**Monitoring Brand Perception on Trustpilot**

I’ll show you how I used AI to analyze customer reviews and provide actionable insights for the brand.

**What’s the Project About?**

Filmin is a Spanish streaming platform that focuses on independent, classic, and European films.

The main goal is to analyze and monitor user reviews of Filmin, a popular streaming platform, on Trustpilot. Trustpilot is a key platform for customer feedback and can strongly influence a brand’s reputation.

In a crowded streaming market, understanding what users think is essential for business growth and customer retention. By automating this process, Filmin can quickly identify trends, respond to negative feedback, and make better business decisions.

**Techniques Used**

I used several techniques for this project.

* First, I scraped reviews from Trustpilot using Python tools like requests and BeautifulSoup.
* The data was cleaned and preprocessed—removing unnecessary text, standardizing columns, and preparing it for analysis.
* For sentiment analysis, I used DistilBERT, which is accurate and fast for Spanish, English and catalan.
* BERTopic was used to identify the main themes in the reviews.
* All results are visualized in a Gradio dashboard, making insights accessible and interactive.

**Process Steps & Decision Making**

Here’s a step-by-step overview of my process and decisions:

* First, I scraped 1.5k of the most recent reviews from Trustpilot. Since Trustpilot limits automated requests I had to manage missing data and avoid being blocked.
* Next, I cleaned and preprocessed the data. This included converting ratings, handling missing values, and cleaning the text by removing unnecessary elements and standardizing everything for analysis.
* For sentiment analysis, as I said, I used DistilBERT, which is effective for Spanish, English and Catalan and handles informal language and emojis. I evaluated the model using metrics like accuracy and recall. To better understand the results, I created several visualizations, such as bar charts to show the distribution of sentiments, score bar plots, and line plots to track sentiment trends over time.
* For topic modeling, I applied BERTopic to discover the main themes in the reviews. I checked the coherence and diversity of topics and manually reviewed the results to ensure they were meaningful. I also visualized the topics using word clouds, 2D topic maps, topic distribution charts, and charts showing how topic frequency changed over time.
* Whenever I found issues, like class imbalance or unclear topics, I adjusted the preprocessing steps and model parameters to improve the results.

**Key Results & Insights**

The results show that most reviews for Filmin are positive, with an average rating of 4.46 out of 5.

The main topics include the quality and uniqueness of the film catalog, user experience, exclusive content, and some technical issues like app crashes.

Subtitles and language options are also common themes.

These insights help Filmin understand what users value and where improvements are needed.

**Conclusion & Next Steps**

Before displaying the prototype, I would like to highlight three elements more of this project.

* Throughout the process, I faced several challenges: scraping limits on Trustpilot or some technical issues when integrating Gradio into AWS, that’s way I’m doing the presentation in Google Coolab.
* Despite these challenges, I think the project has a strong impact: it enables Filmin to monitor brand perception in real time and respond quickly to user feedback, supporting continuous improvement of their service.
* For the future, I would like to expand the analysis to more data sources and languages, experiment with more advanced natural language processing models, and add new features to the dashboard for even deeper insights.

**PROTOTYPE**

To make the analysis accessible, I created a prototype dashboard using Gradio. I developed an interactive review analyzer for Filmin. You simply paste any Filmin user review into the text box on the left. When you click submit, the system instantly analyzes the review and, on the right, displays three key pieces of information:

* The predicted sentiment of the review—whether it’s positive, negative, or neutral.
* The main topic discussed in the review and defined during the analysis.
* A set of keywords that summarize the main points of the topic.

This makes it easy for anyone, even without technical knowledge, to quickly understand the sentiment and themes of any customer feedback.

That’s the end of my presentation. Thank you for listening and please let me know if you’d like to know more about any part of the project.