

Customer Sentiment Analysis - iPhone 15 (128GB) Flipkart Reviews

? Project Objective

To analyze and understand customer sentiment of iPhone 15 (128GB) from Flipkart reviews, identify strengths & weaknesses, and provide actionable insights.

?? Technologies & Libraries Used

Selenium, BeautifulSoup, Pandas, TextBlob, Matplotlib, Seaborn.

??? Data Collection

Used Selenium and BeautifulSoup to scrape over 300 real customer reviews from Flipkart.

?? Data Cleaning

Capitalized customer names and removed 'READ MORE' from reviews.

? Sentiment Analysis

Used TextBlob to classify reviews into Extremely Positive, Positive, Neutral, Negative, and Extremely Negative based on polarity.

? Data Insights

Majority of reviews are Positive or Extremely Positive. Common praises: Camera, Design, Battery. Common issues: Pricing, Packaging.

? Sentiment Distribution

Positive - 76, Extremely Positive - 20, Neutral - 13, Extremely Negative - 1.

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? Rating vs Sentiment

Higher ratings align with positive sentiments. Some neutral comments despite high ratings.

? Recommendations

Fix minor bugs, improve accessory compatibility. Market strengths (camera, battery). Address pricing via EMI/exchange offers.