

Analysis of customer feedback on banking service channels, products & services

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The purpose of our work

The creation of a model for estimating the quality of banking channels, products and services with visualization of the result, which allows comparing any bank with the market on average and with the best market players. Besides, banks can identify areas for improvement and further development of service channels, products and services.

Input data:

text reviews of specific bank offices.

The relevance

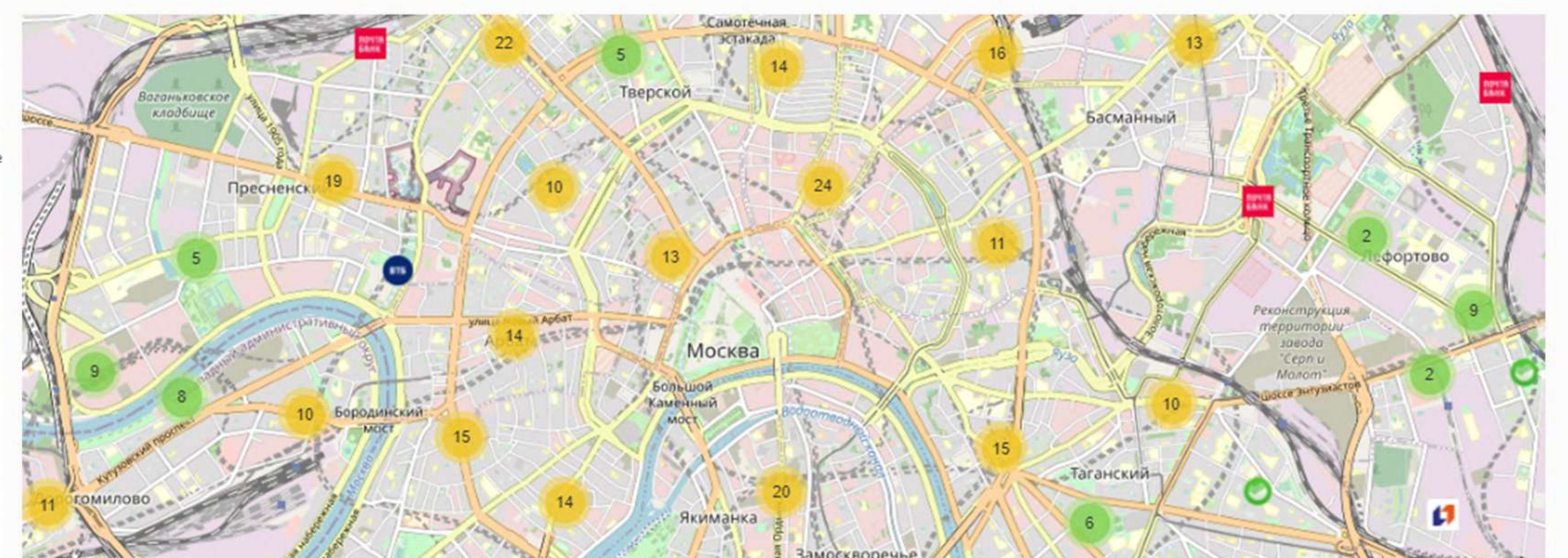
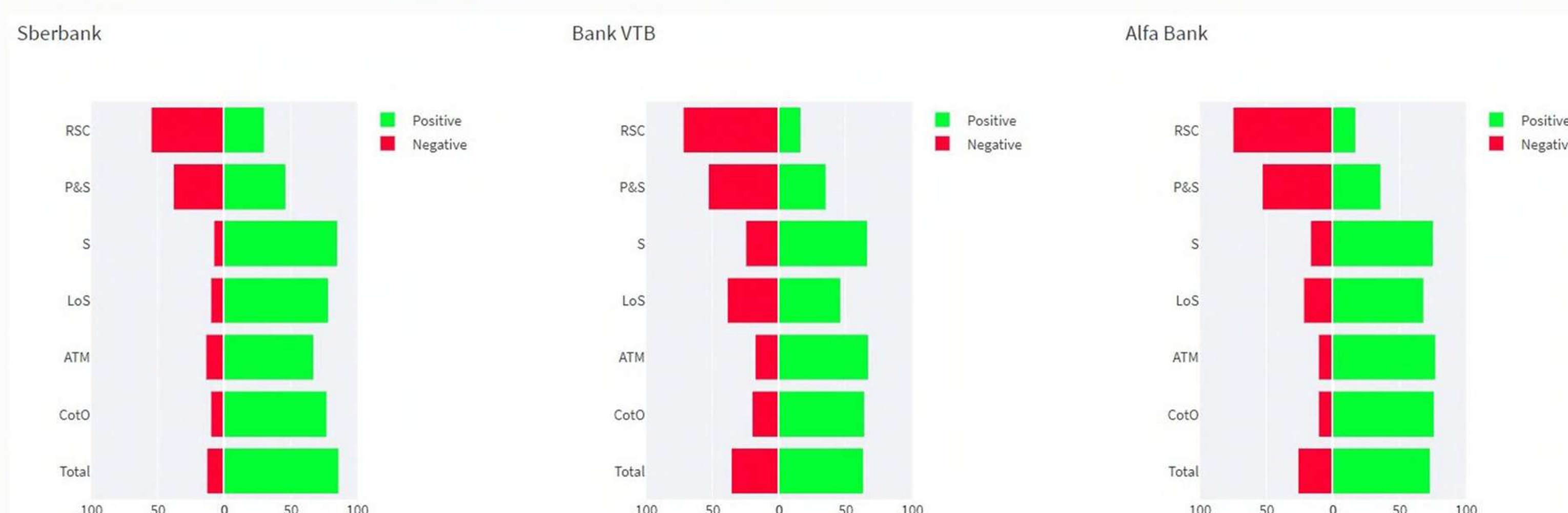
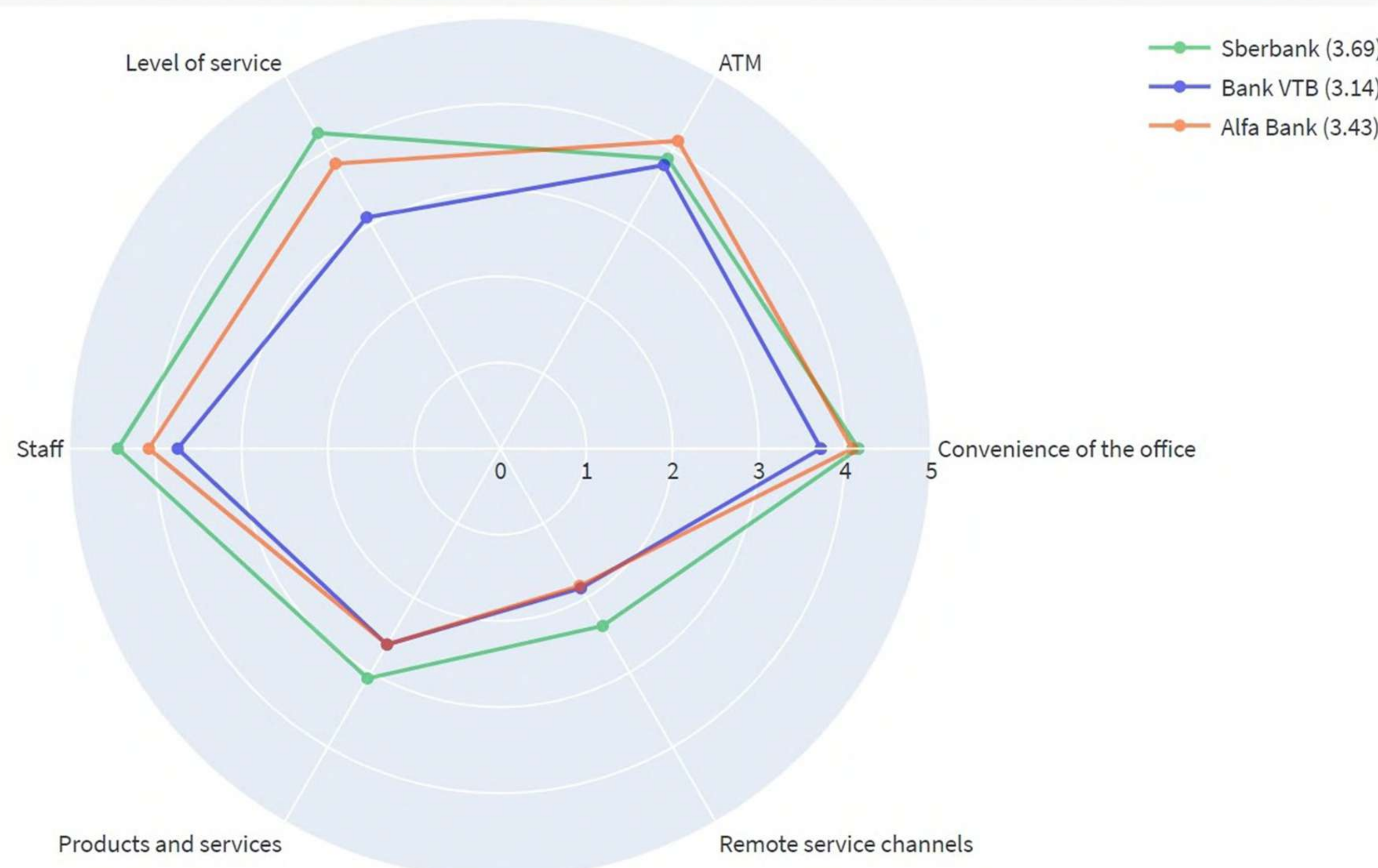
The absence of publicly available programs/ sites that compare customer experience in various banks.

The purposes and functions of the system

- simplification of comparing customer experience in different banks;
- highlighting the most important evaluation criteria according to customers;
- visualization of the analysis using graphs.

A brief course of the solution

1. Collecting addresses of bank offices and reviews;
2. Preparing reviews for analysis;
3. Manual labeling of reviews on a random sample based on categorization;
4. Training models based on labeled reviews;
5. Categorization of all reviews using trained models;
6. Visualization.



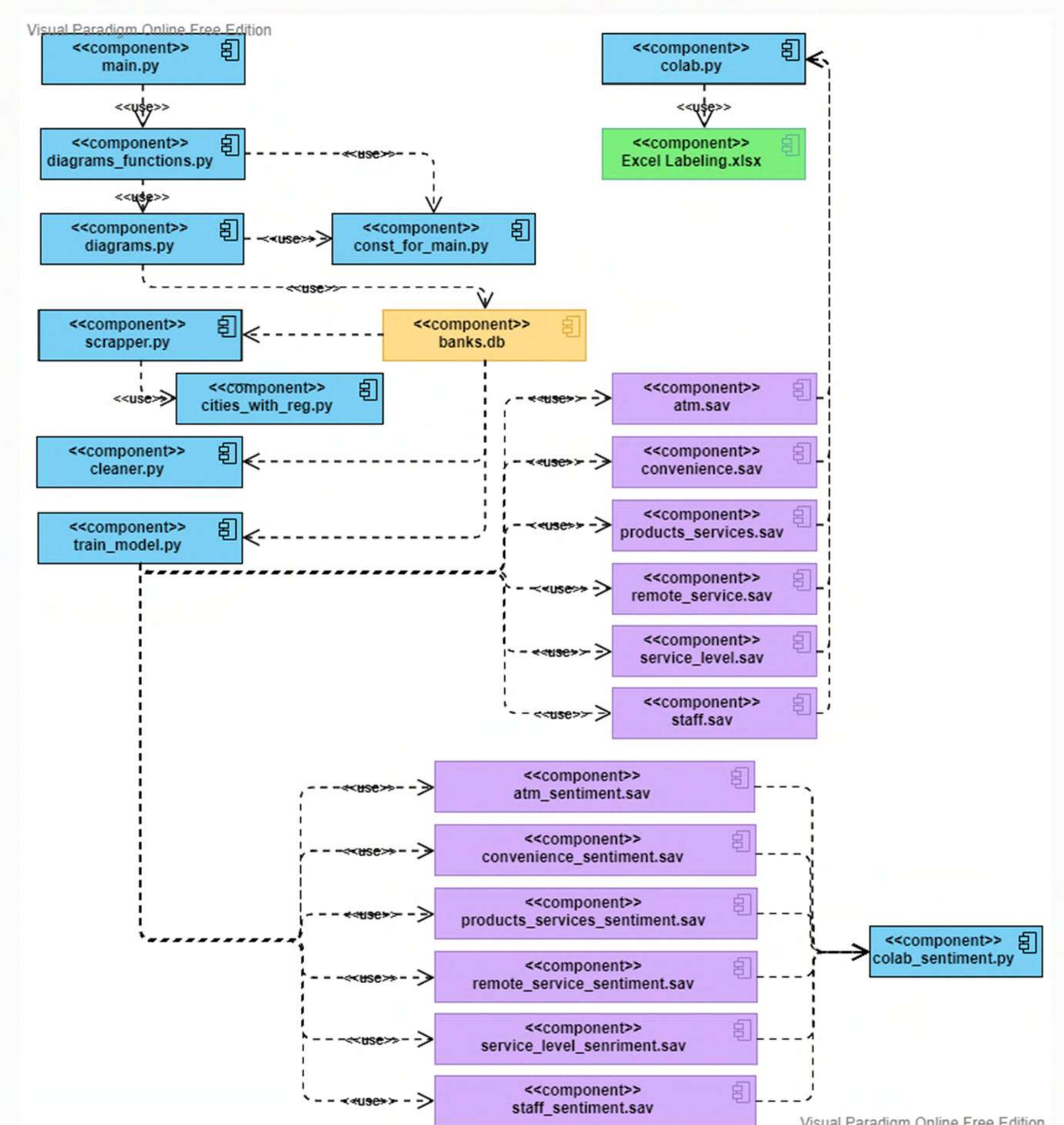
Results

- The result of our work is the web app that provides a visualization of the analysis performed on the collected data. On our web app users have access to:
 1. horizontal bar chart "Average rating for all banks";
 2. radar and tornado charts "Average ratings of categories by banks and regions";
 3. tornado chart "Important words for different categories";
 4. interactive map of Russian bank offices with detailed analytics for each office from the database.
- An approach applicable to the evaluation and comparison of various types of services, for example, banking and grocery delivery applications, supermarket chains, etc.

Prospects for further development

- Performing analysis of the reviews using other ML-methods to compare them with SVM;
- Analysis of user reviews of banks' mobile apps from Google Play (we also plan to compare apps of Russian and European banks)

Project structure



References

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