



grepsr Exclusive Data Insights

Customer Stories



Understanding Customer Sentiment for Top Brands on Amazon

Customer reviews make or break online purchases.

Here at Grepser, extracting customer reviews from Amazon (*other ecom platforms are available*) is one of the most common use-cases.

Our dataset contained **Amazon reviews of 12 external monitors** from three leading brands – **Dell, HP** and **LG** – across Amazon's US and UK webstores. We extracted the following data fields for each of the 12 products:



Data fields extracted

Products

- `asin`
- `product_name`
- `brand`
- `price`
- `seller`

Reviews

- `review_title`
- `reviewer_name`
- `rating`
- `full_review_text`
- `date_of_review`
- `helpful`
- `verified_purchase`



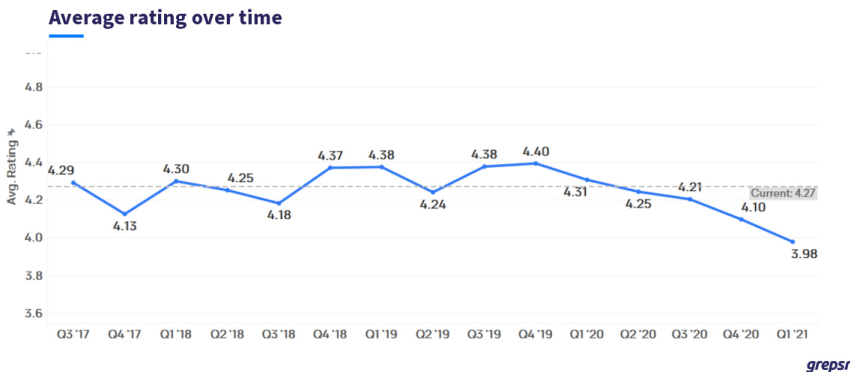
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Analyzing the overall reviews counts, it was clear that all three brands had a fairly equal market share. The **average ratings** and **reviews distribution by rating (1.0 to 5.0)** are also pretty similar across the board.

Rating over time

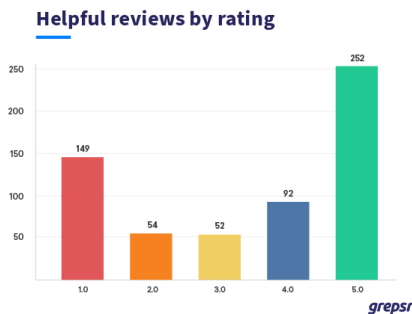
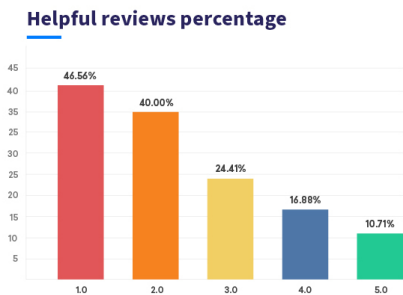
The monitor received a average quarterly rating high of **4.40** during Q4 of 2019, and had been on a downward trajectory ever since, which could be due to a few factors, including:

- Better alternatives, either within the same brand or a competitor
- Newer technologies, and better hardware specifications elsewhere, etc.



Helpfulness of reviews

The “likes” count in every Amazon review is a good indicator of whether or not a review has helped potential buyers make informed decisions.



Based on the **percentage of reviews** that were deemed “helpful”, it is clear that a higher percentage of users found the negative reviews the most helpful during their buying process. The percentage was calculated as:

$$\text{Number of reviews that were marked helpful} * 100 / \text{Total reviews for that rating}$$

