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

DATA

DATASET

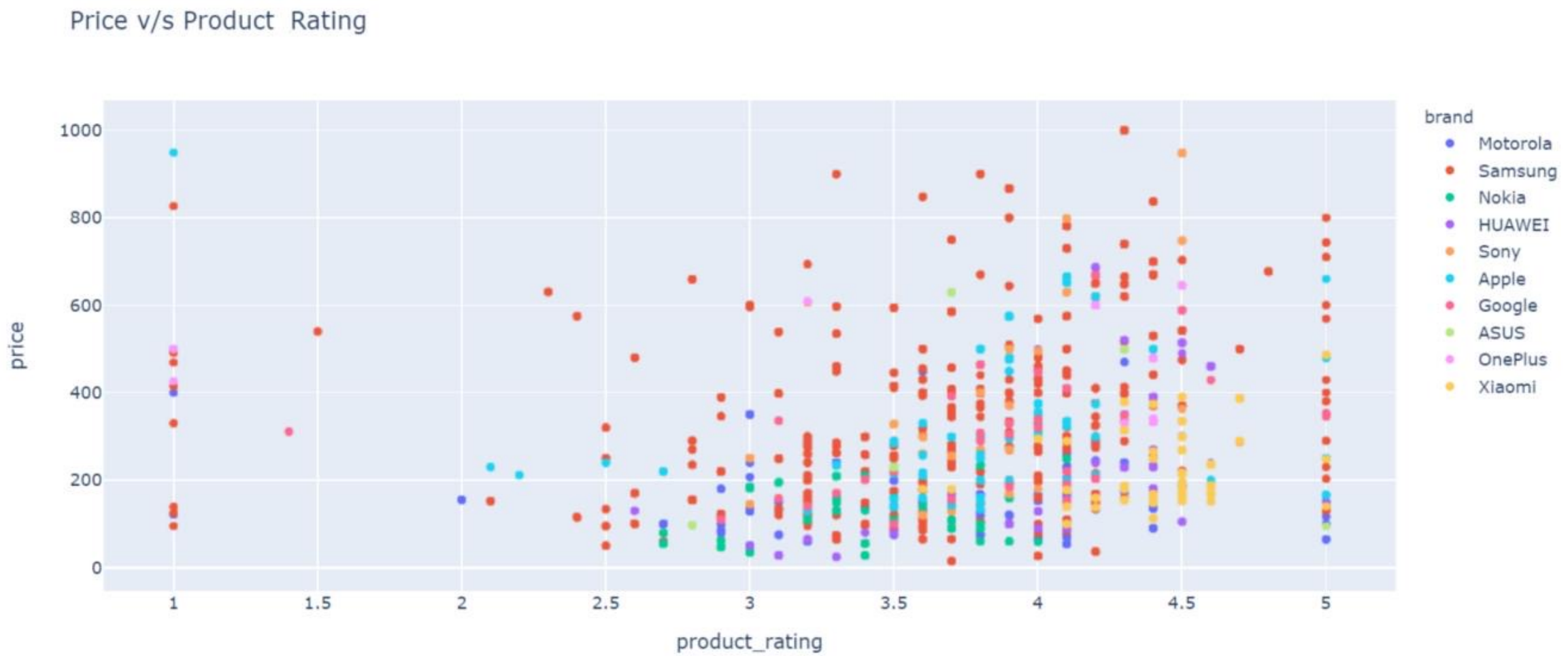
- From Kaggle
- Items and Review
- Items :brands of cell phones, the product ID, the cell phone model name, link to the product, the total number of reviews, price etc.
- Review :the reviews, review text, the name of the user, the rating, date etc.

DATA PROCESSING

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

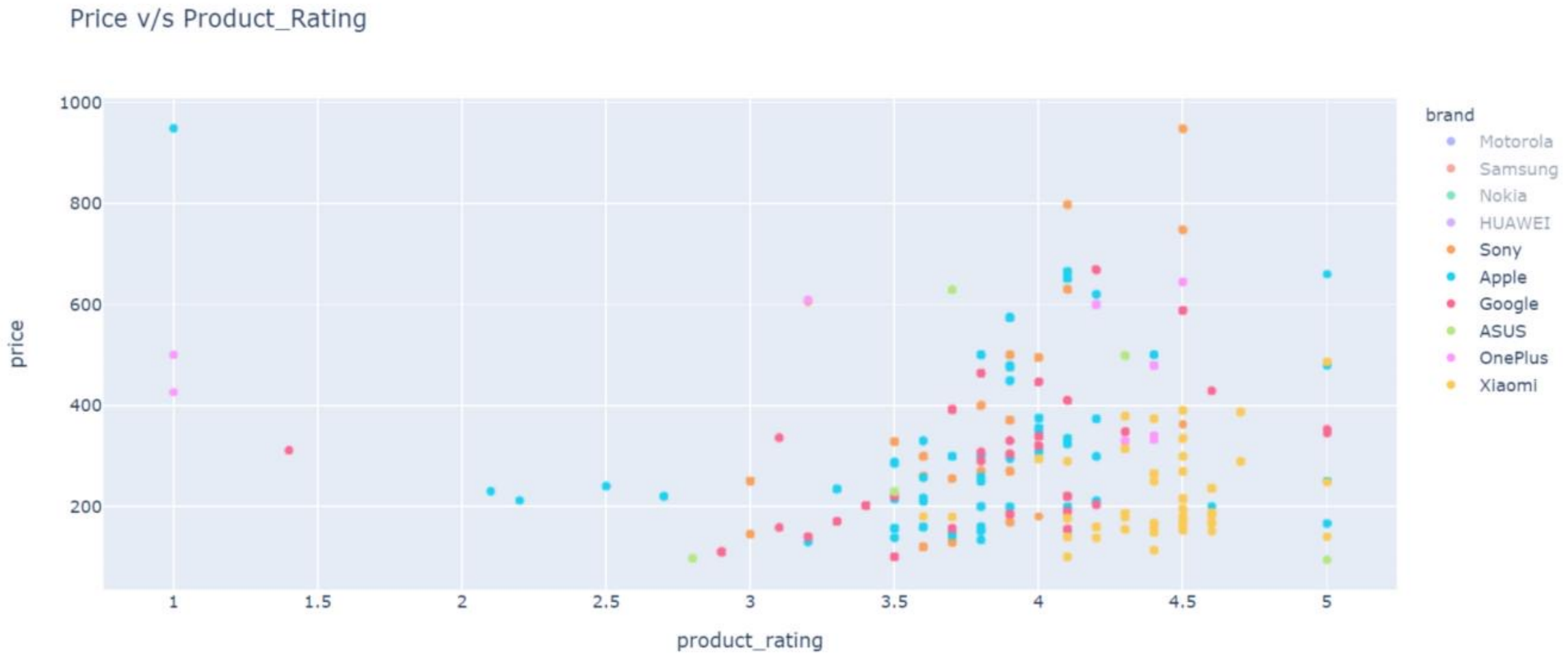
DOES CELL PHONE PRICE AFFECT RATING?

Price VS Rating

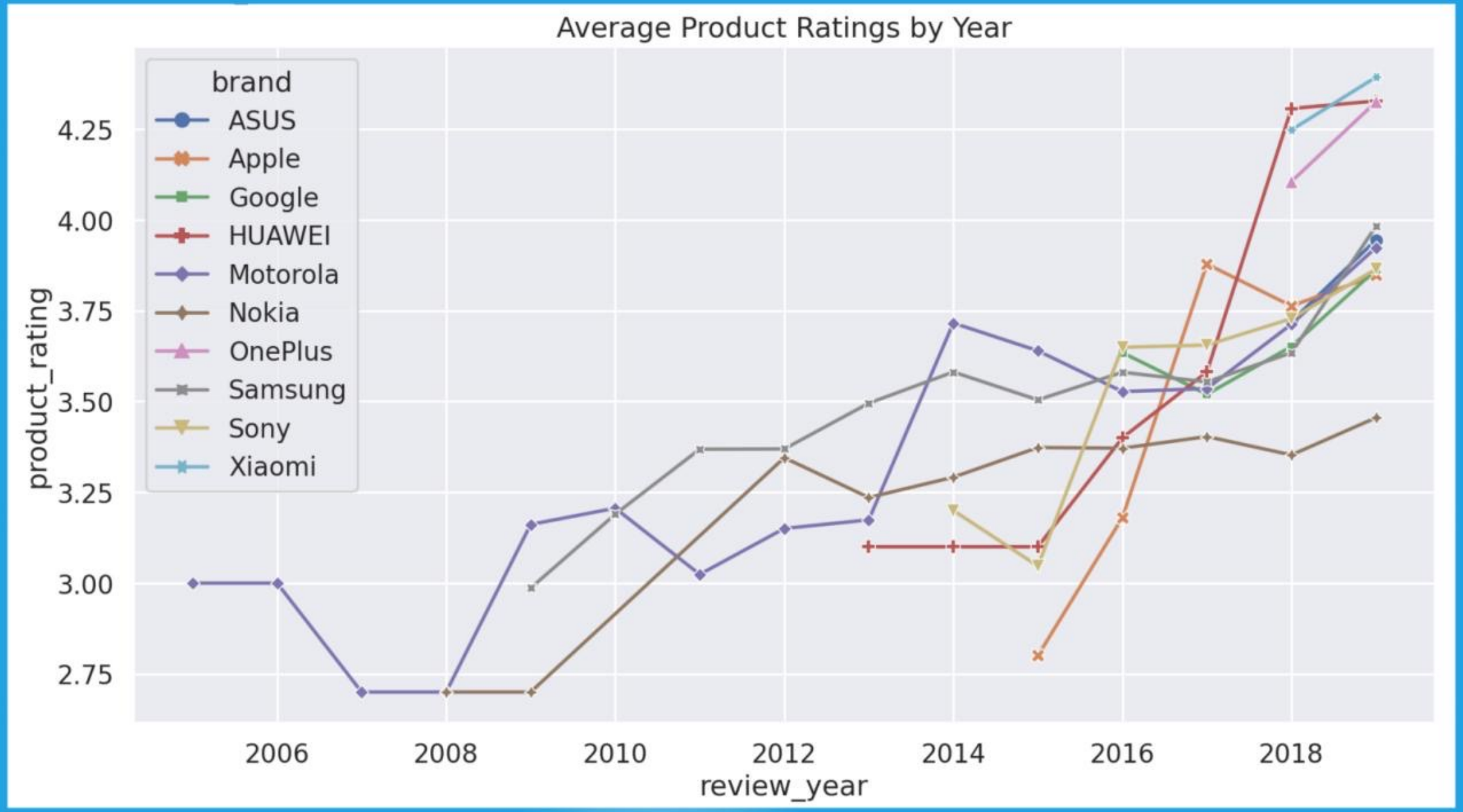


Price VS Rating

Price VS Rating



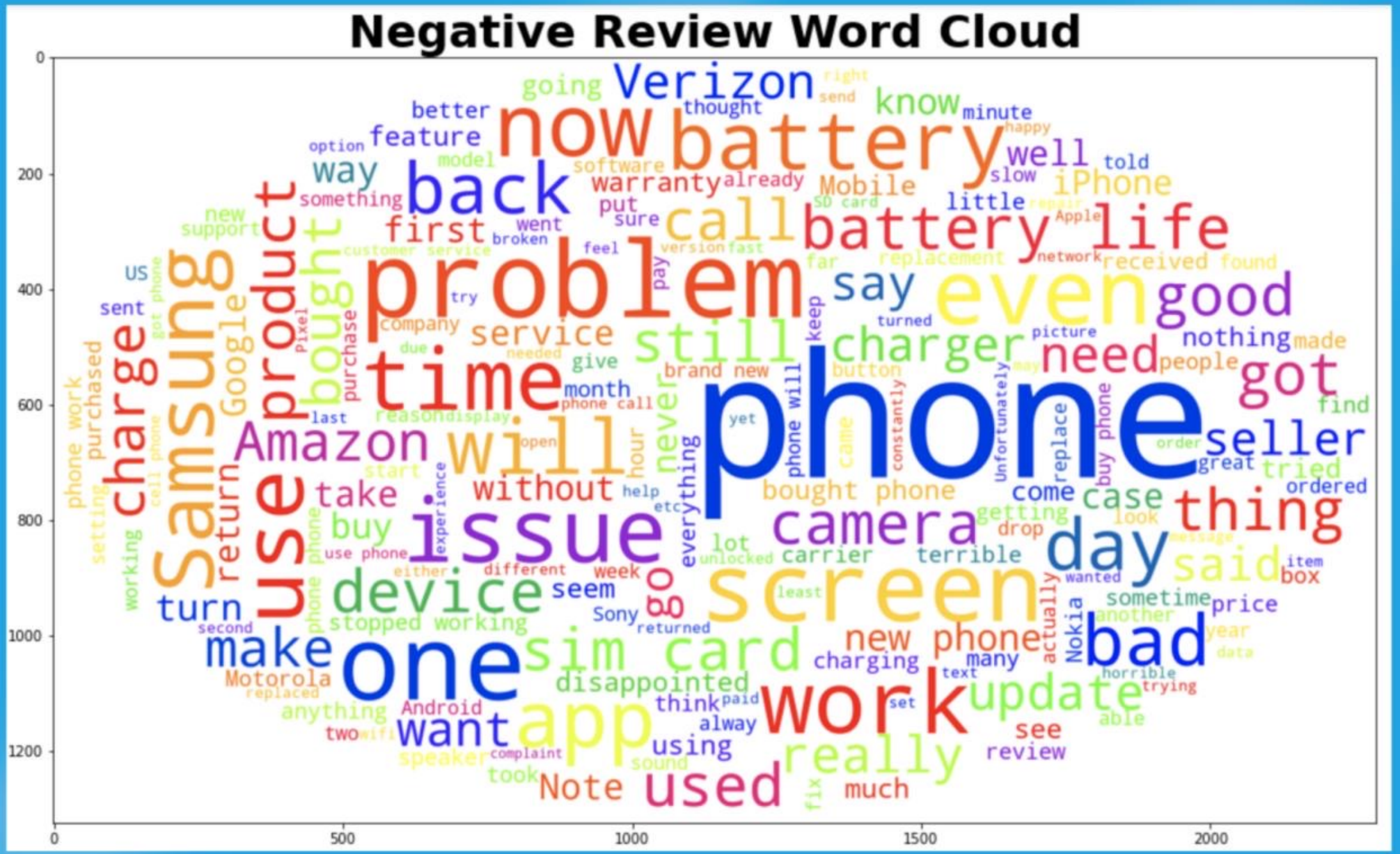
ARE THE BRANDS GETTING BETTER OVER THE YEARS?


Average Product Ratings by Year
brand
ASUS
Apple
Google
HUAWEI
Motorola
Nokia
OnePlus
Samsung
Sony
Xiaomi
product_rating
4.25
4.00
3.75
3.50
3.25
3.00
2.75
2006
2008
2010
2012
2014
2016
2018
review_year

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

Positive Review Word Cloud

Negative Review Word Cloud


0
200
400
600
800
1000
1200
0
500
1000
1500
2000
phone
problem
time
battery
now
Verizon
back
Samsung
use
product
charge
issue
screen
one
work
app
bad
camera
device
will
Amazon
call
battery life
even
good
got
need
charger
still
service
bought
Google
return
take
buy
turn
make
sim card
new phone
update
really
used
Note
want
disappointed
Motorola
Android
Sony
Nokia
seller
thing
day
said
case
come
bought phone
without
stopped working
go
know
feature
way
warranty
Mobile
iPhone
first
put
sure
went
broken
feel
customer service
purchase
company
give
month
phone call
reason
display
open
experience
start
hour
never
everything
phone will
yet
came
constantly
Unfortunately
replace
buy phone
order
great
tried
ordered
item
box
price
sometime
another
year
data
horrible
trying
text
many
charging
actually
wanted
least
returned
Sony
seem
week
different
either
lot
unlocked
carrier
terrible
drop
getting
look
message
picture
nothing
made
people
find
brand new
button
turned
keep
pay
try
due
needed
pixel
purchased
phone work
setting
working
cell phone
got phone
US
sent
support
new
something
option
model
software
already
SD card
repair
Apple
slow
told
minute
happy
send
right
thought
going
better
received found
network
replacement
far
version
fast
customer service
broken
went
sure
put
first
back
way
feature
better
Verizon
going
know
battery
now
problem
phone
time

CONCLUSION

- Suggestions for customers
  based on their budget
  - Xiaomi for lower budget
  - Samsung for higher budget

- Suggestions for manufacturers
  - Battery : key component