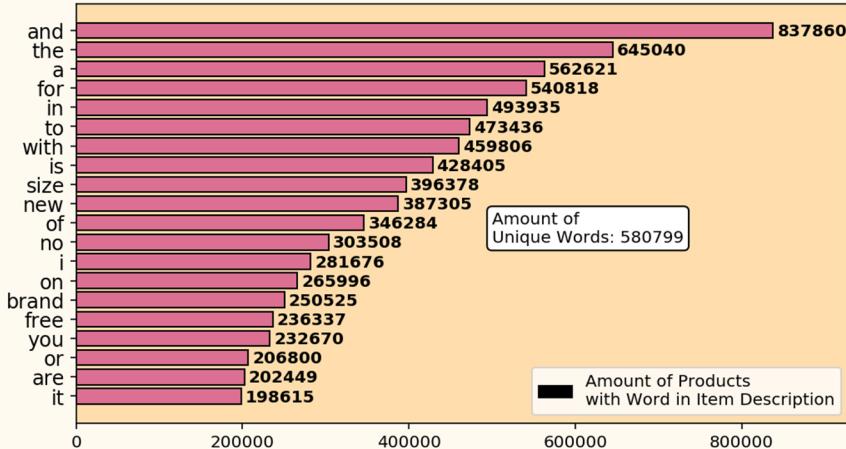


# Mercari Price - Data Analysis - Words in item description and the average price associated with words in the name

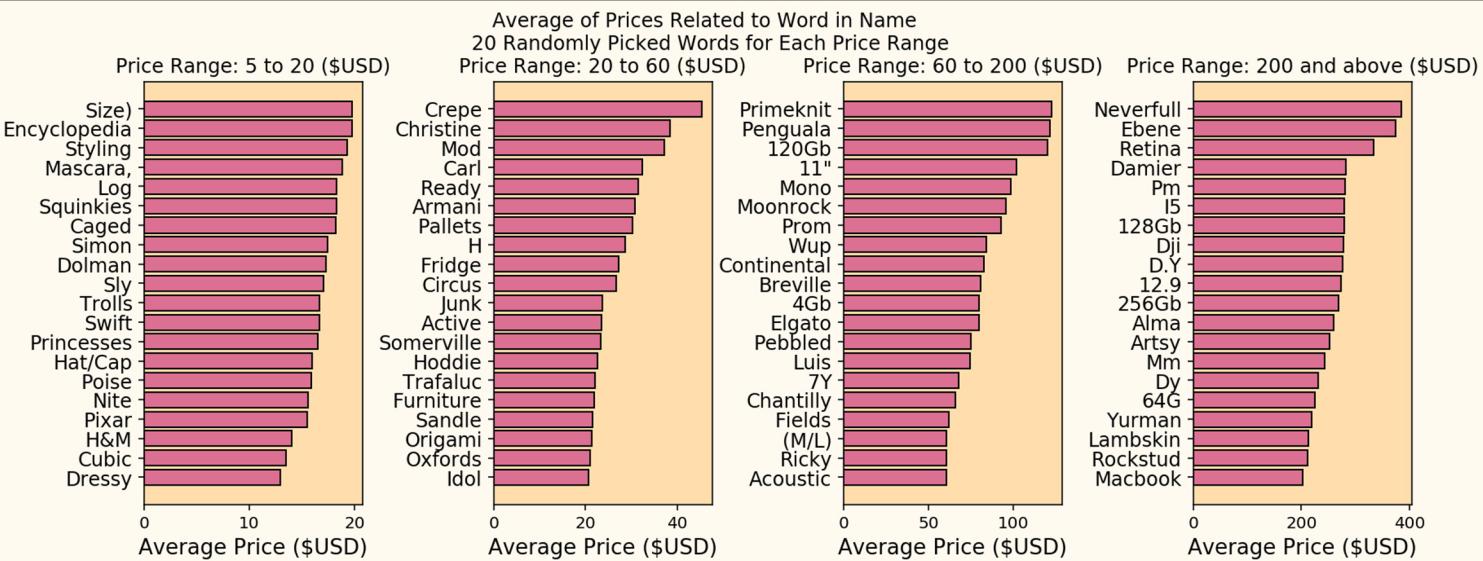
- Similarly as in the name case, the item description might contain a lot of keywords that can describe the underlying product in the listing well

Top 20 words by amount of products with word in item description



- A lot of non-descriptive words in the top 20 words in the item description
- Might imply that utilizing words in the item description might not be useful, as it contains a lot of sentence-building words, like and, the, size, brand, free, on
- In addition, a lot of words contain special characters which might distort the meaning of words
- However, all the words in the item description might collectively convey useful information, for example if the words 'size' appears with '8', it might indicate that the underlying product is a clothing piece with size 8. This type of inference should be able to convey some information on the possible price of the underlying item
- Hence, the words collectively might convey a lot of useful information

- In addition to what words exists in the name of products, there is an interest in correlating those words with prices of underlying products



- A lot of descriptive words in all price ranges, including words like Trolls, Princesses, Armani, Hoddie, Oxfords, Acoustic, 120Gb, 256Gb, Macbook, Lambskin, Damier
- Some words give an almost full description of the underlying product, e.g. Macbook, while some words give an important aspect, e.g. Lambskin
- Hence, it is concluded that the words, especially together, in the name attribute of a product can give potentially useful information of a product's underlying price

- Construction of the Average Price: For each possible Word in the name attribute: Collect all products which has that Word in its name attribute Calculate the average price from all the prices of those products