Team Douglas

Scot Thompson

Tushar Boharapi

Saurav Roy

Agenda

- Business Value Proposition

- Approach

- Text Analytics
  - Sentiment Analysis
  - Emotion Analysis
  - Word associations
  - Feature Importance

- Brand Value Proposition

- Next steps

Business Value Proposition

- Brand Analytics website

- Know what customers are saying about your brand

- Understand customer sentiment

- Compare brand performance

- Competitor analysis

- Feature Importance

Approach and Text Analytics

- PowerBi

Brand Value Proposition

- Amazon can provide this type of analysis as a value addition

- Understanding what the customers think about a brand can help vendors to better position and price their products

- Vendors can find gaps in the competitors products which they can leverage on

- At the same time vendors can also look for opportunities to pitch in new products

Next steps

- Identify fake reviews – deliberate negative reviews can have a lot of negative impact on product sales

- Swift identifying of bots as well as anomalies can be very helpful to both vendors as well as Amazon

- Additional feature engineering can further provide us with more insights

Thank You

Team Douglas

Scot Thompson

Tushar Boharapi

Saurav Roy