



Team Douglas | Scott 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



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