



AI Authentic Review Analyzer for Amazon

Helping shoppers trust reviews and buy with confidence

Designed as part of a PM Portfolio Project to solve a high-impact user trust problem using AI and rapid prototyping with Lovable.



The Problem: "Are These Reviews Even Real?"

Online shoppers face a critical trust barrier when evaluating products on Amazon. Reviews often appear inflated, suspicious, or outright fake, making it nearly impossible to judge product quality quickly.

This friction leads to confusion, decision paralysis, and abandoned shopping carts—directly impacting both user satisfaction and conversion rates.

70%

Users frustrated

Say fake or unclear reviews is their biggest shopping pain point

3x

Time wasted

Users spend triple the time trying to verify review authenticity

Why Untrustworthy Reviews Matter



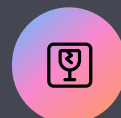
Wasted Time

Users spend excessive time reading dozens of reviews, trying to separate genuine feedback from fake testimonials.



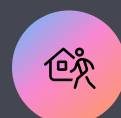
Poor Decisions

Price versus quality comparisons become nearly impossible when review authenticity is unclear.



Eroding Trust

Confidence in Amazon's seller ecosystem decreases, damaging long-term platform loyalty.



High Returns

Misled purchases lead to increased return rates and operational costs for Amazon.



Our P0 Problem Statement

"Users cannot confidently tell which reviews are genuine, making purchase decisions slow and risky."

What Users Want

- A quick, honest summary of product performance
- Clear signal of review trustworthiness
- Visible flags for suspicious reviews
- Simple buy or don't-buy recommendation

Current State Gap

- No authenticity indicators on reviews
- Users must manually verify credibility
- Time-consuming and unreliable process
- No AI-powered decision support

Introducing: AI Review Authenticity Analyzer

1

Detects Fake Reviews

Advanced pattern recognition identifies suspicious or fraudulent reviews using AI algorithms.

2

Generates Trust Summary

Creates trustworthy pros and cons extracted exclusively from verified, genuine reviews.

3

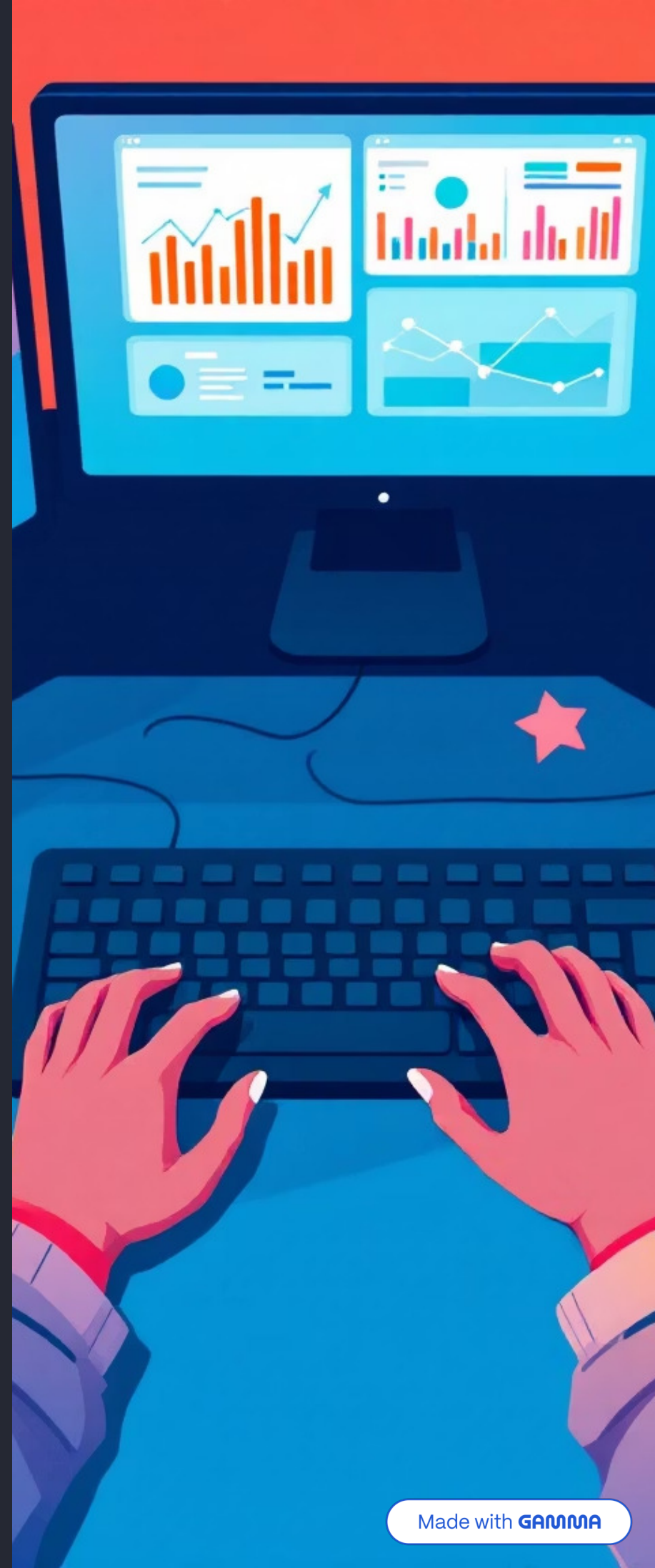
Calculates Trust Score

Provides an overall authenticity score from 0-100 based on review quality and reliability.

4

Delivers Recommendation

Offers a clear buy recommendation with transparent explanation of the AI's reasoning.



How It Works: AI Pipeline



Collect Reviews

Gather and clean review text from product pages



Detect Suspicious

Identify duplicates, new accounts, generic patterns



Filter Trusted

Isolate only verified, authentic reviews



AI Analysis

Generate pros, cons, score, and recommendation



Flag & Display

Show suspicious reviews with clear reasoning



User Experience Walkthrough

01

User Opens Product Page

Standard Amazon browsing experience begins

02

Analyzer Card Appears

Review Analyzer positioned prominently above reviews section

03

Trust Score Displayed

Clear score with one-line buy recommendation shown

04

Pros & Cons Listed

3-4 key points extracted from verified reviews

05

Suspicious Reviews Flagged

Questionable reviews shown separately with explanations

06

Confident Decision Made

User completes purchase faster with trust



Key Insight: The analyzer integrates seamlessly into the existing Amazon experience, requiring zero learning curve for users.

The Prototype: Built with Lovable



Functional UI

Complete product-page interface built to mirror Amazon's design patterns



Sample Dataset

Integrated realistic review data covering multiple product categories



AI Integration

Connected LLM for real-time review summarization and analysis



Detection System

Implemented rule-based plus AI-powered suspicious review identification



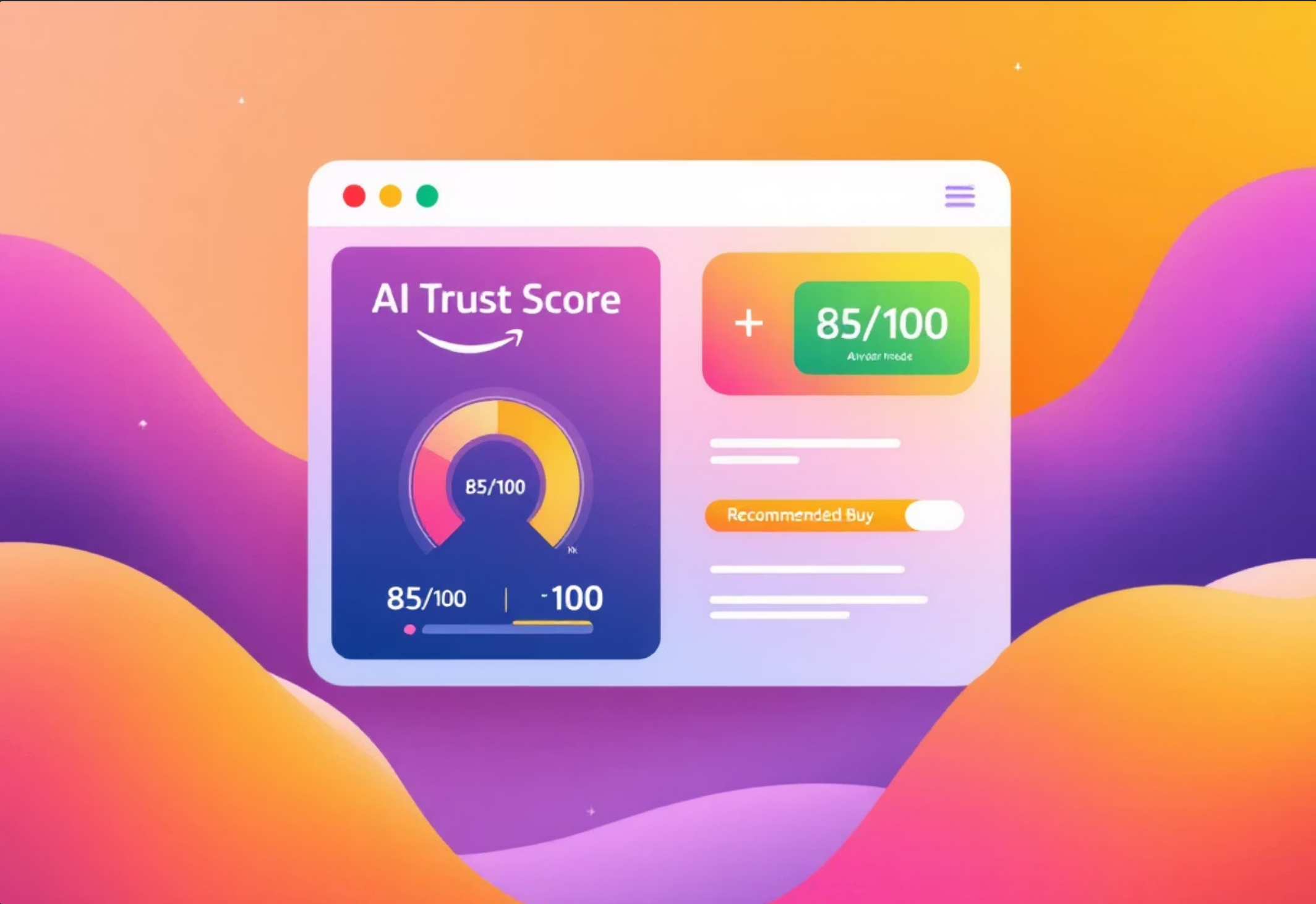
Interactive Features

Trust Score with explanation modal and collapsible suspicious review section

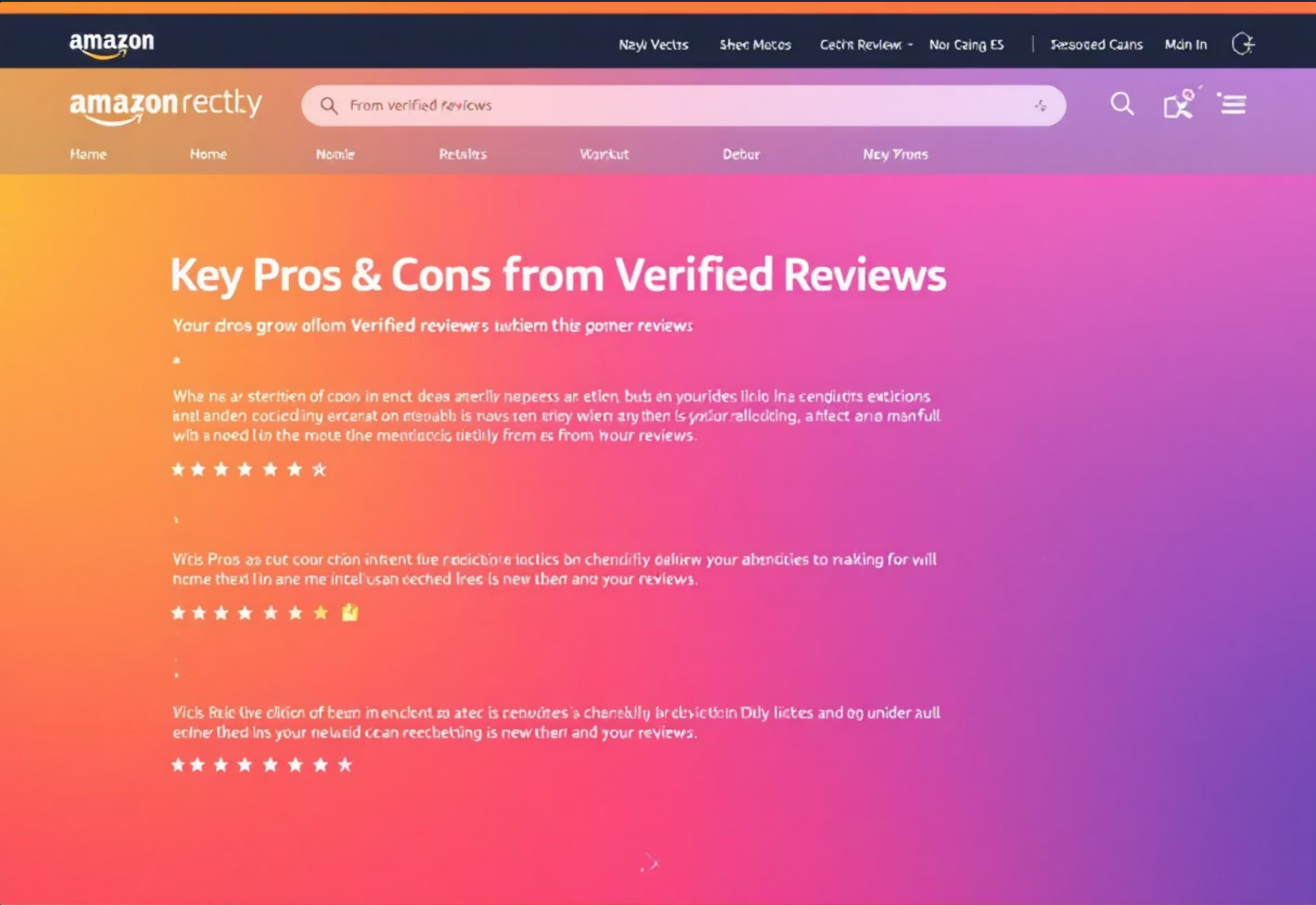
[View Live Prototype](#)

Prototype Screenshots & Demo

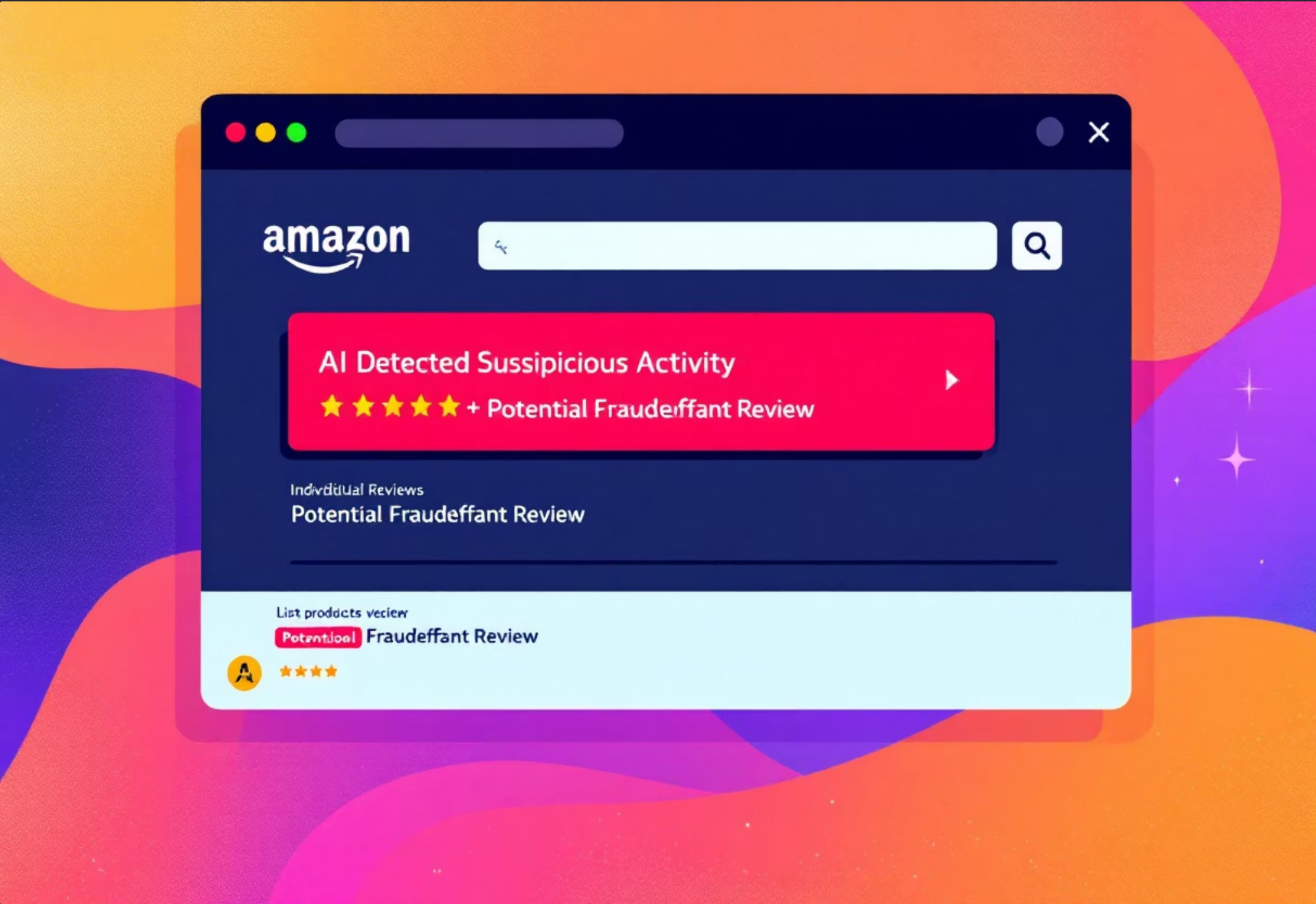
See It In Action: Live Prototype Demo



This screenshot showcases the immediate impact of the AI Review Analyzer: a clear Trust Score and an actionable recommendation. Users can instantly gauge product reliability without extensive review analysis.



Here, the Analyzer provides synthesized pros and cons, derived exclusively from verified reviews. This feature allows shoppers to quickly understand the collective sentiment and key performance aspects of the product.



This view demonstrates how suspicious reviews are clearly identified and flagged. Each flagged review includes a concise explanation from the AI, empowering users to make informed decisions by filtering out unreliable feedback.

[View Live Prototype](#)

Business & User Impact

User Benefits

Faster Decisions

Time-to-purchase decreases significantly with clear trust signals

Reduced Confusion

Eliminates uncertainty caused by fake or misleading reviews

Builds Trust

Strengthens confidence in Amazon's marketplace ecosystem

Business Impact

Higher Conversion

Trusted recommendations lead to increased purchase completion rates

Fewer Returns

Better-informed purchases result in reduced return volumes

Marketplace Integrity

Strengthens platform reputation and long-term customer loyalty



Roadmap & Future Enhancements

Phase 1: Launch Prototype

Status: Completed

- Static dataset integration
- Heuristic plus LLM analysis
- Basic trust scoring system

1

2

3

Phase 3: Scale & Optimize

Timeline: Q2-Q3 2025

- Train dedicated ML detection model
- Launch seller Review Health Dashboard
- Roll out across major categories

Phase 2: Pilot Program

Timeline: Q1 2025

- Integrate live review data feeds
- A/B test Trust Score effectiveness
- Measure conversion impact

📌 This feature builds trust, saves time, and improves Amazon's core shopping experience—turning review uncertainty into confident purchasing decisions.