**Reviews from Trustpilot**

Here is the sentiment categorization for the reviews:

**Negative Sentiment:**

1. **Pathetic service** - Very dissatisfied with order issues and customer service.
2. **Charu Arora** - Received damaged product, no response from support.
3. **Lekha asdf** - Reports fraud and security issues.
4. **Vaishnavi Murthy** - Complaints about misleading product descriptions and poor service.
5. **Vaidhatri Jain** - Dissatisfaction with slow service and poor customer care.
6. **Harleen Singh** - Data breach and poor privacy protection.
7. **Lucky Gandhi** - Frustrating customer service and delayed deliveries.
8. **Subhashree Patnaik** - Pathetic delivery service and unhelpful customer support.
9. **Elena Naz** - Disappointment with delivery issues.
10. **Zohra Zeba** - Issues with delivery service and poor customer support.
11. **Neha Goyal** - Complaints about Nykaa Fashion being a scam.
12. **Madona Dewan** - Nightmare customer service experience.
13. **Kaushambi Sirohi** - Poor product quality and customer service.
14. **Anna Chowdhary** - Received wrong product and no resolution.
15. **Nutan** - Frustration with delayed orders and poor service.
16. **Surabhi Sood** - Bad experience with technical issues and customer support.
17. **Komal** - Poor customer service and receiving a damaged product.
18. **Ritalli Aumrrita Dhillon** - Poor security and unhelpful support.
19. **Raina Punj** - Expiring products and unsatisfactory service.
20. **Afrin** - Urgent delivery request ignored.
21. **Hima Swetha** - Product close to expiry and bad customer service.
22. **Evonne Dz** - Missing products, poor customer support.
23. **Shatakshi Bhardwaj** - Failed order dispatch and long refund process.
24. **Anjan Roy** - Fraudulent website, poor customer service.
25. **Koushik** - Damaged products, poor delivery and service.
26. **Ashok Mahalik** - Unfulfilled delivery promises.
27. **Sukhdeep Kaur** - Poor customer service and unresolved issues.
28. **Digi Inspire** - Fake reviews and dishonest practices.
29. **Krishna Praveena** - Poor sales staff behavior.
30. **Raveena Dhuria** - Delayed orders and poor customer service.
31. **Ankit Gala** - Missing items, poor customer service.
32. **Amith Narayanappa** - Missing items and unhelpful customer support.
33. **Real Review** - Order delays and poor service, lost loyal customer.
34. **R Singh** - Awful customer service, quality deterioration.
35. **Ankita Dalal** - Repetitive and unhelpful customer support.
36. **Kavita Dabriwal** - Worst experience ever with Nykaa
37. **Rahul YENGDE** - Unresolved delivery issue
38. **Karishma Chogle** - Bad customer service and delayed order
39. **Anju Joy** - Poor product quality
40. **Deepti Varshney** - Fake products and poor return process
41. **Alexander** - Horrible delivery and customer service
42. **Pooja Kale** - Order issues and lack of customer service
43. **Sushil Prasad** - Fake products and unresponsive support
44. **Soumya Shetty** - Wrong product shipped
45. **Nikhil Satpute** - Fake and poor-quality products
46. **Priyanka Kanojia** - Terrible customer service and delayed returns
47. **Gaurav Negi** - Horrible customer service experience
48. **Nikita Rajput** - Poor customer service and no return policy
49. **Sani** - Horrendous experiences with delays and wrong products
50. **Shobhna Vikrant** - Delivery issues and poor customer support
51. **Pramila Nair** - Damaged product and poor customer support
52. **Vineet Verma** - Fake products and no delivery
53. **MG** - Limited return policy dissatisfaction
54. **Dhruvika** - Poor customer service and exchange issues
55. **RS** - Horrible customer support and faulty app
56. **Aravind K S** - Delivery delay and cancellation
57. **Kalpana** - Bad return and refund process
58. **Sindu Anirudh** - Fake products and no refund
59. **Doctor** - Big promotions, zero ethics, and delay tactics
60. **Rigzin** – Rated 2/5: Negative experiences with product authenticity, bad customer service, and return/refund policies.
61. **Madhuri Kayarkar** – Rated 1/5: Disappointment with product quality (nail polish remover).
62. **Damini Singh** – Rated 1/5: Mishandling of product, poor after-sales service, and poor customer support.
63. **Sonu Yadav** – Rated 1/5: Discrepancy in product colors, poor return process.
64. **Komal Bhambhani Kripalani** – Rated 1/5: Poor service and substandard products with no return policy.
65. **Payal Mehta** – Rated 1/5: Delivery issues and lack of response from customer service.
66. **Mayank Jain** – Rated 1/5: Scam allegations and poor return/refund practices.
67. **Shaireen Sharma** – Rated 1/5: Denial of replacement for a damaged product and poor customer service.
68. **Sara M** – Rated 1/5: Defective product caused physical harm, poor customer support.
69. **Aparna Nagabhushan** – Rated 1/5: Rude staff and poor customer service at Nykaa store.
70. **Mary Saha** – Rated 1/5: Customer care failure and non-delivery of products.
71. **Mona Rai** – Rated 1/5: Tampered product, lack of follow-up from Nykaa.
72. **Awisha** – Rated 1/5: Defective product received, lack of quality control.
73. **Kamini Varshney** – Rated 1/5: Missed deliveries, poor customer service response.
74. **Toshi Choudhary** – Rated 1/5: Bad experience with customer service, payment issues, and poor resolution.
75. **Satish Kumar** – Rated 1/5: Fraudulent customer care and damaged product handling.
76. **Tabasum** – Rated 1/5: Rejected return requests.
77. **Vaishali Rammohan** – Rated 1/5: Faulty products and lack of response from customer support.
78. **Kirti** – Rated 1/5: Poor product quality and policies.
79. **Aishwarya Surya Prakash** – Rated 1/5: Received used product, refusal for return.
80. **Medicine Customer Support** – Rated 2/5: Toxic company culture.
81. **E Thomas Tepper** – Rated 1/5: Non-delivery and failure to refund.
82. **Rakotovao Faramampionona Hariv** – Rated 1/5: Negative experience with the application.
83. **Jesse Ryals** – Rated 1/5: Defective products and bad experience.
84. **Ophelia** – Rated 1/5: Delays in order delivery and refund process, poor customer service.
85. **SMG** – Rated 1/5: Failed offer claims and poor customer service.
86. **Shipra Sharma** - Disappointed with poor product quality and failing return services.
87. **Pratiksha** - Poor delivery and return process, delayed and expired products.
88. **Sarika Raghavan** - Received wrong products and couldn’t return them.
89. **Rashmi Singh** - Poor delivery service and reckless handling of paid orders.
90. **Deepa R** - Issues with delivery calls not reaching customers.
91. **Pavithra Venkatesh** - Received fewer products than ordered, and no resolution from Nykaa.
92. **Ragi Revi** - Orders couldn’t be delivered, poor service.
93. **Parbat Chaudhari** - Defective product with delayed return process.
94. **Nikita Malhotra** - Poor return service and customer support for shoes.
95. **Arunima Halder** - Harassment by delivery partner and unhelpful customer support.
96. **Gaurav** - Terrible returns process, poor customer service.
97. **Felt Cheated** - Poor delivery and return experience, unjustified rejections.
98. **Sarah Shrivastava** - Received fake products, poor quality experience.
99. **Manoj Jangra** - Delivery issues, poor customer care and rude delivery staff.
100. **Roshni Antony** - Delayed delivery, poor customer care, and unhelpful resolution.
101. **Dhristi Patel** - Received duplicate products with poor quality.
102. **Bindu** - Terrible customer service, delivery issues, and refund problems.
103. **Shaizad Cheulkar** - Defective products, rude delivery staff, and poor service.
104. **Abhilasha Ekka** - Received wrong products, poor customer service, and unresolved issues.
105. **Debaditya** - Received fake delivery information, poor service.
106. **Dipak Giri** (1 star) – "Beware.....Fraud company!!!!"  
     **Sentiment**: Negative
107. **Neha Arora** (1 star) – "Worst online site.. won't refund"  
     **Sentiment**: Negative
108. **Rajeev** (1 star) – "This website is simply a fraud..."  
     **Sentiment**: Negative
109. **Niveena Rex** (1 star) – "The product is good, but delivery boys are intolerant..."  
     **Sentiment**: Negative
110. **Anjali Anjali** (1 star) – "Worst app to order stuff"  
     **Sentiment**: Negative
111. **Cindy Basnar** (1 star) – "Scam Alert"  
     **Sentiment**: Negative
112. **Namrata Shitole** (1 star) – "Very poor support from Nykaa..."  
     **Sentiment**: Negative
113. **Sukanya Chatterjee** (1 star) – "All products were unsealed, and one was less in quantity..."  
     **Sentiment**: Negative
114. **Tanya** (1 star) – "I feel like I have been cheated..."  
     **Sentiment**: Negative
115. **Prashant Patil** (1 star) – "They don't want to give leaves to ill employees..."  
     **Sentiment**: Negative
116. **Beejal Bhanushali** (1 star) – "I am not satisfied with the delivery..."  
     **Sentiment**: Negative
117. **Nidhi Jain** (1 star) – "This brand is useless..."  
     **Sentiment**: Negative
118. **Prachi Jain** (1 star) – "Extremely bad service by Nykaa fashion..."  
     **Sentiment**: Negative
119. **Anushka Virmanya** (1 star) – "Pathetic Customer Service..."  
     **Sentiment**: Negative
120. **Asmita Atre** (1 star) – "Cheaters and Fraudster Company..."  
     **Sentiment**: Negative

**Neutral Sentiment:**

1. **Aastha Talwar** - Negative feedback on a specific store experience, but not a severe complaint.
2. **Afrin** - A request for faster delivery, not overly negative but needing resolution.
3. **Rigzin** – Rated 2/5: Mixed feelings due to prior experiences with both positive and negative aspects of Nykaa.
4. **Anil Sonia** - Ordered a fake product but did not receive satisfactory assistance from customer care.
5. **Drrachana Nair** - Received damaged products, but waiting for replacement pickup.
6. **Aditi Sikarwar** (4 stars) – "Vast range of products..."  
   **Sentiment**: Neutral

**Positive Sentiment**

1. **Isha Sharma** – Rated 4/5: Trustworthy shopping experience.
2. **Zian Nadvi** - Positive experience with Nykaa’s cosmetics and offers.
3. **Kieu Trinh** - Happy with cosmetics order, speedy and safe delivery.
4. **Jasmine Justin** (5 stars) – "Nykaa is the best place for all your makeover options..."  
   **Sentiment**: Positive
5. **Madan Mahto** (5 stars) – "Nykka Toll Free..."  
   **Sentiment**: Positive

**Here is the sentiment categorization of the provided reviews from the Play Store:**

**Negative Sentiment**

1. **Wanton (8 December 2021)**: Complains about unhelpful support and unresolved return issues.
2. **Priyanka Singh Chaudhary (1 April 2022)**: Mentions rude responses and poor order handling.
3. **Poornank Choubey (4 May 2022)**: Criticizes delays and irrelevant responses from customer service.
4. **Stuti Bhuyan (7 May 2023)**: Reports multiple delivery errors and dissatisfaction.
5. **Jaya S Singh (28 March 2021)**: Strongly criticizes false advertising, poor quality, and unreturnable items.
6. **D\_22\_Omkar Shinde (27 December 2024)**: Complains about rejected return requests and unhelpful customer support.
7. **Akkshara Ganesh (24 December 2024)**: Expresses frustration with unresolved cancellation issues.
8. **Raghav Nuwal (29 December 2024)**: Mentions unresolved pickup issues despite multiple attempts.
9. **Gurkirat Kaur (5 December 2024)**: Reports missing product pieces and unresolved return issues.
10. **Vaishnavi Rasane (26 December 2024)**: Complains about delayed deliveries and poor service.
11. **Sanchi (18 December 2024)**: Criticizes inaccurate delivery times and overall poor service.
12. **Priyanka Chandwani (11 December 2024)**: Mentions unprofessional behavior and unfulfilled orders.
13. **Mohit Kadyan (3 December 2024)**: Reports no option for cancellation and delays in pickup.
14. **Subham Alam (20 December 2024)**: Expresses frustration with poor quality and unresolved service issues.
15. **Pradeep Kurian (17 December 2024)**: Criticizes refund mishandling and delays in processing.

**Neutral Sentiment**

1. **Rupali Tyagi (27 October 2021)**: Acknowledges app inconvenience but appreciates helpful customer support.

**Positive Sentiment**

1. **Kajal Chawla (1 June 2022)**: Praises fast service, quality, and smooth shopping experience.
2. **Alex Code (17 November 2020)**: Initially criticizes app speed but later shows optimism after support response.

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The reviews reflect significant dissatisfaction among Nykaa Fashion's customers, with recurring complaints about poor delivery services, delayed or rejected refunds, return difficulties, unhelpful customer care, and perceived poor-quality products. Customers frequently compare their experiences unfavorably to competitors like Myntra and Amazon, emphasizing these platforms' reliability, user-friendly policies, and better service.

**Here is the sentiment categorization of the product reviews from Instagram:**

**Positive Sentiments (Love, Good, Great, Excellent, etc.):**

1. Love this shade
2. So comfortable and smooth application
3. Nice pigment, very creamy
4. Must buy
5. It's really good product 🔥🔥 girl power matte lipstick 💄💄
6. Colour was amazing, make sure to apply lip balm before using lip crayon
7. Perfect nude pink shade
8. Very good, 100% Smudge proof
9. Berry brave is just a beautiful rustic brown shade
10. Best in the market!
11. Good pigmentation
12. Best shade for dusky skin
13. Smooth glide on lips
14. Very good product
15. Worth it
16. Smudge proof and waterproof
17. Very beautiful shade
18. Lightweight and comfortable
19. Really nice lipstick
20. Beautiful color, same as shown
21. Very nice lipstick, light weight
22. Beautifully pigmented and color is also too pretty
23. 100% Use full
24. Very good product, shade - 20 No boundaries
25. Beautiful shade my fav
26. I just love it
27. Perfect shade for fair skin tones
28. Best nude color
29. Very easy to apply and long lasting
30. Love it in this price
31. Awesome product
32. Very nice product
33. Very good lipstick, one swatch application
34. Must buy
35. Good Packaging... Product is awesome
36. Fabulous matte crayon, love the formulation
37. Super awesome product
38. Best product ever

Addressing these areas could restore customer trust and improve overall satisfaction with Nykaa Fashion.

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**Negative Sentiments (Disappointment, Issues, etc.):**

1. It didn’t stand out with my expectations.
2. Formula is ok ok.
3. Shade is beautiful, but formula is not so good.
4. A lot of product wastes while sharpening the crayon.
5. A bit drying on lips after application.
6. Not that long lasting; fades off after a meal.

**Neutral Sentiments (Neither Strongly Positive Nor Negative):**

1. Okay so I like the texture, it's creamy and smudge-proof, but it’s not the perfect shade for me.
2. This lip crayon is an exceptional value for its price, highly recommend! Plus, it's long-lasting, making it even more worth it.
3. Nice, but it glides very well, creamy texture, but a bit darker in real life.
4. Formula is great value for money, but its staying power isn’t extraordinary.
5. Slightly drying after a few hours.
6. Shade is nice but not the perfect brown, it's orangish brown which didn’t suit my skin tone.

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**Positive Comments:**

1. @nykaa is coming out with such great stuff keep growing nykaa we love u
2. I saved it in my wishlist 😍 ✨
3. This is such a good review, looking forward to this 💯🔥💕
4. This looks good will definitely try
5. I will definitely try this for sure
6. Sounds good😍
7. Aha I was looking for some pocket perfume n here it is..@mynykaa
8. Nice thanks for sharing will try it now @mynykaa
9. I using it to from @mynykaa and I loved it. 🔥🔥
10. Wow will definitely try this..🔥
11. Looks really amazing..would love to try 😍❤️@mynykaa
12. @mynykaa Has some amazing products, will share this with my wife! @makeupjourneybyneha
13. This is a pocket friendly and travel-friendly perfume looks good @mynykaa 💛
14. Such an amazing review the product seems so amazing💯 @mynykaa
15. @mynykaa has really great products
16. One of the best parfume from @mynykaa
17. I ordered last night only and your review made me realise I didn't make any mistake @mynykaa they have amazing collection ❤️
18. Looks like an amazing perfume @mynykaa
19. Very nice review😍👌will definitely try to get my hands on this❤️
20. Love these shades ❤️❤️❤️
21. Beautiful shades 😍
22. Lovely shades dear 💖
23. The shades look so pretty😍😍 Elle 18 is quite affordable for beginners💕 thank you for sharing your review❤️
24. Both shades look so beautiful💖💖
25. I like this mini range from Nykaa, I have tried cranberry Sangria 🤩 thanks for sharing these shades also
26. Beautiful shades 😍i have used this shade of elle 18 nd i loved it👌👏

**Negative Comments:**

1. Honestly I’m not a big fan of this one.

**Neutral Comments:**

1. @mynykaa
2. Thank you for your honest opinion on the product
3. Great
4. Will dfntly try these 🔥
5. Good work! ❤️
6. Both the shades are awesome 👌👍
7. Never explored Elle 18 products
8. Wow I have to try elle18 range🤩

This categorization tags comments as **Positive**, **Negative**, or **Neutral** based on their sentiment. Let me know if further refinement is needed!

**Positive Sentiment**

1. "Beautiful shades😍"
2. "Love the shade of Nykaa one"
3. "My first 💄 from this brand"
4. "Elle 18 has been my favorite ever since I was a college student... I still love those lipsticks so much... 😍😍😍"
5. "The shades are sooooo good 😍"
6. "Love the shades😍😍😍❤️❤️❤️"
7. "Love shades, they look so gorgeous 🤩"
8. "Those two shades are gorgeous 😯😍"
9. "Keep posting and keep growing ❤️"
10. "That’s so damn good 🔥🔥❤️❤️"
11. "Product seems good 😍🙌"
12. "This is so amazing 🤩 Keep it up"
13. "Oh so good 😍"
14. "Nice one mate 🔥"
15. "Such a refreshing product 😍"
16. "Looks so good 😍"
17. "Lovely shades, Bombay is love"
18. "Bombae is ❤️"
19. "Stunning shots👌👌"
20. "Nykaa lipsticks are always the best!"

**Neutral Sentiment**

1. "Does it suit all skin tones?"
2. "Pp"
3. "Thank you💕"
4. "I have also ordered ☺️"
5. "This looks like lippi heaven."
6. "Untouched bullet lipsticks are so perfect 😍"
7. "Good to know that it lasts for 6-7 hours."
8. "I want to try both 😍 both are so pretty."
9. "You should officially start doing flat lays and product shots for brands."
10. "Wow, love these shots."

**Negative Sentiment**

1. "Shades are good but I hate the fact that we need to reapply it 🤭😑"
2. "Molten mattes have got a good finish; I just hope they last a bit longer on lips."

Here’s a categorized segregation of the Instagram comment section data into **Positive**, **Neutral**, and **Negative** sentiments based on the content provided:

**Positive Sentiment**

1. **@anantikadas2018**: "My pout routine 👄 at first I use lip balm for hydrating & soft lips... finally apply gloss for shine & pouty lips. 👄❤️"
2. **@me\_\_positive\_\_**: "I absolutely adore your giveaways, and I’m so excited about this one! Winning this giveaway would mean the world to me... 💄💖"
3. **@gar.immaa**: "For that perfect lip look, my ideal pair-play pout routine begins with exfoliating... ensuring my lips stay soft, hydrated, and perfect all day long. 👄😍"
4. **@shrxyeahhhh**: "My 'Play, Pout' routine is my secret to achieving the perfect lip look... This routine gives me smooth, defined, and beautifully full lips every time 👄."
5. **@simplyvividmom**: "My pair play pout routine will be, first prepping the lips with balm... Would love to win ❤️❤️."
6. **@itz\_uzxx**: "My pair play pout routine is... I hope I win this giveaway because I love lipsticks in makeup 🤞."
7. **@madhu\_sapna1**: "Lipscrub --> lip balm --> lip liner --> lipstick --> clear gloss."
8. **@beautblisss**: "For that perfect lip look I start with hydrating my lips & then apply a lip liner followed by a transfer-proof lipstick/stain & on top my most favourite plain lip gloss for the shine✨🫶🏻🥰."

**Neutral Sentiment**

1. **@radhamajumder2**: "My perfect pout lip routine is using hydrating lip balm... finally, blot my lips with a tissue to remove excess product."
2. **@samruddhi.019**: "👄Prep: Smooth 'em out and slick on some balm... Add a touch of gloss, clean the edges, and seal the deal 💄✨."
3. **@b.dhillxn.\_**: "Moisturize 💧, Line ✍️, Fill 💄, and Shine ✨ – that’s my lip mantra!"
4. **@rashmipatel911**: "Lip liner with peachy nude lipstick with light lipstick inside the mouth blended well."
5. **@suman\_foodiee**: "Lip Moisture then my Favourite Lipstick Shade gives the perfect look ❤️💄👄😍."

**Negative Sentiment**

* No negative sentiments were explicitly detected in the data provided, as all comments were either neutral or positive.

Here’s the sentiment breakdown for the reviews you provided:

**Negative Sentiments:**

1. **Pathetic Service**: The reviewer is highly dissatisfied with their service. They complain about receiving a wrong order and not receiving a solution despite multiple follow-ups over 5 days.
2. **Unresolved Complaints and Delayed Refunds**: Several customers report issues such as receiving wrong or damaged products, with no resolution or slow refunds.
3. **Poor Customer Support**: Multiple complaints mention unhelpful or unprofessional customer support teams, including unresponsive agents, long hold times, and the inability to resolve issues effectively.
4. **Scams and Fraud**: Reviews mention experiences where products are either counterfeit, damaged, or missing, with customers reporting fraudulent transactions or experiences, including a data breach.
5. **Delivery Issues**: A significant number of customers note delayed deliveries, with some orders taking weeks and causing significant frustration. Others complain about a lack of updates on order statuses.
6. **Deceptive Marketing**: Reviews also point out misleading product images or offers, like receiving items that didn’t match the description or an offer not being honored.

**Neutral Sentiments:**

1. **Partial Satisfaction**: A few customers mention positive experiences, like receiving items on time or good condition, but these are often overshadowed by major service flaws or product issues.

Here is the segregated and categorized sentiment output for the provided reviews:

**Negative Sentiment:**

1. **Very worst in service this app is…**  
   Sentiment: Negative  
   Reason: User had a poor experience with service and lost money.
2. **Urban Fraud (Abhishek Kumar)**  
   Sentiment: Negative  
   Reason: User faced poor service and no refund after order cancellation.
3. **DO NOT BUY WITH THEM (Elise Hanesse Clarke)**  
   Sentiment: Negative  
   Reason: User faced issues with a defective product and poor customer service.
4. **AVOID- Please don't use Nykaa (Emily Georgina)**  
   Sentiment: Negative  
   Reason: Received the wrong items and poor customer service.
5. **dont shop from nykaa (arushi jain)**  
   Sentiment: Negative  
   Reason: Issues with incomplete order delivery and threatening delivery agent.
6. **Nyka Fashion is a worst place to do (Rima)**  
   Sentiment: Negative  
   Reason: Poor customer service, non-returnable products, and incorrect item descriptions.
7. **Got scammed by nykaa! beware (Harinder S)**  
   Sentiment: Negative  
   Reason: User received incorrect product and poor customer service.
8. **Horrible place to shop they don't (dhvani jhaveri)**  
   Sentiment: Negative  
   Reason: Delayed delivery and poor customer support.
9. **Disappointed no customer service (Manisha Randeria)**  
   Sentiment: Negative  
   Reason: Received a used product, no resolution from customer service.
10. **Nykaa sales are a myth (Saurabh Pandit)**  
    Sentiment: Negative  
    Reason: Customer faced issues with delivery and return processes.
11. **Very disappointed with the customer (Priti)**  
    Sentiment: Negative  
    Reason: Issues with product size, poor customer service.
12. **I got one product from nykaa.com (Deepika Motwani)**  
    Sentiment: Negative  
    Reason: Denial of product replacement and rude customer service.
13. **NYK-153037515-5476925 (RISHAV RAJ)**  
    Sentiment: Negative  
    Reason: Received incorrect quantity and unresolved issues.
14. **These looks the fraudulent working… (nikhil mehta)**  
    Sentiment: Negative  
    Reason: Misleading delivery status and delayed order cancellation.
15. **They remove items on purpose to earn profits (Harsha Singh Tomar)**  
    Sentiment: Negative  
    Reason: Missing item, poor customer support.
16. **Fraud activity totally (Susmita Nath)**  
    Sentiment: Negative  
    Reason: Delayed delivery and no support for resolution.

**Positive Sentiment:**

1. **I had a very positive experience with… (Hozefa Ajmerwala)**  
   Sentiment: Positive  
   Reason: Positive refund experience despite paying through Canadian Bank.
2. **I would like to thank Nykaa for… (Payal Bhatnagar)**  
   Sentiment: Positive  
   Reason: Received a refund after a missing product issue.

**Neutral Sentiment:**

1. **very useful site but not so impressed with customer support (MariaWilson)**  
   Sentiment: Neutral  
   Reason: Positive about product variety but dissatisfied with customer support.

**Overall Summary:**

The overwhelming majority of the reviews reflect a **negative context**, with recurring dissatisfaction regarding product quality, customer service, and trustworthiness of the platform.

**Negative Sentiments**

1. **Lajpat Ray Chandnani**
   * "Received damp, old, worn-out shoes..."
   * **Negative**
2. **Sudha Gupta**
   * "Myntra is selling fake products..."
   * **Negative**
3. **Pooja Patil**
   * "Received wrong product without a tag..."
   * **Negative**
4. **Koushik Kanachur**
   * "Myntra connects all fraud suppliers..."
   * **Negative**
5. **Mini Monesh**
   * "Courier delivered half products..."
   * **Negative**
6. **Chellam Jaikumar**
   * "Received defective, old-looking dress..."
   * **Negative**
7. **Hilda Kadaplackal**
   * "Duplicate product sold, no warranty..."
   * **Negative**
8. **Shruthi S**
   * "Received junk clothes instead of dresses..."
   * **Negative**
9. **Priyal Shivalkar**
   * "Query pending for a year, fraudulent site..."
   * **Negative**
10. **Aarmin Khambhati**
    * "Wrong product sent, no returns processed..."
    * **Negative**
11. **Anonymous**
    * "Customer refund withheld..."
    * **Negative**
12. **AP**
    * "False return policy, delayed responses..."
    * **Negative**
13. **Dinesh Pandey**
    * "Fake discounts, undelivered orders..."
    * **Negative**
14. **Deepak Bisht**
    * "Return request put on hold, poor service..."
    * **Negative**
15. **Alan Gick**
    * "Card fraud, no response from Myntra..."
    * **Negative**
16. **Anu Anjali**
    * "Delayed products, poor customer service..."
    * **Negative**
17. **Barry Lutener**
    * "Payment taken, no delivery..."
    * **Negative**
18. **Sagarika Madhivanan**
    * "No return policy, delivered fake product..."
    * **Negative**
19. **Meenakshi**
    * "Wrong product delivered, return denied..."
    * **Negative**
20. **Lakshita Daswani**
    * "Non-returnable items, feeling cheated..."
    * **Negative**
21. **Ashok Modi**
    * "Received torn, old items instead of order..."
    * **Negative**
22. **Manpreet**
    * "Disgusting service, no delivery agents..."
    * **Negative**
23. **Harsh Kr**
    * "Delivery agent canceled order, false statements..."
    * **Negative**
24. **Nidhi Yadav**
    * "Products marked as delivered but missing..."
    * **Negative**
25. **Sachin Kumar**
    * "No option to return item..."
    * **Negative**

**Neutral Sentiments**

1. **Purva Harlalka**
   * "Discounted items canceled, damaged products..."
   * **Neutral**

**Positive Sentiments**

1. **Deepika Chugh**
   * "Best e-commerce platform for shopping..."
   * **Positive**
2. **Suraj Shirke**
   * "Late but great, thank you Myntra..."
   * **Positive**

**Descriptors and Associated Sentiments**

**Positive Descriptors:**

* **"Stylish"**
  + Implied by positive reviews praising Myntra as a shopping platform.
* **"Best e-commerce platform"**
  + Highlights a positive overall experience.
* **"Great"**
  + Expresses satisfaction, even with delays.

**Negative Descriptors:**

* **"Fake products" / "Duplicate product"**
  + Highlights dissatisfaction with the authenticity of products.
* **"Defective" / "Old-looking" / "Torn" / "Worn-out"**
  + Describes poor product quality.
* **"Wrong product" / "Junk clothes" / "Half products"**
  + Complaints about receiving incorrect or incomplete items.
* **"No return policy" / "Return denied" / "False return policy"**
  + Expresses frustration with return processes.
* **"Fraudulent" / "Cheated"**
  + Indicates strong dissatisfaction and mistrust.
* **"Delayed products" / "Late delivery"**
  + Complains about slow delivery times.
* **"Poor customer service" / "Delayed responses"**
  + Highlights lack of support and responsiveness.
* **"Non-delivery" / "Missing items"**
  + Points to failed delivery processes.
* **"Fake discounts"**
  + Suggests perceived dishonesty in promotions.
* **"Disgusting service"**
  + A strong expression of dissatisfaction.
* **"Card fraud"**
  + Raises serious concerns about financial transactions.

**Neutral Descriptors:**

* **"Discounted items canceled"**
  + Highlights mixed feelings about pricing strategies and item availability.

**Patterns Observed**

1. **Product Quality Issues** dominate negative reviews, with terms like "defective," "fake," and "worn-out."
2. **Customer Service Complaints** frequently appear, describing "poor customer service" and "delayed responses."
3. **Delivery Problems** include terms like "delayed," "missing," and "non-delivery."
4. Positive feedback is sparse but emphasizes "stylish" products and overall satisfaction with the platform.

**Purplle**

Here’s the categorization of reviews into **positive**, **negative**, or **neutral** sentiments:

**Positive**

1. **Deepa Sharma (24 September 2021)**
   * Highlights wide range of products, discounts, and elite benefits. Suggests minor improvements in the search engine.
2. **Liya Kalyan (19 December 2024)**
   * Praises the app for its user-friendly interface, quality products, early delivery, and pleasant shopping experience.

**Neutral**

1. **Purnima Arora (9 January 2022)**
   * Mentions good offers but critiques the app for clutter and lack of organization.
2. **11 August 2020 Review**
   * Appreciates low prices and discounts but highlights the need for accurate shade representations and swatches.

**Negative**

1. **Souparnika (6 September 2023)**
   * Reports a terrible experience with rescheduled and canceled orders, wasting time.
2. **SHEENUDAS E (13 December 2024)**
   * Criticizes app crashes and unresponsiveness, leading to uninstallation.
3. **ashu (29 December 2024)**
   * Complains about damaged products and repeated replacement rejections.
4. **kamatchi karthiga (24 December 2024)**
   * Accuses the app of cheating and reports non-delivery and delayed refunds.
5. **Princy mp (31 December 2024)**
   * Criticizes inability to open the app and register complaints.
6. **Ayesha Shaikh (27 December 2024)**
   * Expresses dissatisfaction with late delivery and unresponsive customer service.
7. **Arya S (12 December 2024)**
   * Reports frustration with delayed deliveries, unhelpful customer care, and lack of cancellation options.
8. **Prerna Upadhyay (22 December 2024)**
   * Alleges technical glitches leading to modified orders and lack of cancellation options.
9. **Devender Singh (14 October 2024)**
   * Calls the app unreliable for timely deliveries, ruining plans.
10. **Tenzing Brahma (26 December 2024)**
    * Criticizes delivery delays, rescheduling issues, and poor customer support.
11. **Shekhar Dass (10 December 2024)**
    * Reports poor delivery timelines and unhelpful customer support.
12. **Puja Chakraborty (14 December 2024)**
    * Alleges order marked as delivered without receiving it and unhelpful customer service.
13. **Arivarasi A (25 December 2024)**
    * Points out consistent delivery issues and unresponsive customer care.
14. **Shweta Gupta Bhalla (30 December 2024)**
    * Complains about receiving outdated products and poor customer service.
15. **Bandakrinda Sireesha (21 December 2024)**
    * Reports damaged products, rejected return requests, and unhelpful customer service.
16. **Ramya N (24 December 2024)**
    * Highlights delivery delays, app malfunctions, and canceled orders.
17. **PRIYANKA DEVI (12 December 2024)**
    * Claims missing items from a delivered order and rejection of refund requests.

Here’s a list of **common descriptors and sentiments** identified from the reviews, grouped into **positive**, **neutral**, and **negative** categories:

**Positive Descriptors and Sentiments**

1. **Wide product range**
   * "Wide range of products and brands"
   * "Good collections"
2. **Discounts and offers**
   * "Low prices and discounts"
   * "Amazing vouchers and discounts"
   * "Free gifts are a nice touch"
3. **User-friendly interface**
   * "User-friendly"
   * "Neatly packed products"
4. **Fast delivery (occasionally)**
   * "Order arrived earlier than expected"

**Neutral Descriptors and Sentiments**

1. **App usability**
   * "Not user-friendly"
   * "Cluttered graphics"
2. **Minor improvements suggested**
   * "Needs better organization of products"
   * "Search engine needs improvement"
3. **Colors not accurate**
   * "Lipstick shades not true to color"

**Negative Descriptors and Sentiments**

1. **Poor delivery experience**
   * "Delivery date kept changing"
   * "Delayed orders"
   * "Orders marked as delivered but not received"
2. **Unresponsive or unhelpful customer support**
   * "Customer service is unresponsive"
   * "Standard clichéd responses"
   * "Customer care doesn't resolve issues"
3. **Technical glitches and app crashes**
   * "App becomes unresponsive"
   * "App not opening at all"
   * "Technical glitch modifying orders"
4. **Product quality issues**
   * "Received damaged/leaked products"
   * "Outdated manufacturing dates on products"
5. **Refund/replacement problems**
   * "Rejected return requests"
   * "Refunds not processed"
   * "Missing items in orders"
6. **Frustration and mistrust**
   * "Cheating people's money"
   * "Highly unprofessional service"
7. **Mismanagement and lack of reliability**
   * "Cluttered interface"
   * "Divided product categories"