**Analysis of Women’s Clothing Review**

1. Millennials are most vocal about their opinion about the products followed by the Generation X. Interesting enough, the youngest age group i.e. the Generation Z who allegedly spend most of their time of smart phone, provided least number of reviews. Due to extremely low participation, we have omitted the “Silent Generation” i.e. age 76 years or older.
2. For these dataset, majority of the reviews are incredibly positive (4 & 5), and we see that trend to be true across all age groups. Seems like this e-commerce store enjoys a very well-rounded portfolio that is appealing to most age demography.
3. Looking at various visualizations between Department, Division and Class name, consumers tend to write most of the reviews about categories like Tops, Dresses and Knits, while consumers generally care less about writing reviews on sleepwear, swimwear, casual bottoms etc.
4. Our Sentiment Analysis demonstrates that the consumers usually have a strong sentiment one way or the other and for this dataset, only less than 25% of the consumers expressed a Neutral Sentiment.
5. While our dataset does not provide any information on actual sales conversion, looking at other consumer behavior datasets, we can confidently assume that customers with positive sentiment are like to make an actual purchase.
6. We have also processed our dataset through five different machine learning models to project consumer’s sentiment based on their review text and for our dataset Logistic Regression was the most accurate model and Neural Network was the worse in prediction.