

CELLTIMENT **ANALYSIS**



CELL PHONE REVIEW ANALYSIS

- Why Cell Phone?
 - Basic Necessity
 - Everyday Use
 - Connects People



FROM AMAZON

- Largest Online Retailer
- Variety of the Products
- Larger Customer Base

The Amazon logo is displayed within a white square. It consists of the word "amazon" in a black, lowercase, sans-serif font, with a curved orange arrow underneath it pointing from the letter 'a' to the letter 'z'.

amazon

A solid blue circle containing the word "DATA" in a bold, black, uppercase, sans-serif font.

DATA

DATASET

- From Kaggle
- Items and Review
- Items :brands of cell phones, the product ID, the cell phone model name, link to the product, the total number of reviews, price etc.
- Review :the reviews, review text, the name of the user, the rating, date etc.



DATA PROCESSING

- Merge the data set
- Remove duplicates
- Remove Null Values
- Change the format of columns

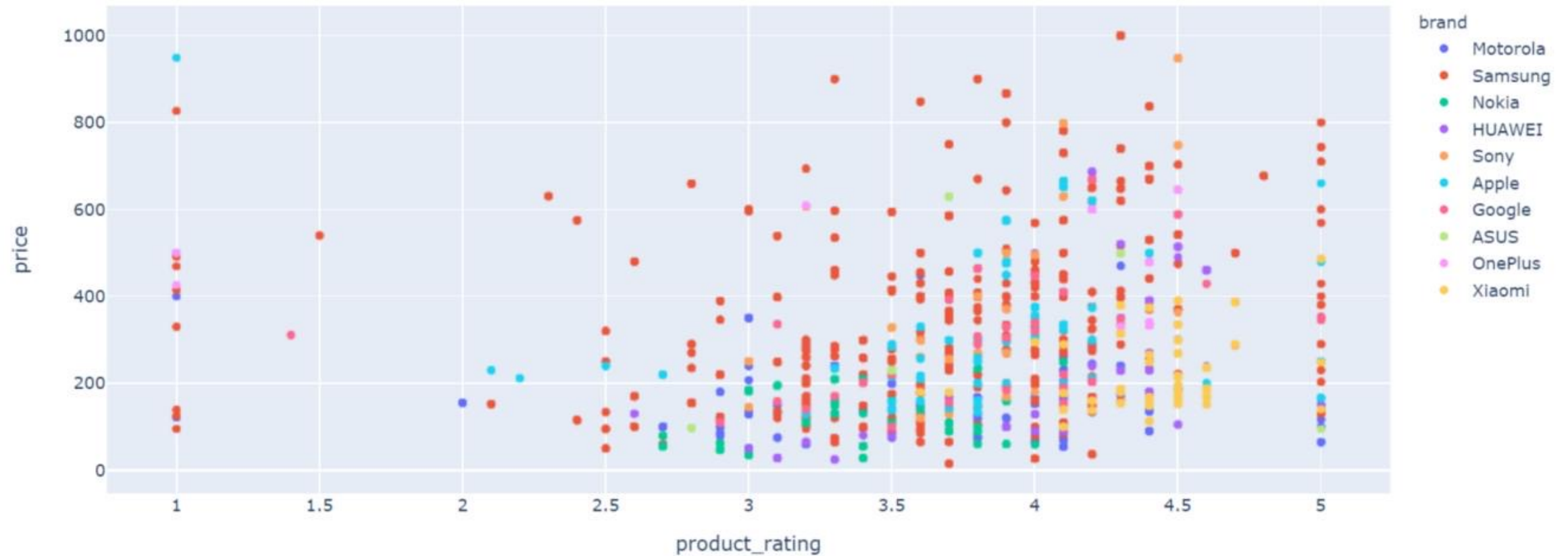


**DOES CELL
PHONE PRICE
AFFECT RATING?**



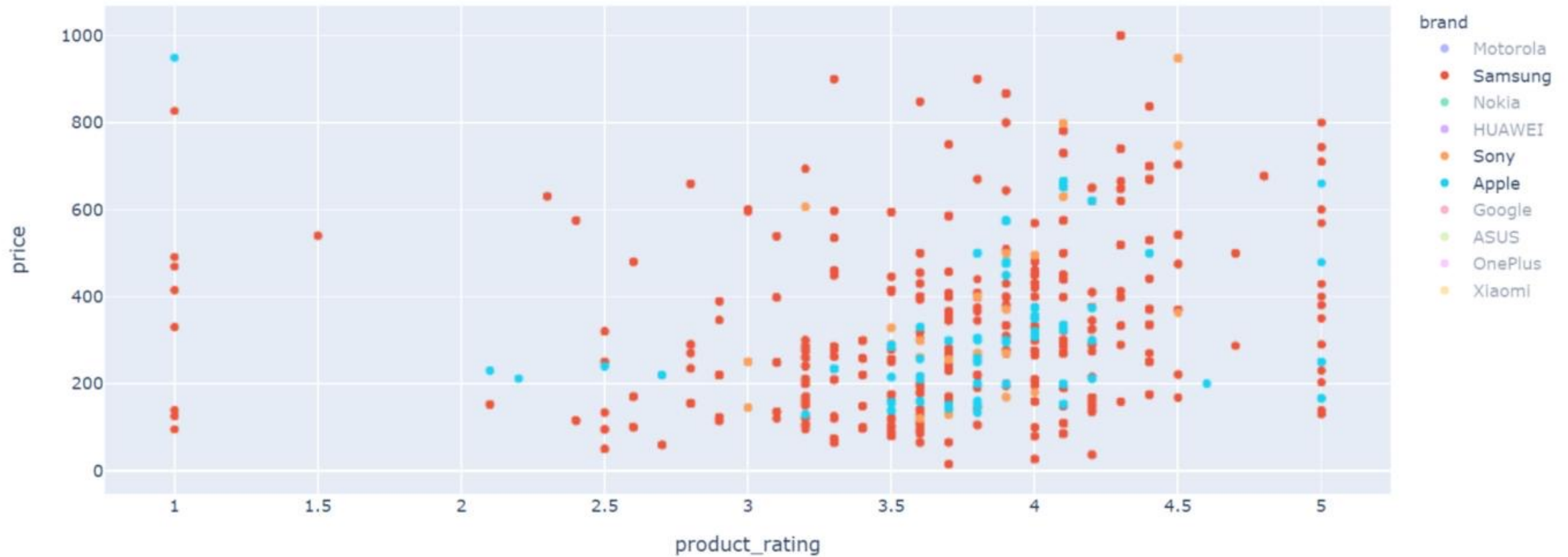
Price VS Rating

Price v/s Product Rating



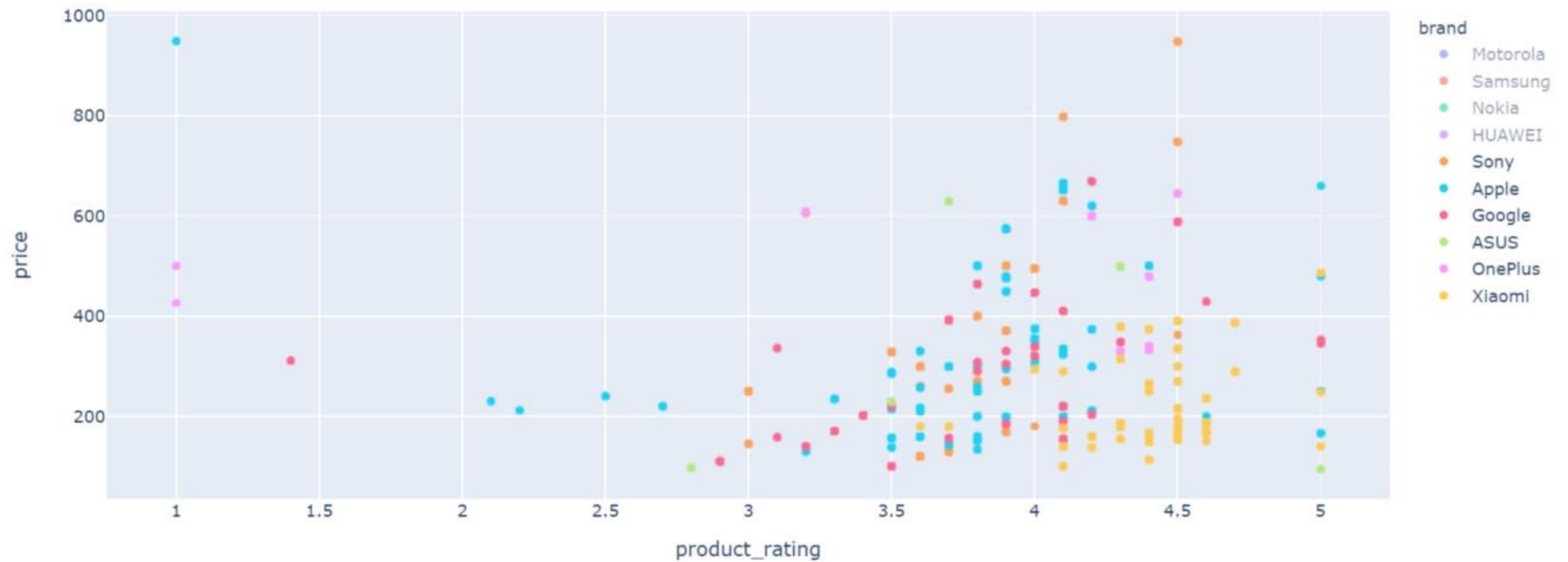
Price VS Rating

Price v/s Product Rating



Price VS Rating

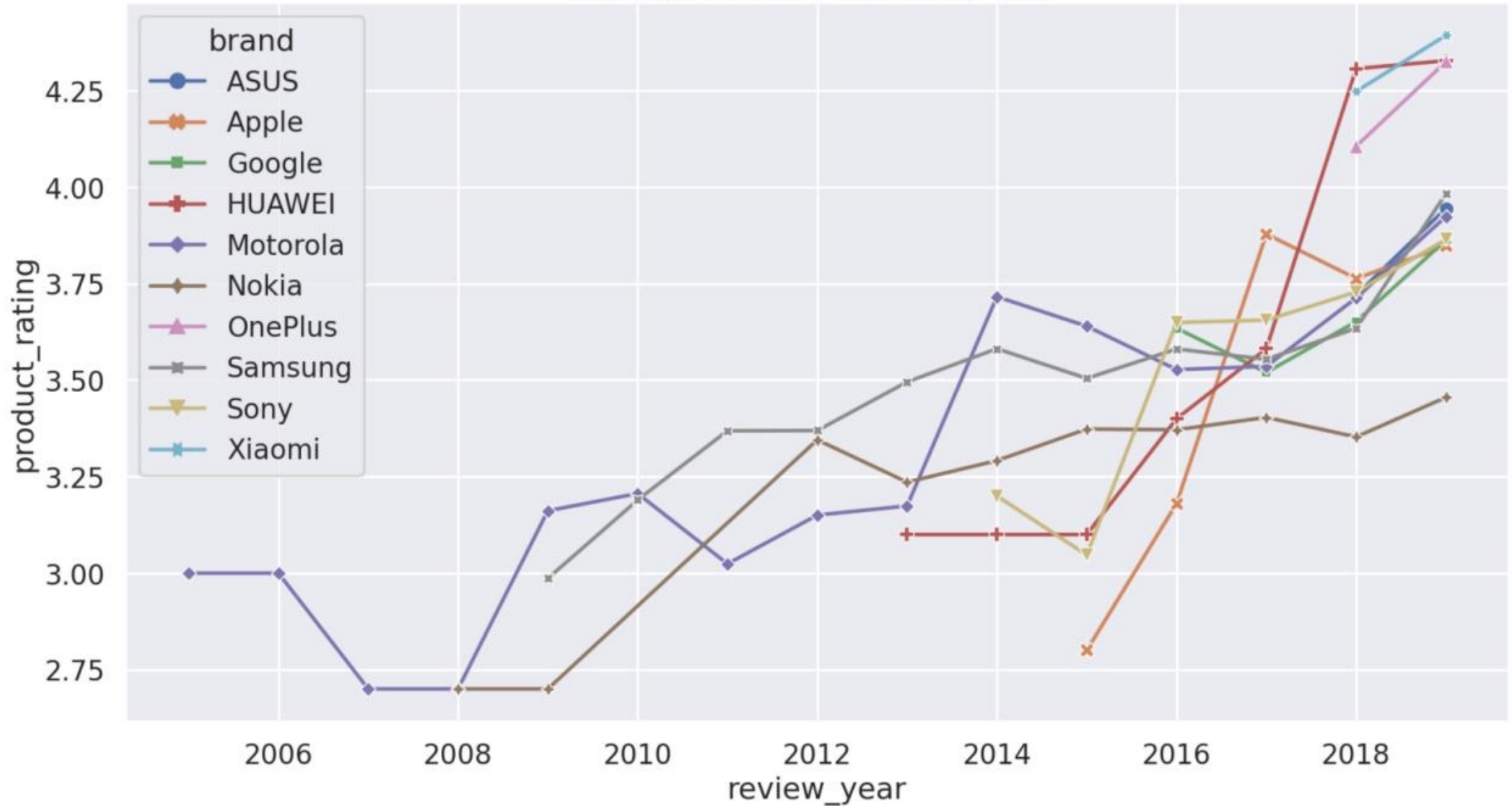
Price v/s Product_Rating



**ARE THE BRANDS
GETTING BETTER
OVER THE YEARS?**



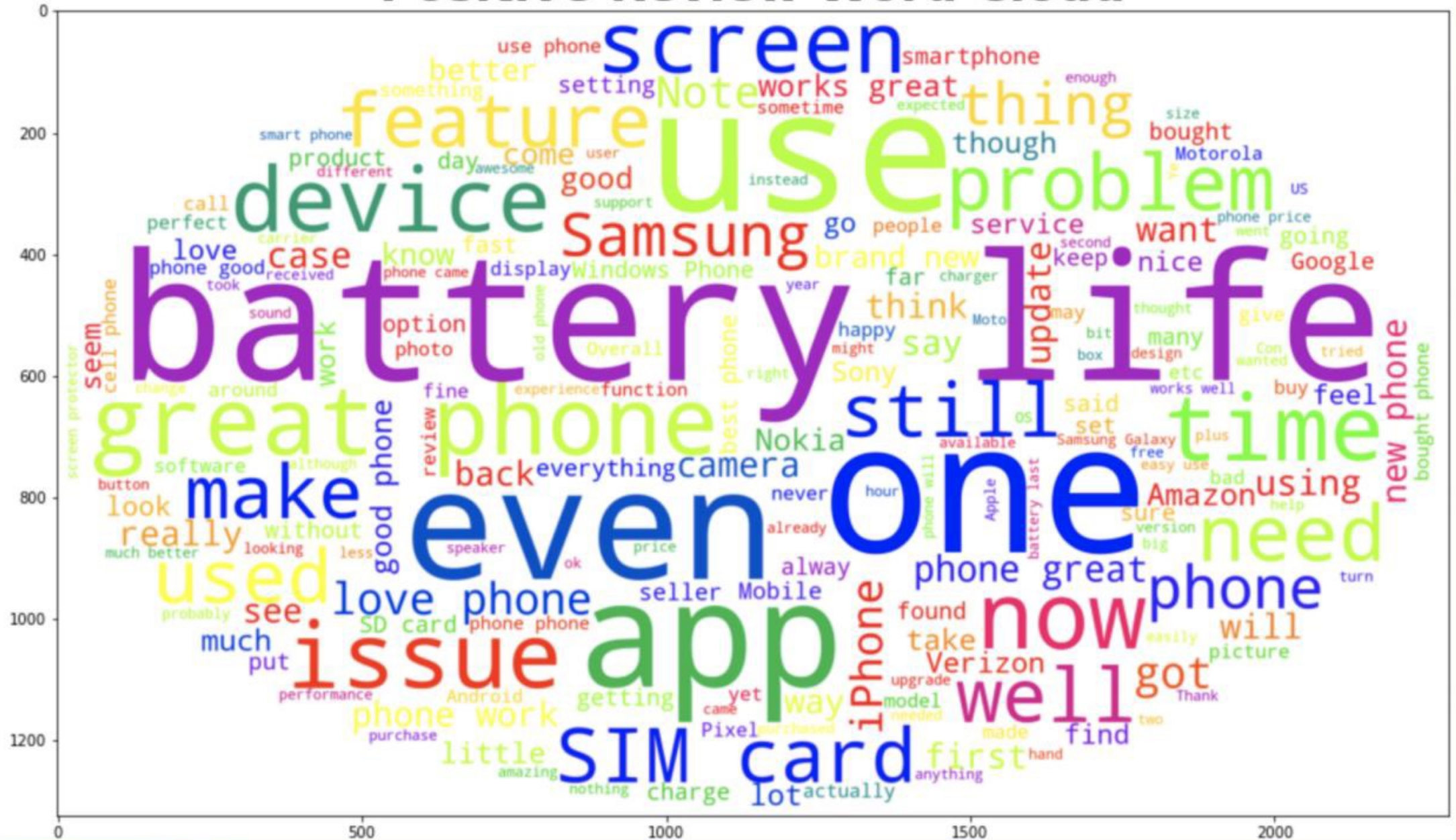
Average Product Ratings by Year



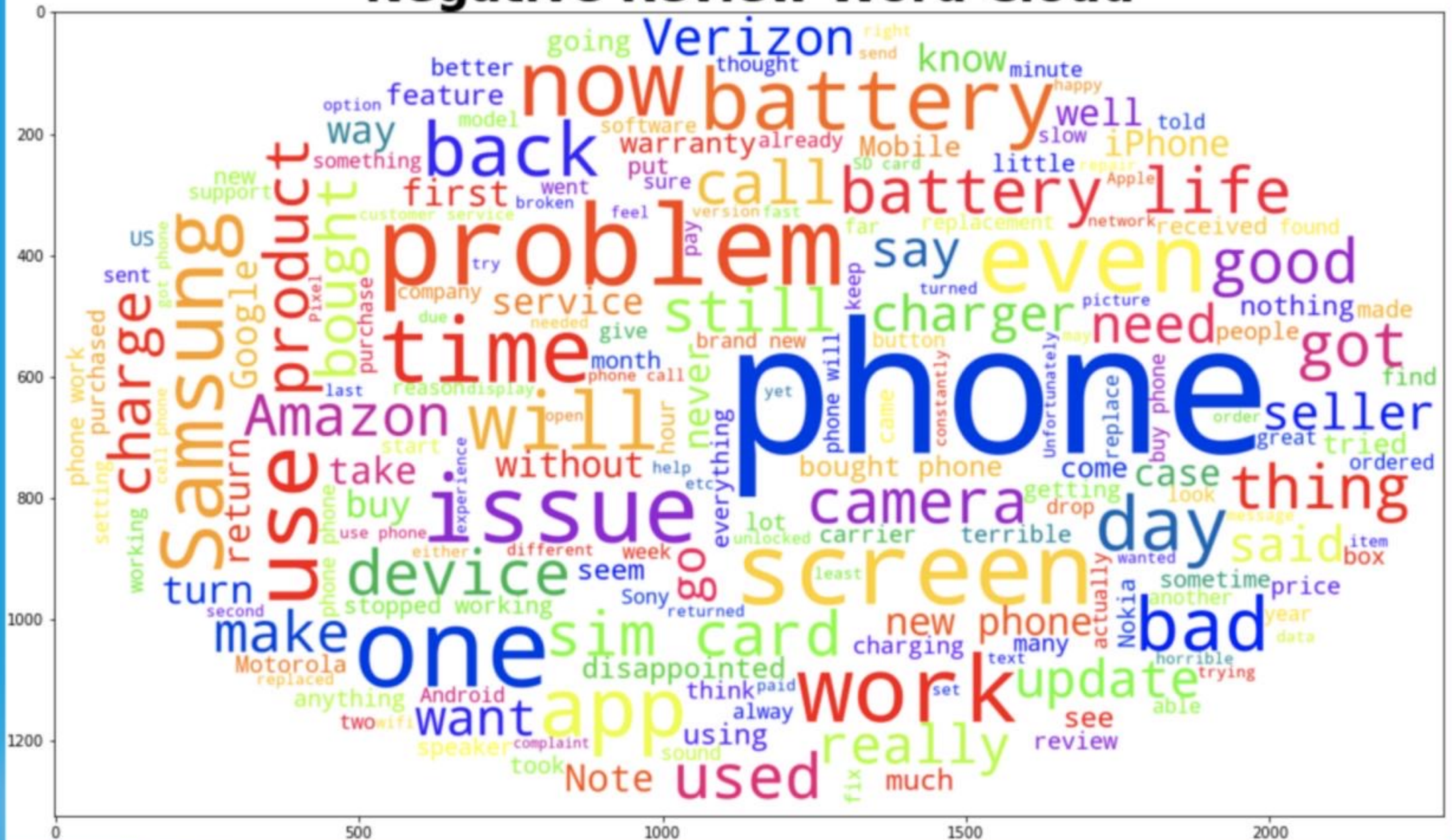
***"YOU CANNOT
HAVE A POSITIVE
REVIEW AND A
NEGATIVE MIND"***



Positive Review Word Cloud



Negative Review Word Cloud



CONCLUSION

- Suggestions for customers based on their budget
 - Xiaomi for lower budget
 - Samsung for higher budget
- Suggestions for manufacturers
 - Battery : key component

