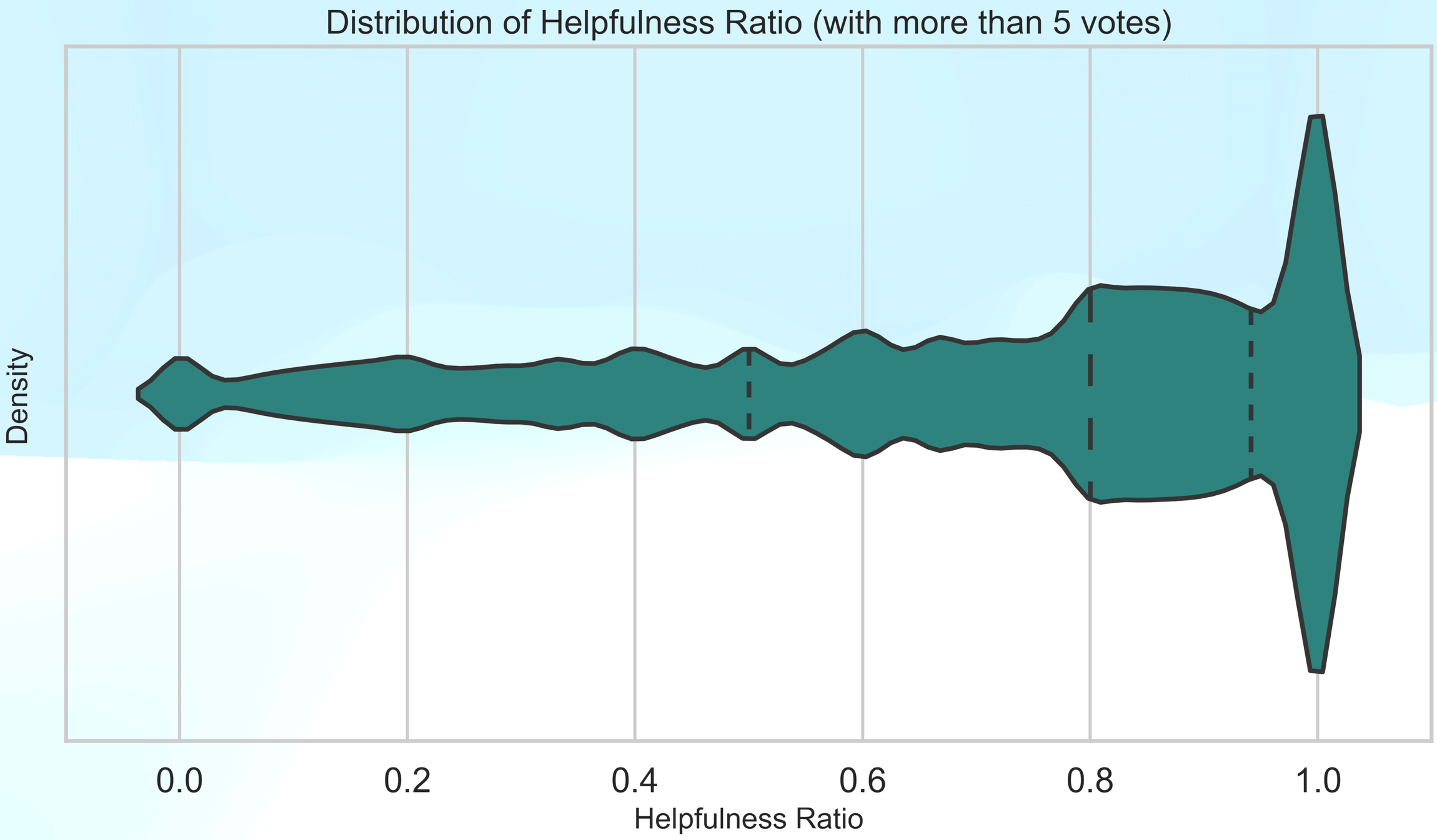

Number of Reviews Over Time
Number of Reviews
80000
60000
40000
20000
0
1997
1999
2001
2003
2005
2007
2009
2011
2013
Time

Number of Reviews Over Time with Christmas Highlighted
Monthly Reviews
Christmas Reviews
Number of Reviews
80000
60000
40000
20000
0
1997
1999
2001
2003
2005
2007
2009
2011
2013
Time

What books are controversial?


Top 5 Most Divisive Books
Standard Deviation of Ratings
2.0
1.5
1.0
0.5
0.0
Book Titles
Growing kids god's way__biblical ethics for parenting (19 audio cassette tape set)
What the bible says about child training
Dinosaurs of eden: tracing the mystery through history
Child training tips
How i reversed my hashimoto's thyroiditis hypothyroidism

Do people find reviews helpful?


Distribution of Helpfulness Ratio (with more than 5 votes)
Density
0.0
0.2
0.4
0.6
0.8
1.0
Helpfulness Ratio

Summary

- If people take the time to give a review it’s usually positive.
- More people may read during Christmas, probably because they got books as presents.
- Religion + children divide people.
- Reviews are usually seen as helpful by those who rate them.