

# User Review Prediction via CLSTM-Attention

- Acumos AI Challenge

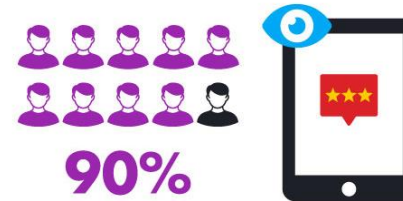
Jinhe Shi, Yuhua Gong

**New Jersey Institute of Technology**

# Background



**90%** of consumers read online reviews before visiting a business.



**86%** of people will hesitate to purchase from a business that has negative online reviews.



<https://www.invespcro.com/blog/the-importance-of-online-customer-reviews-infographic/>

# Model Description

- Input: Unstructured review text.
- Output: Binary (Positive or Negative)

Focus on important features

