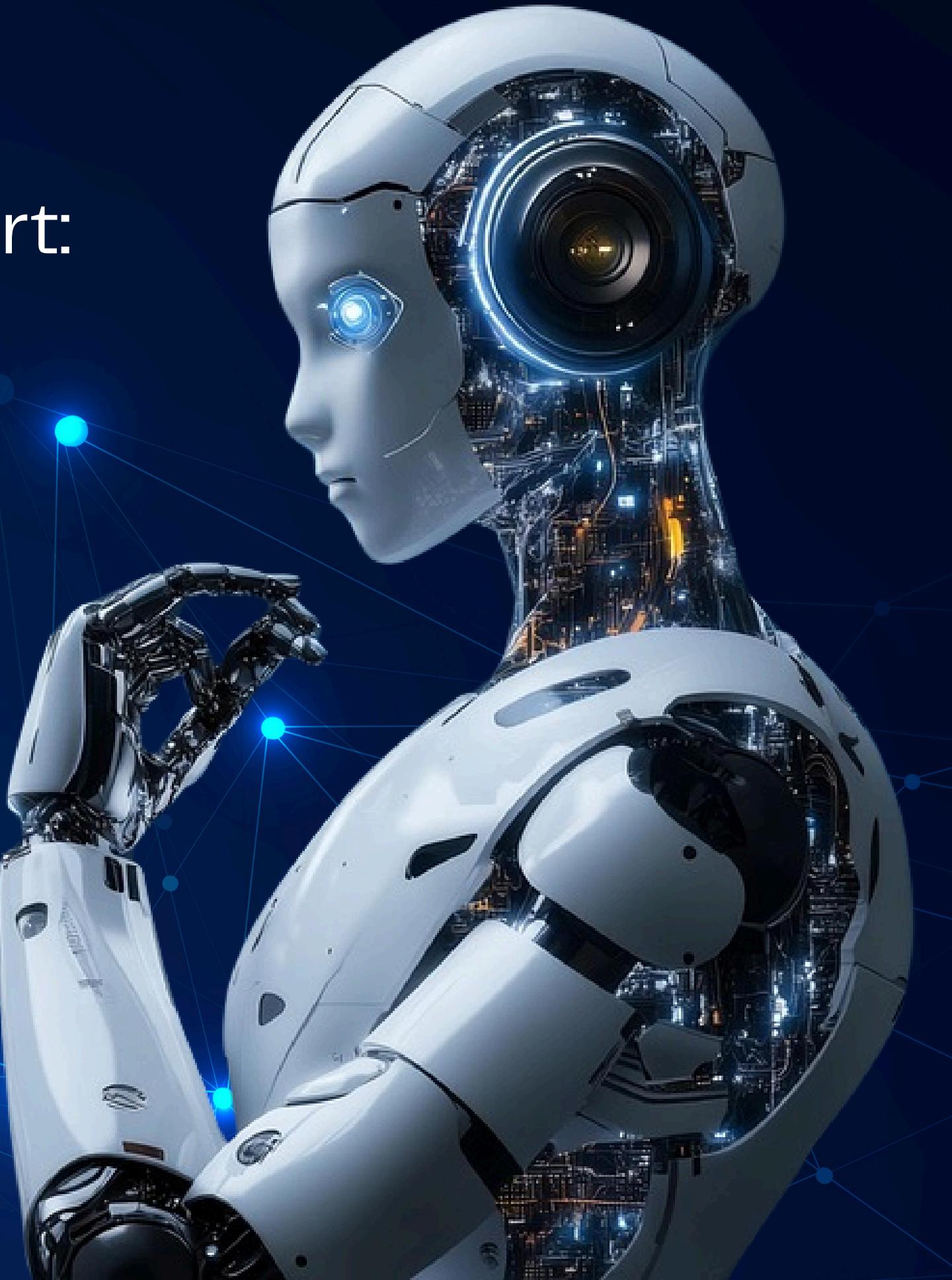




Analisis Strategis Ulasan Produk Flipkart: Ekstraksi Insight Menggunakan IBM Granite LLM

Capstone Project: Data Classification and
Summarization

AGIL SAID RAMADON



Project Overview (Latar Belakang & Masalah)

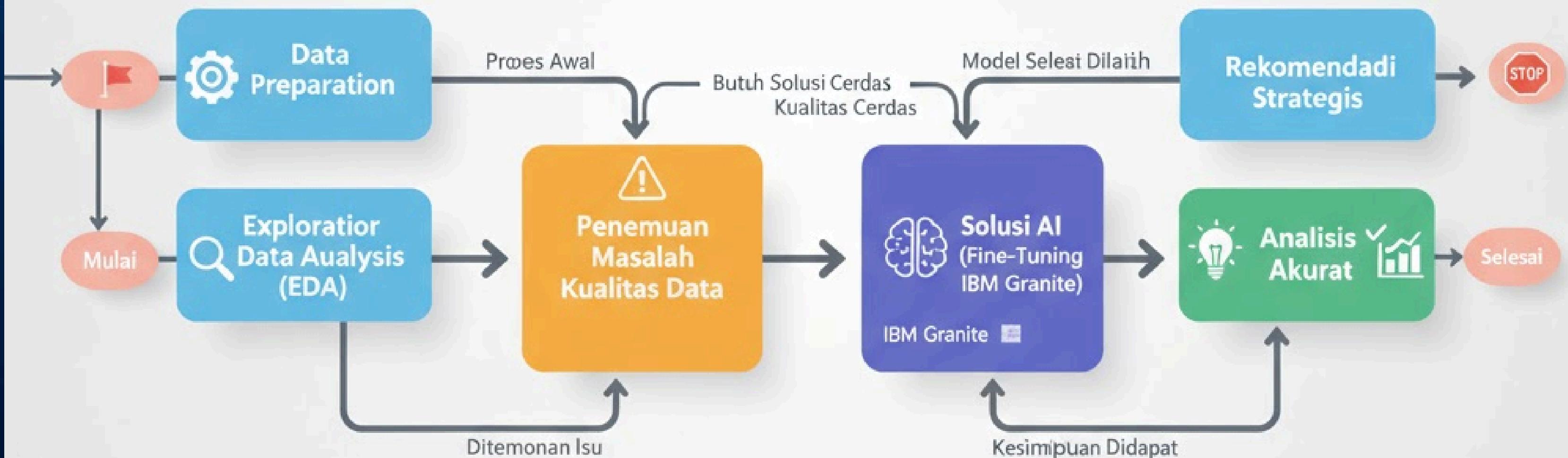
- Peluang Strategis: Ulasan Pelanggan adalah Tambang Emas
 - Di e-commerce, ulasan adalah aset strategis untuk memahami kepuasan, mengidentifikasi tren, dan mendorong inovasi produk.
- Masalah Tersembunyi: Bagaimana Jika Data Itu Sendiri Salah?
 - Proyek ini dimulai dengan sebuah tantangan fundamental: analisis awal menemukan inkonsistensi kritis antara rating bintang yang diberikan pelanggan dengan label sentimen
- Rumusan Masalah: Bagaimana kita bisa menghasilkan insight yang akurat dan rekomendasi bisnis yang dapat diandalkan dari dataset yang labelnya tidak konsisten?

Project Overview (Tujuan Proyek)

- Proyek ini memiliki empat tujuan utama untuk mengubah data yang bermasalah menjadi keputusan yang cerdas
1. Membuktikan Inkonsistensi Data: Melakukan Analisis Data Eksploratif (EDA) untuk memvalidasi dan mengukur masalah kualitas pada label sentimen.
 2. Membangun 'Sumber Kebenaran' Baru: Melakukan fine-tuning pada IBM Granite LLM untuk mengklasifikasi ulang sentimen secara akurat berdasarkan konteks teks ulasan
 3. Mengekstrak Insight yang Valid: Menganalisis data yang telah dibersihkan untuk menemukan faktor penentu rating dan tema masalah yang sebenarnya.
 4. Menghasilkan Rekomendasi Berdampak: Merumuskan rekomendasi yang konkret dan actionable untuk tim produk dan marketing Flipkart

Analysis Process

ALUR PROSES PENINGKTAN KUALITAS DATA & ANALISIS MENGUARAN AI



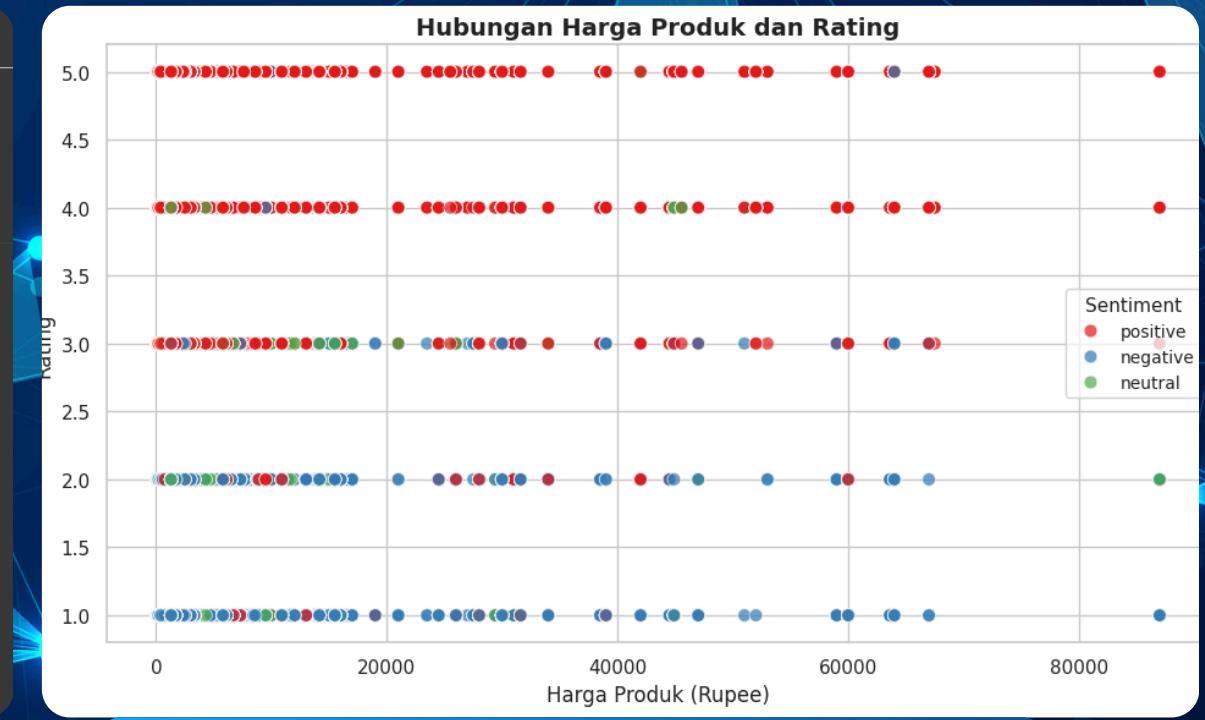
Insight & Findings

Tujuan: Mendeteksi review yang tidak konsisten, misalnya rating 5 tapi review negatif

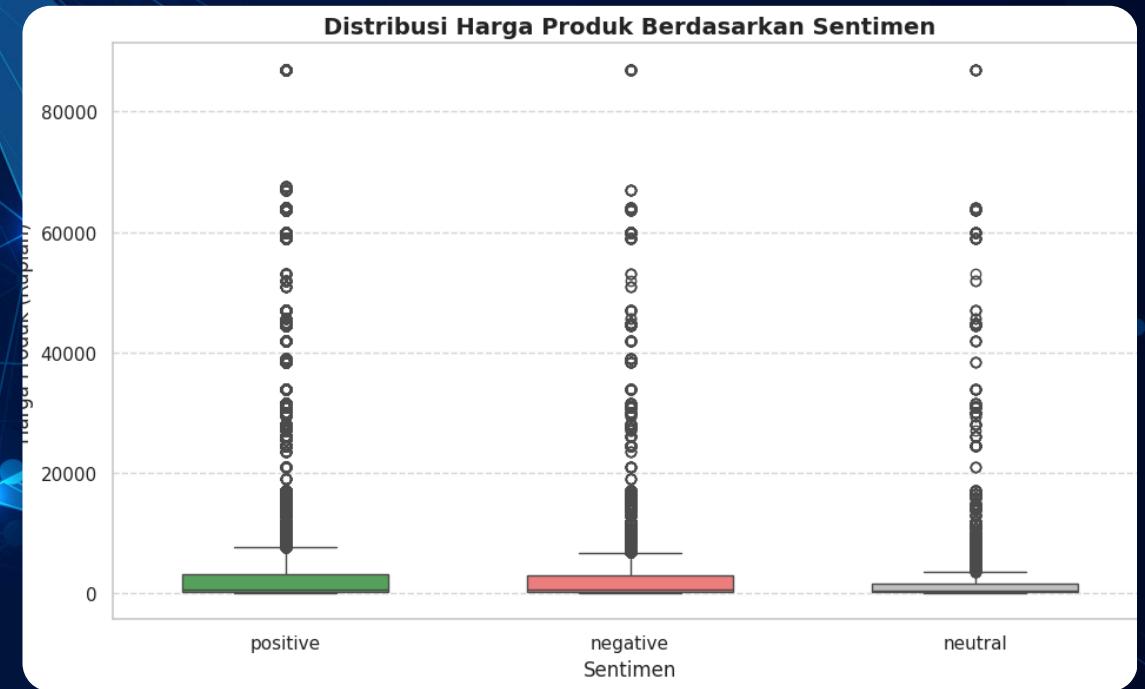
```
inconsistent = df[...((df['Rate'] <= 2) & (df['Sentiment'] == 'positive')) | ...((df['Rate'] >= 4) & (df['Sentiment'] == 'negative'))]
display(inconsistent[['product_name', 'Rate', 'Review', 'Sentiment']])
```

	product_name	Rate	Review	Sentiment
59	MAHARAJA WHITELINE 65 L Desert Air Cooler??????...	1.0	worthless	positive
73	MAHARAJA WHITELINE 65 L Desert Air Cooler??????...	1.0	useless product	positive
86	MAHARAJA WHITELINE 65 L Desert Air Cooler??????...	2.0	expected a better product	positive
123	MAHARAJA WHITELINE 65 L Desert Air Cooler??????...	5.0	perfect product!	negative
126	MAHARAJA WHITELINE 65 L Desert Air Cooler??????...	2.0	bad quality	positive
...
204891	cello Pack of 18 Opalware Cello Dazzle Lush Fi...	4.0	worth the money	negative
204903	cello Pack of 18 Opalware Cello Dazzle Lush Fi...	5.0	perfect product!	negative
204933	cello Pack of 18 Opalware Cello Dazzle Lush Fi...	5.0	must buy!	negative
204977	cello Pack of 18 Opalware Cello Dazzle Lush Fi...	4.0	good quality product	negative

Banyak review tidak konsisten, sehingga penilaian produk harus kombinasi rating, komentar, dan faktor lain untuk memahami kepuasan pelanggan.



Grafik ini menunjukkan bahwa harga bukanlah faktor utama penentu rating atau sentimen. Kepuasan pelanggan lebih dipengaruhi oleh kualitas produk, kesesuaian dengan deskripsi, pengalaman pengiriman, atau layanan pelanggan.



Grafik box plot ini menguatkan kesimpulan dari scatter plot ("Hubungan Harga Produk dan Rating") dengan cara yang berbeda: Harga produk tidak memiliki korelasi yang signifikan dengan sentimen ulasan.

• AI Support Explanation

- 01 Mengapa AI? Menghadapi ribuan label yang salah, AI adalah satu-satunya solusi yang efisien dan cerdas. Penggunaan AI dalam proyek ini sangat relevan untuk mengatasi masalah kualitas data yang ditemukan.
- 02 Peran IBM Granite LLM:
 1. Klasifikasi & Analisis Sentimen: Model di-fine-tune untuk menjadi "sumber kebenaran" baru, mengoreksi label sentimen yang salah berdasarkan konteks teks ulasan.
 2. Summarization: Kemampuan generatif model digunakan untuk meringkas dan mengekstraksi tema-tema utama dari ribuan ulasan, seperti "masalah baterai" atau "kualitas pengiriman"
- 03 Tujuan utama adalah mengubah data yang tidak konsisten menjadi insight yang dapat dipercaya.



Insight & Findings with ibm granite LLM

Tema Dan Masalah Tersembunyi

Tema & Masalah Tersembunyi

```
query1 ="""
Analisis semua review negatif Flipkart.
Identifikasi tema atau masalah yang paling sering muncul, termasuk pola tersembunyi
yang memengaruhi kepuasan pelanggan.
Sertakan insight yang relevan untuk keputusan bisnis.
"""

relevant_docs1 = df[df['Sentiment']=='negative']['doc_text'].tolist()
answer1 = ask_granite_safe(query1, relevant_docs1, llm)

print("== Pertanyaan ==")
print(query1)
print("\n== Jawaban Granite ==")
print(answer1)
print("\n" + "="*50 + "\n")
```

== Pertanyaan ==

Analisis semua review negatif Flipkart.
Identifikasi tema atau masalah yang paling sering muncul, termasuk pola tersembunyi
yang memengaruhi kepuasan pelanggan.
Sertakan insight yang relevan untuk keputusan bisnis.

== Jawaban Granite ==

Based on the negative reviews for the air coolers on Flipkart, several recurring themes and issues have been identified:

- **Performance Issues**: Multiple reviews mention that the air coolers perform poorly as coolers, with some users stating that they function merely as fans. This indicates a problem with the cooling mechanism or efficiency of the products.
- **Quality Concerns**: There are complaints about the build quality, with users pointing out issues like low motor capacity, poor fan speed, and a small water capacity. This suggests that the manufacturers may need to improve the components and design for better performance.
- **Delivery and Switch Problems**: Some reviews highlight delays in delivery and damaged switches upon receiving the product. This points to potential issues in the supply chain and quality control during packaging.
- **Design Flaws**: One review mentions difficulty in changing the water due to the outflow vent hole's placement, indicating a design oversight that negatively impacts user experience.

Insights for Business Decisions:

- **Product Improvement**: The air coolers' primary function as cooling devices is not being met according to customer feedback. Manufacturers should focus on enhancing the cooling efficiency and addressing the low fan speed and motor capacity issues.
- **Quality Assurance**: The recurring complaints about poor build quality and delivery problems suggest a need for stricter quality control measures during manufacturing and packaging. Ensuring that products are delivered on time and in perfect condition is crucial for customer satisfaction.
- **Design Revisions**: The design flaw mentioned regarding the water changing process indicates that user-centric design principles should be prioritized. Manufacturers should consider revising product designs to make them more user-friendly.
- **Customer Service**: Addressing negative reviews promptly and professionally is essential. Companies should have a robust customer service system in place to handle complaints and rectify issues, thereby improving customer trust and loyalty.
- **Price-Performance Balance**: Given the negative sentiments around the higher-priced models, businesses should ensure that the price aligns with the product's performance and features. Customers are likely to perceive value for money as a critical factor, especially in the current market environment.

By addressing these recurring issues, businesses can improve their

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Insight & Findings with ibm granite LLM

Faktor Penentu Rating

Faktor Penentu Rating

Klik dua kali (atau tekan Enter) untuk mengedit

```
query2 = ""  
Dari seluruh review Flipkart, temukan faktor-faktor kunci yang memengaruhi rating pelanggan.  
Pertimbangkan kata kunci, panjang review, harga, dan sentimen.  
Berikan analisis mendalam yang bisa digunakan untuk strategi produk.  
"""  
  
relevant_docs2 = df['doc_text'].tolist()  
answer2 = ask_granite_safe(query2, relevant_docs2, llm)  
  
print("== Pertanyaan ==")  
print(query2)  
print("\n== Jawaban Granite ==")  
print(answer2)  
print("\n" + "="*50 + "\n")
```

== Pertanyaan ==

Dari seluruh review Flipkart, temukan faktor-faktor kunci yang memengaruhi rating pelanggan.
Pertimbangkan kata kunci, panjang review, harga, dan sentimen.
Berikan analisis mendalam yang bisa digunakan untuk strategi produk.

== Jawaban Granite ==

Based on the Flipkart reviews, the key factors influencing customer ratings for the Candes 12L Room/Personal Air Cooler are:

1. Cooling Performance: Customers highly appreciate the excellent airflow and cooling effect, often comparing it favorably to other coolers in its price range. This positive sentiment is evident in reviews with ratings of 5 and 3, where users praise the cooler's efficiency.
2. Value for Money: The cooler is considered a great budget option, with reviewers finding its performance impressive given its price of 3999. This aspect is crucial in attracting customers looking for affordable yet effective cooling solutions.
3. Design and Features: The elegant design, high-speed honeycomb cooling pad, and ice chamber are appreciated by customers, contributing to positive reviews. These features seem to enhance user satisfaction and add to the product's appeal.
4. Mixed Experiences: While most reviews are positive, some customers have expressed dissatisfaction, citing decent air power and even calling the product useless. These negative reviews highlight areas for improvement, such as enhancing the cooling strength to meet customer expectations.
5. Neutral Sentiment: A few reviews express neutral sentiments, indicating that while the product is acceptable, it may not exceed expectations or stand out significantly from competitors.

Strategic implications for product improvement:

1. Emphasize cooling performance: Given the positive feedback on cooling efficiency, maintain and possibly enhance this aspect to solidify the product's reputation as an effective cooling solution.
2. Value proposition: Continue to promote the cooler as a budget-friendly option with excellent performance, targeting price-conscious customers.
3. Design and features: Maintain the current design elements and unique features (e.g., honeycomb cooling pad, ice chamber) that contribute to customer satisfaction.
4. Address concerns: Investigate the reasons behind negative reviews, particularly those citing insufficient air power. Address these concerns by improving the cooler's performance in this area to minimize dissatisfaction.
5. Monitor neutral feedback: Analyze neutral reviews to identify potential areas for differentiation and improvement, ensuring the product remains competitive in the market.
6. Encourage more detailed



Insight & Findings with ibm granite LLM

Pola Outlier Dan Inkonistensi

Pola Outlier & Inkonistensi

```
# Ubah kolom Rate ke tipe numerik  
df['Rate'] = pd.to_numeric(df['Rate'], errors='coerce') # 'coerce' akan set invalid parsing jadi NaN
```

```
query3 = """  
Identifikasi review yang tidak konsisten (misal rating tinggi tapi komentar negatif)  
dan jelaskan apa implikasinya terhadap penilaian produk dan loyalitas pelanggan.  
Berikan insight strategis berdasarkan pola ini.  
"""  
  
relevant_docs3 = df[df.apply(lambda x: (x['Rate'] >= 4 and x['Sentiment'] == 'negative') or  
                           (x['Rate'] <= 2 and x['Sentiment'] == 'positive'), axis=1)]['doc_text'].tolist()  
answer3 = ask_granite_safe(query3, relevant_docs3, llm)  
  
print("== Pertanyaan ==")  
print(query3)  
print("\n== Jawaban Granite ==")  
print(answer3)  
print("\n" + "="*50 + "\n")
```

== Pertanyaan ==

Identifikasi review yang tidak konsisten (misal rating tinggi tapi komentar negatif)
dan jelaskan apa implikasinya terhadap penilaian produk dan loyalitas pelanggan.
Berikan insight strategis berdasarkan pola ini.

== Jawaban Granite ==

The reviews provided show inconsistencies where the ratings do not align with the sentiment expressed in the comments.

1. The first review gives a rating of 1 (lowest) but the sentiment described is negative, stating the product is "worthless" and a "worst product." This discrepancy indicates a significant dissatisfaction, suggesting a potential issue with the product's performance that the customer did not expect.
2. The second review rates the product 1 but describes it as "useless," highlighting problems with the motor quality and high repair costs. This negative sentiment despite the low rating suggests customers might be disillusioned or unaware of the rating scale's meaning, possibly due to unclear guidance.
3. The third review rates the product 2, expressing both positive and negative aspects. While it mentions issues like difficulty in cleaning and a short cable, it also notes good air throw, low noise, and a reasonable price. This mixed sentiment implies that while there are some positive aspects, the overall experience is not fully satisfying.
4. The fourth review provides a rating of 5 (highest) but comments negatively about "not working motors" and a "poor Maharaja cooler." This inconsistency suggests either a rating error or a customer who might not understand the rating system, possibly skewing perceptions of the product's reliability.
5. The fifth review gives a rating of 2 and criticizes the slow fan speed and excessive noise, indicating dissatisfaction despite a relatively moderate rating.

Strategic Insights:

- **Improve Product Quality:** The recurring issues of motor failure, slow cooling, and noise suggest that the product quality needs significant improvement. Addressing these core problems is crucial for enhancing customer satisfaction and loyalty.
- **Clear Rating Guidance:** Implement clearer guidelines or tooltips for customers to understand what each rating means, reducing confusion that leads to inconsistent ratings.
- **Address Negative Feedback:** Actively respond to negative reviews, acknowledging issues and outlining steps being taken to rectify them. This demonstrates customer-centricity and commitment to quality.
- **Enhance Customer Support:** Offer comprehensive support, including troubleshooting guides and direct communication channels.

Insight & Findings with ibm granite LLM

Harga vs Sentimen & Rating

Harga vs Sentimen & Rating

```
# =====
query4 = """
Analisis hubungan antara harga produk dan sentimen/review pelanggan di Flipkart.
Apakah produk dengan harga tinggi cenderung mendapat review negatif atau positif tertentu?
Sertakan pola, insight, dan implikasi untuk strategi penetapan harga atau promosi produk.
"""

# Ambil semua review sebagai konteks
relevant_docs4 = df['doc_text'].tolist()

# Panggil Granite
answer4 = ask_granite_safe(query4, relevant_docs4, llm)

# Tampilkan hasil
print("== Pertanyaan ==")
print(query4)
print("\n== Jawaban Granite ==")
print(answer4)
print("\n" + "="*50 + "\n")

== Pertanyaan ==
Analisis hubungan antara harga produk dan sentimen/review pelanggan di Flipkart.
Apakah produk dengan harga tinggi cenderung mendapat review negatif atau positif tertentu?
Sertakan pola, insight, dan implikasi untuk strategi penetapan harga atau promosi produk.

== Jawaban Granite ==
Based on the provided reviews, there isn't a clear pattern that higher-priced products (in this case, all reviews are for the same product at 3999) consistently receive negative reviews. Instead, the sentiments vary across positive, neutral, and negative, regardless of price.

Insights:
1. Price alone does not dictate customer sentiment. Other factors, such as product performance and features, play a significant role in shaping customer reviews.
2. Even at a higher price point (3999), the product can receive positive reviews, indicating that customers perceive value in its features (like excellent airflow, high-speed cooling pad, and ice chamber).
3. Negative reviews exist at the same price, suggesting that product quality control or meeting customer expectations might be inconsistent.

Implications for pricing strategy or promotions:
1. Focus on enhancing product quality and ensuring consistent performance across all units to maintain positive sentiments, regardless of price sensitivity.
2. Highlight unique features and benefits (like the honeycomb cooling pad, ice chamber, and high-speed settings) in marketing to justify the price and appeal to customers seeking premium cooling solutions.
3. Implement targeted promotions or discounts cautiously, as lowering the price might inadvertently attract price-sensitive customers who may not value the premium features, potentially leading to negative reviews if expectations aren't met.
4. Monitor customer feedback closely to identify recurring issues and address them proactively to maintain a positive product image, irrespective of the price point.
5. Consider tiered pricing strategies with different feature sets to cater to various customer segments, allowing for more granular control over product positioning and price perception.

=====
```

Insight & Findings with ibm granite LLM

Prioritas Perbaikan Produk

Rekomendasi Strategis

Prioritas Perbaikan Produk

```
query4 = ""  
Berdasarkan review negatif, identifikasi produk yang paling bermasalah dan jelaskan  
tindakan spesifik yang harus dilakukan oleh tim produk, layanan, atau marketing.  
Berikan rekomendasi prioritas yang actionable.  
""  
  
relevant_docs4 = df[df['Sentiment']=='negative']['doc_text'].tolist()  
answer4 = ask_granite_safe(query4, relevant_docs4, llm)  
  
print("== Pertanyaan ==")  
print(query4)  
print("\n== Jawaban Granite ==")  
print(answer4)  
print("\n" + "="*50 + "\n")
```

== Pertanyaan ==

Berdasarkan review negatif, identifikasi produk yang paling bermasalah dan jelaskan tindakan spesifik yang harus dilakukan oleh tim produk, layanan, atau marketing. Berikan rekomendasi prioritas yang actionable.

== Jawaban Granite ==

Berdasarkan review negatif, produk yang paling bermasalah adalah Maharaja Whiteline 65L Desert Air Cooler. Beberapa masalah yang tersebutkan meliputi:

1. Switch yang rusak saat diterima.
2. Kapasitas penyiraman dan motor yang kecil, serta kecepatan angin yang rendah.
3. Louternya di atas bagian bawah cooler, membuat pengelolaan air sulit.

Tindakan spesifik yang harus dilakukan oleh tim produk, layanan, atau marketing:

1. **Penanganan Komplain**: Jelaskan langkah-langkah yang jelas untuk mengurus komplain tentang produk rusak, seperti meminta bukti pembelian, foto rusak produk, dan menyediakan jaminan kembal uang atau penggantian.
2. **Pengembangan Produk**: Memperbaiki desain dan kualitas komponen, terutama motor, penyiraman, dan loternya, untuk meningkatkan kecepatan angin dan kemudahan pengelolaan.
3. **Pengembangan Layanan Pelanggan**: Memperkuat sistem layanan pelanggan untuk menjangkau dan menyelesaikan masalah pelanggan secara cepat dan efisien. Memastikan pelanggan merasa dihargai dan diberikan solusi yang tepat.
4. **Pengembangan Komunikasi**: Mengkomunikasikan perubahan dan perkembangan produk kepada pelanggan melalui platform-platform sosial, situs web, dan email. Memastikan pelanggan tahu tentang tindakan yang telah diambil untuk menangani masalah yang disebabkan.
5. **Revisi Penilaian Produk**: Memulai revisi terhadap perilaku pembeli dan perilaku produk untuk mencari tahu apakah masalah tersebut adalah kesalahan

Insight & Findings with ibm granite LLM

Optimasi Pengalaman Pelanggan

Optimasi Pengalaman Pelanggan

```
query5 = """
Analisis seluruh review positif dan negatif untuk menyarankan strategi peningkatan pengalaman pelanggan Flipkart. Sertakan langkah-langkah konkret untuk meningkatkan kepuasan dan loyalitas pelanggan.

"""
relevant_docs5 = df['doc_text'].tolist()
answers5 = ask_granite_safe(query5, relevant_docs5, llm)

print("== Pertanyaan ==")
print(query5)
print("\n== Jawaban Granite ==")
print(answers5)
print("\n" + "="*50 + "\n")
```

== Pertanyaan ==

Analisis seluruh review positif dan negatif untuk menyarankan strategi peningkatan pengalaman pelanggan Flipkart. Sertakan langkah-langkah konkret untuk meningkatkan kepuasan dan loyalitas pelanggan.

== Jawaban Granite ==

Based on the reviews, the Candes 12L Room/Personal Air Cooler generally receives positive feedback, though there's room for improvement. Here's a summary and strategic suggestions to enhance customer experience on Flipkart:

****Positive Reviews:****

1. Customers appreciate the great cooling performance, excellent airflow, and value for money.
2. The design, including color options, elegant high-speed honeycomb cooling pad, and ice chamber, is well-received.
3. The product is considered a good budget option for personal cooling.

****Negative Reviews:****

1. One customer found the cooling power to be decent rather than powerful.
2. Another customer described the product as useless, claiming it functions only as a fan.

****Strategic Suggestions to Improve Customer Experience:****

1. ****Quality Control:**** Address the negative review regarding decent cooling power by reinforcing quality control measures. Investigate the complaint about the product functioning merely as a fan and rectify the issue if it's a manufacturing defect.
2. ****Clear Product Descriptions:**** Ensure product descriptions accurately represent the cooler's capabilities, emphasizing its cooling features and capacity. This will help manage customer expectations and reduce misunderstandings.
3. ****Customer Support:**** Strengthen customer support to address concerns promptly and effectively. Offer clear return or replacement policies for defective products, as seen in the negative review.
4. ****Feedback Mechanism:**** Encourage customers to provide detailed feedback, especially for negative experiences. This will help identify recurring issues and allow for targeted improvements.
5. ****Enhanced Marketing:**** Highlight positive reviews and customer testimonials in product listings and marketing materials to build trust and credibility.
6. ****Continuous Improvement:**** Regularly review customer feedback and use it to inform product updates and new releases. This demonstrates a commitment to customer satisfaction and loyalty.

By implementing these strategies, Flipkart can enhance the overall customer experience for the Candes 12L Room/Personal Air Cooler and similar products, fostering greater customer satisfaction and loyalty.

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Insight & Findings with ibm granite LLM

Strategi Produk dan Marketing

Strategi Produk & Marketing

```
query6 = """
Berdasarkan insight dari review positif, rekomendasikan strategi marketing atau
promosi yang dapat meningkatkan penjualan produk unggulan.
Fokus pada apa yang pelanggan suka dan bagaimana memanfaatkannya.
"""

relevant_docs6 = df[df['Sentiment']=='positive']['doc_text'].tolist()
answer6 = ask_granite_safe(query6, relevant_docs6, llm)

print("== Pertanyaan ==")
print(query6)
print("\n== Jawaban Granite ==")
print(answer6)
print("\n" + "="*50 + "\n")
```

== Pertanyaan ==

Berdasarkan insight dari review positif, rekomendasikan strategi marketing atau promosi yang dapat meningkatkan penjualan produk unggulan.
Fokus pada apa yang pelanggan suka dan bagaimana memanfaatkannya.

== Jawaban Granite ==

Berdasarkan insight dari review positif, beberapa strategi marketing atau promosi yang dapat meningkatkan penjualan produk unggulan Candes 12 L Room/Personal Air Cooler adalah:

- **Fokus pada Kualitas Cooling**: Pelanggan suka kualitas cooling yang bagus dan air flow yang tinggi. Strategi promosi bisa menekankan keunggulan sistem cooling terbaik dari produk ini, seperti "Cooling Performance yang Tak Tertandingi" atau "Air Flow yang Tinggi untuk K
- **Harga Terbaik**: Pelanggan menyebutkan bahwa produk ini "best budget fit" dan "unbelievable" untuk harga yang ditawarkan. Strategi promosi bisa menekankan harga terbaik dan nilai yang diperoleh untuk uang yang dibayarkan, seperti "Harga Terbaik untuk Cooler yang Tak Te
- **Kualitas dan Desain**: Ulasan menyebutkan "quality is good" dan "elegant design". Strategi promosi bisa menekankan kualitas dan desain elegan produk ini, seperti "Desain Elegan untuk Ruang Tidak Hanya Bersih, Tetapi Menarik" atau "Kualitas yang Tak Kompromi untuk Kenya
- **Rekomendasi dan Testimoni**: Pelanggan berkata "highly recommended" dan "awesome". Strategi promosi bisa menekankan rekomendasi dan testimoni pelanggan, seperti "Rekomendasi Terbaik dari Pelanggan Satisfied" atau "Rasakan Kenyamanan Sendiri dari Testimoni Pelanggan".
- **Fitur Unik**: Spesifikasi unik seperti "Honey Comb Cooling Pad" dan "Ice Chamber" menjadi poin jual yang kuat. Strategi

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Conclusion & Recommendations (Kesimpulan Akhir)

- Kesimpulan: Proyek ini berhasil mengubah dataset yang tidak dapat diandalkan menjadi alat pengambilan keputusan strategis. Kami membuktikan bahwa kombinasi EDA yang cermat dan solusi AI yang tepat dapat mengungkap masalah kualitas data dan menghasilkan insight yang akurat.
- Meningkatkan Loyalitas Pelanggan: Dengan menunjukkan bahwa feedback mereka didengar dan ditindaklanjuti.
- Efisiensi Operasional: Mengotomatiskan proses analisis ulasan yang akurat untuk masa depan.



Thank You

Terima Kasih

Q&A

Aset Proyek:

- Link Repository Github:
<https://github.com/49il/Analisis-Strategis-Ulasan-Produk-Flipkart-Ekstraksi-Insight-Menggunakan-IBM-Granite-LLM/upload/main>

