



ENTREPRENEURSHIP

Pakistan Fashion Brands Graphs/Summary



21F-9288
FINAL PROJECT
8C

Sentiment Analysis Report: Fashion Brands

Overall Sentiment Distribution

- Positive Sentiment: 52.4%
- Neutral Sentiment: 31.5%
- Negative Sentiment: 16.1%

Inference: Majority feedback is positive, showing good brand perception.

1. Sentiment Distribution by Brand

- Junaid Jamshed: High positive feedback, minimal negatives.
- Bareeze: Dominant positive sentiment, stable neutral reviews.
- Outfitters: Balanced positive and neutral, fewer negatives.
- Khaadi: Strong positive, notable neutral feedback.
- Alkaram: Mix of positive, neutral, slight increase in negatives.
- Gul Ahmed: Stable positive trend, neutral reviews present.
- Ethnic: High positive, moderate neutral sentiment.
- Zellbury: Slightly higher neutral reviews, positive dominant.
- Generation: Good positive presence, rising neutrals.
- Sana Safinaz: Positive leading, slight negatives increase.
- Limelight: Balanced, more neutrals needing attention.
- Bonanza Satrangi: Strong positive, low negatives.
- Cross Stitch: Higher neutral & positive, low negatives.
- Beechtree: More neutrals, positives follow.
- Nishat Linen: Balanced between positive & neutral.

2. Sentiment Trend Over Time (2020-2023)

- 2020-2021: Steady sentiment with minor ups and downs.
- 2022: Positive reviews increased, peaking mid-year.
- 2023: Consistent positive & neutral reviews, overall volume up.

Sentiment Analysis Report: Fashion Brands

- Inference: Positive feedback is growing, negative is stable.

3. Review Volume by Brand

- Top Reviewed Brands: Bareeze, Zellbury, Khaadi, Outfitters, Bonanza Satrangi.

- Least Reviewed: Cross Stitch, Limelight, Nishat Linen.

Inference: High review count shows strong market presence & customer engagement.

4. Key Viva Tips for You

- Start with overall sentiment percentages.
- Mention brand-specific strengths & weaknesses.
- Highlight time trends (2020-2023).
- Discuss review volumes for brand presence.
- Conclude with brand perception & improvement areas.

5. Brand-wise Sheet

Brand	Sentiment Insight	Market Note
Bareeze	Positive Lead	High Reviews
Junaid Jamshed	Very High Positive	Strong Brand Loyalty
Khaadi	Strong Positive	Balanced Feedback
Beechtree	More Neutrals	Needs Improvement
Limelight	Neutral Dominant	Potential Area to Focus
Bonanza Satrangi	Positive Feedback	Good Perception
Cross Stitch	Neutral-Positive	Low Reviews