Big Data White Paper Pitch:

**Research Question:** How did consumer purchasing patterns on Amazon change for [insert] department during the Covid-19 pandemic in comparison to pre-pandemic years, and what does this reveal about shifts in consumer priorities?

# THE TEASE:

# Our project aims to provide an analysis of how consumer purchasing patterns shifted on Amazon during the Covid-19 pandemic. The importance of the result is that it will show us how a global crisis influences online consumer behaviors. It will highlight any changes in demand for the product category we have chosen along with shifts in consumer reviews. These findings will offer valuable insights for both Amazon and third-party sellers on the website so that they can anticipate consumer needs during crises. The results of this research could inform future strategies for consumer support services. This relates to this course because we are using a big dataset to draw conclusions about an economic research question that is highly relevant to the current world.

# THE DATA:

We have chosen a dataset containing Amazon customer reviews and this data contains information on what item was purchased, who the reviewer was, their rating, and more. Here are the columns of the dataset that we have chosen:

Columns:

* reviewerID - ID of the reviewer, e.g. [A2SUAM1J3GNN3B](http://www.amazon.com/gp/cdp/member-reviews/A2SUAM1J3GNN3B)
* asin - ID of the product, e.g. [0000013714](http://www.amazon.com/dp/0000013714)
* reviewerName - name of the reviewer
* vote - helpful votes of the review
* style - a disctionary of the product metadata, e.g., "Format" is "Hardcover"
* reviewText - text of the review
* overall - rating of the product
* summary - summary of the review
* unixReviewTime - time of the review (unix time)
* reviewTime - time of the review (raw)
* image - images that users post after they have received the product

# THE ANGLE: With the increase in online shopping after Covid, we find it intriguing to look at how certain statistics like price, rating, and review time changed during this time. We also want to investigate if certain products had a surge in interest after covid. Plus, from the comments among all the products, we can use keywords to reveal how the positive and negative reviews were changing.

# THE CONCLUSION: From this data we hope to find some patterns or trends that changed or potentially were not affected by Covid. We hope that our findings will be useful in the future if something like Covid was to occur again.