

Effective Strategy Development through analysis of user Sentiment

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Agenda

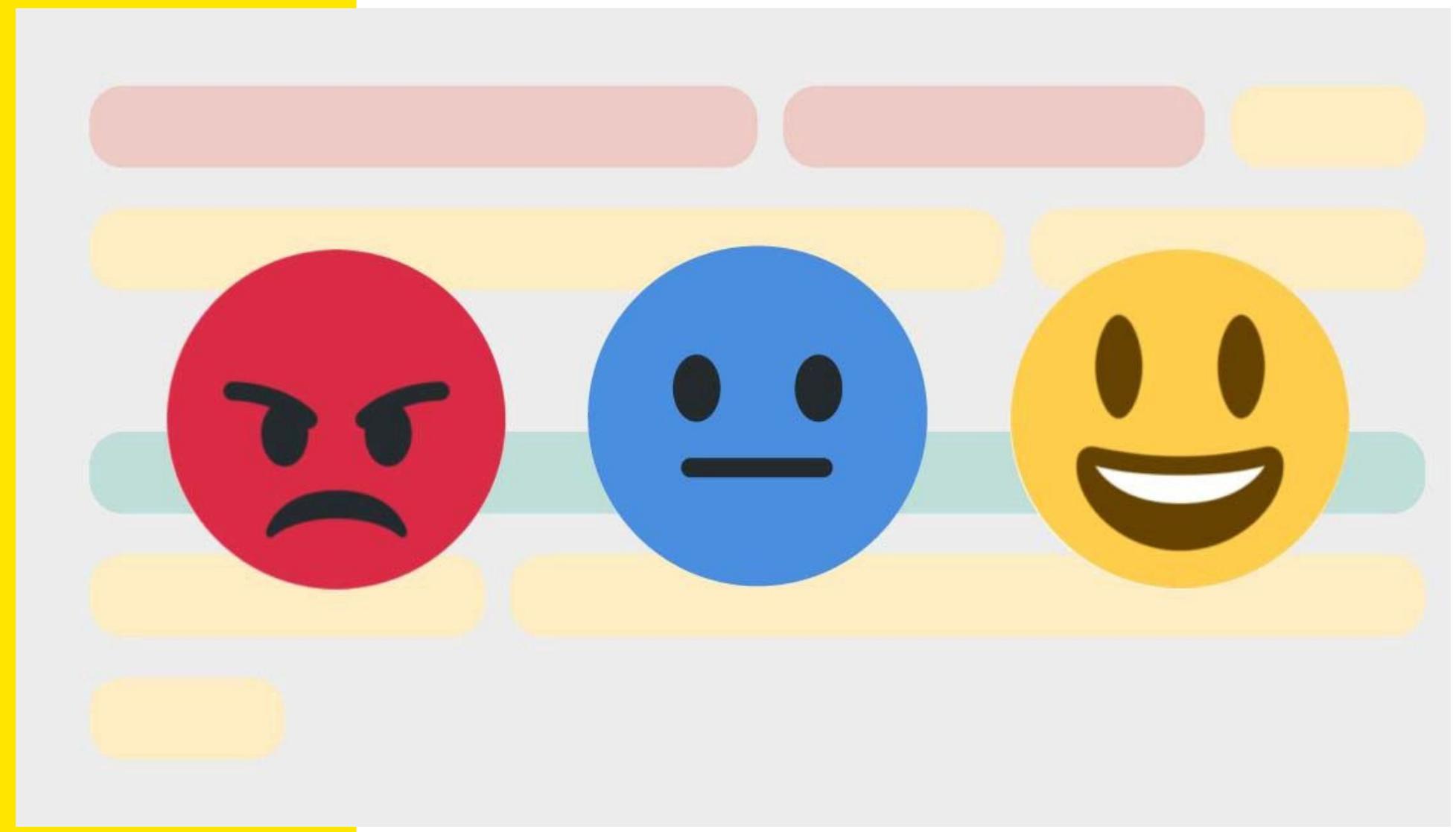
PPT Agenda

- Objective
- Background
- Key Findings
- Recommendations
- Appendix: Data Methodologies



Background

- With a growing trend towards digitisation and prevalence of mobile phones and internet access, more consumers have an online presence and their opinions hold a good value for any product-based company, especially so for the B2C businesses.
- The industries are trying to fine-tune their strategies to suit the consumer needs, as the consumers leave some hints of their choices during their online presence.



OBJECTIVES



- Analysing the sentiment of the reviews to find the features of the phones that have resulted in positive/negative sentiments.
- Construct visualizations to compare the positive and negative sentiment of the products for end-users.

Solution Architecture



Data Understanding

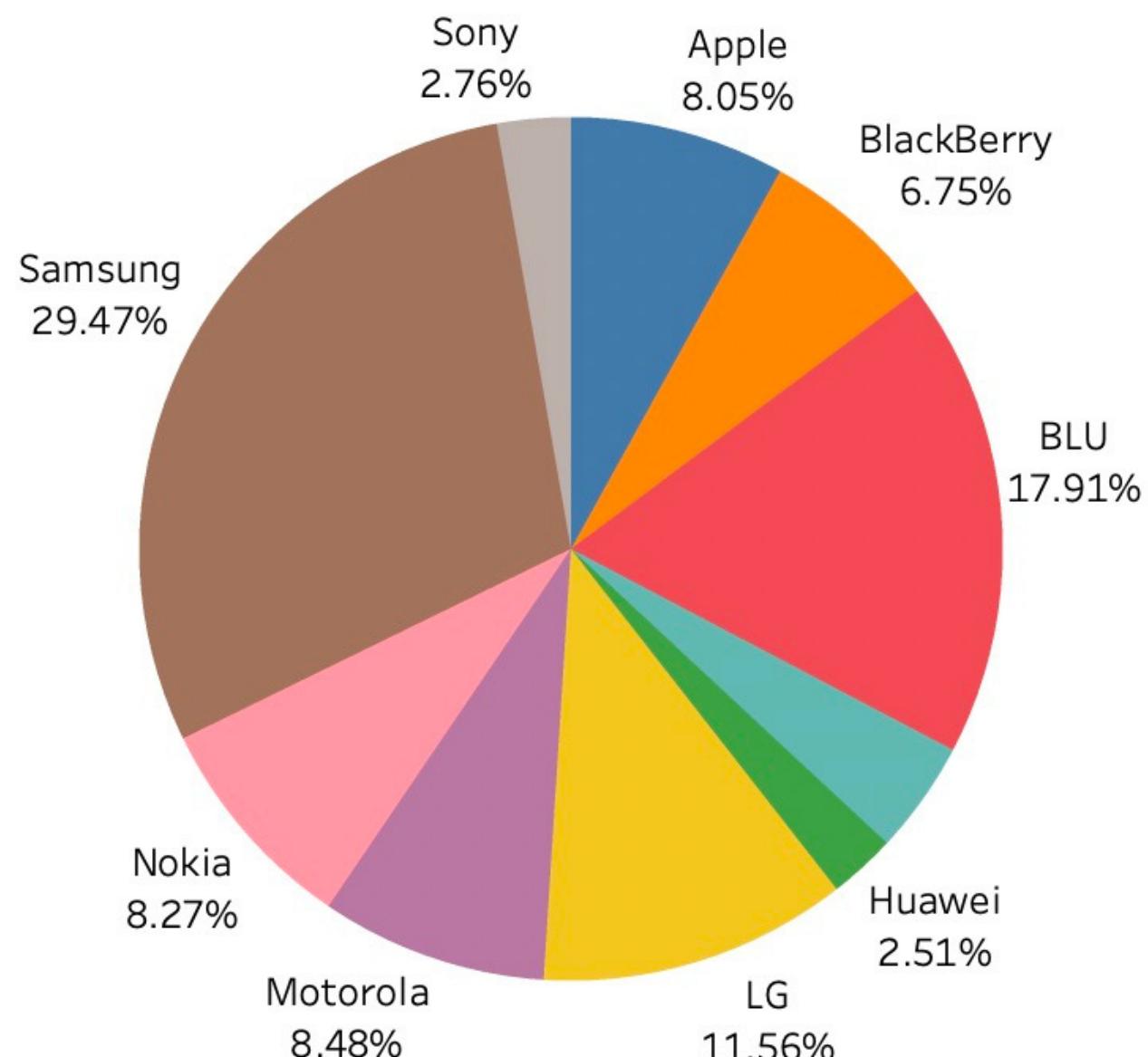
Data Pre-Processing

Text Analytics

Visualization

Text Classification Engine

Competitor's Market Share



Competitors Market Share

- Analysed the market share of the top competitors in the smartphone industry.
- **Samsung has largest market share of 29.47%**

Features List

**Use of Features
provided in dataset**



**Formulated the
number of features
provided for each
product.**



**Selected the Top 20
Common Features of
the product. Refer to
next page for Tree-
map on Features**



[‘Unlocked Dual SIM Phone, MediaTek Dual Core 1.3 GHz Processor’, ‘4.0” High Resolution WVGA Display’, ‘3.5 mm Audio Jack, FM Radio, MP3 Player, MP4 Player Micro SD Slot up to 32GB’, ‘Android 4.2 Jelly Bean; For any further queries please contact BLU Customer Support Number @1-877-602-8762’, ‘GSM Quad Band 3G/4G HSPA+ (850/1700/1900): US	[‘This refurbished product is tested and certified to look and work like new. The refurbishing process includes functionality testing, basic cleaning, inspection, and repackaging. The product ships with all relevant	[‘Height: 124 mm’, ‘Width: 64 mm’, ‘Thickness: 9.9 mm’, ‘Weight: 124.5 g’, “Display size: 4 ””]	[‘Cellular Band - Quad-Band 850 / 900 / 1800 / 1900 Mhz’, ‘Cellular Band 3G - 850 / 900 / 1800 / 1900 / 2100 Mhz’]	[‘Unlocked GSM Network Worldwide’, ‘8 GB storage 512 MB RAM Expandable Memory’, ‘Beautiful 4.5 inch ClearBlack, IPS LCD	[‘2G: GSM
[‘Display: 5.1-inches’, ‘Camera: 16-MP’, ‘Processor Speed: 2.5 GHz’, ‘OS: Android 4.4.2 (KitKat)’]	[‘Front ported stereo speakers’, ‘All-day 2,070 mAh battery’, ‘Corning Gorilla Glass 3’, ‘Optimized to work with 3G (UMTS/HSPA+) networks when connected to a 3G network’]	[‘All-metal design Unlocked, LTE	[‘5.0” FWVGA Display	[‘Display: 5.5-inches’, ‘Camera: 13-MP’, ‘Processor Speed: 2.5 GHz’, ‘OS: Android 4.4.2 (KitKat)’]	[‘Display: 5.5-inches’, ‘Camera: 13-MP’, ‘Processor Speed: 2.5 GHz’, ‘OS: Android 4.4.2 (KitKat)’]
[‘GSM 850/900/1800/1900; HSDPA 900/1900/2100 mhz, Unlocked cell phones are compatible with GSM carriers like AT&T and T-Mobile as well as with GSM SIM cards (e.g. H2O, Straight Talk, and select prepaid carriers). Unlocked cell phones will not work	Feature: Count of Feature: 646 audited and is certified to be 100% functional.’, ‘This offer includes the following accessories 1. Battery 2. Battery Cover (if applicable) 3. Wall	[‘2G Network GSM 850 / 900 / 1800 / 1900’, ‘3G Network HSDPA 850 / 900 / 1900 / 2100’, ‘4G Network Region Based’,	Video recording	[‘2G: GSM 850 / 900 / 1800 / 1900, 3G: WCDMA 900 / 2100’, ‘4-inch IPS LCD	[‘Unlocked Dual SIM Phone, MediaTek Dual Core 1.3 GHz Processor, 5MP Main Camera
[‘Mobile Operating System: Windows Phone 8’, ‘Carrier: AT&T’, ‘Color: Not Available’, ‘Touch Screen: Yes’, ‘Built-in Digital Camera: Yes’]	[‘A petite 4” screen with Super AMOLED display, which means vibrant amazing colour and clarity.’, ‘HD video capability and	[‘Professionally inspected and tested to work and look like new, and backed by the 90-day	[‘This phone does not work with Verizon, Sprint or		

Benefits of using a Word Cloud to understand sentiment



Audience Interaction

- Understand what your audience/employees feel about a topic/situation.

Summary of View

- Your audience can summarise their view of a topic.

Audience Interest

Visual representation of data tends to have an impact and generates interest amongst the audience.

Display of Essential Features

- The essential features of a product will be easily traced and understood.

Insight Generation

- Word Clouds provide deep sentimental insights of a product and its features.

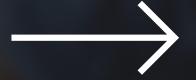
Low Cost Alternative

- Wordclouds are low cost alternatives to understand sentiment rather than mass collection of sentiment information.

Sentiment Word Cloud

Excellent product good care of seller i recommend as it is described by the seller the product is excellent all excellent thank you very much greetings from venezuela i love it work in venezuela all cell phone company order received i am from venezuela all right as such as it is described in the publication excellent product if it meets the description of the product excellent computer all good on the purchase and shipping recommended ok all good arrived quickly and was just as described excellent product arrived on time and in its packaging i recommend muy buen producto y entrega a tiempo lo recomiendo calidad y servicio very good excelente excellent product and good seller very good products and everything as it was scheduled thanks indeed very goooooooood excelente producto era lo que en realidad estaba esperando me llego a tiempo excelente compra all we have acquired smartphone blu brand we know that we are excellent devices particularly recommend it is good all excellent th excellent product recommend five star well deserved excellent product arrived in good condition meets all requirements widely recommended thanks for everything happy all excellent good delivery hope to reach even more completely satisfied with the purchase of this product ok i very happy i get the phone as expected met with the delivery time are very responsible seller my thanks i pleased excellent team all good i arrive at its stipulated time and was very useful hello this came to me as i expected perfect recommend this item and this shop will apologize for my english is not good excellent article the best price and delivery time is very fast recommend to all excellent this phone works with all venezuela carrier movilnet movistar digital very good product i recommend it excellent quality as it says the publication presentation is very good the price adjusted responsible sales intended el producto llego rpido al destino excelente servicio agradecido buena puntuacin sin mas que decir y una punto nueva compra recommended product in excellent condition than very much no complaints great care was expected immediate delivery good good model material fact in this comfortable well defined colors etc etc etc thank the delivery of the phone was on time in perfect condition the camera is great the sharpness of the videos is wonderful good price works with and vza phone arrived on time and worked mended excellent phone blackberry is the best mark on the market for smart phones recommended for those who like to walk always communicated with the world very excellent product thank you excellent seller i recommendico i recommend it excellent product what i asked was expected a quality quality at low cost the finish is spectacular i recommend this product to buyers are you going to like thanks based with everything love it no excelente produ excellent excellent like excelente bien esta en excelentes condiciones recomiendo este vendedor sus artculos llegan en el tiempo estimado y son un mejor que lo describen excelente vendedor realizare mas compras en el futuro quede satisfecho con el producto y hare recomendaciones a todos los amigos excellent price fast si a excellent salesperson for their responsibility punctuality in the shipment of completely new product and original recommends it to the whole community aems and good attention it great hi the paper is of excellent quality and apart from all the best price is found in particular i very happy and would recommend to everyone and that responsibility for business and delivery is th for the seller extraordinary i arrive on time the dispatcher took him into custody within the mailbox i recognize them in terms of product what i needed ideal recommendations to new buyers always read the specifications excellent and rapid recommend muy buen producto cumple con mis expectativas y requerimientos producto llego a tiempo y en excelentes condiciones por parte del vendedor se los recomiendo para futuras compras good item excellent buy this for a client so far no complaints everything is perfect and running at full capacity recommended for anyone looking to buy from this seller thank you for your good prudu the product is very good it just what i had bought if they would recommend the product is very good it just what i had bought if they would recommend the best good team was what was expected works with good speed very good experience good camera is not the maximum but rather simply put a good team ok bad gift good the best product as expected and very good would that offered a gift for each product purchasing and so motivate more users recommend this particular product the best much producto impecable envio rapido recomendado gente seria lo recomiendo ampliamente para hacer negocios son una maravilla de vendedores producto sellados very good works as expected and i in as expected i really liked this product they note that it is very good quality and works perfectly it is noted that in drafting cared much detail i highly recommend good thanks good it is a rapid equipment of excellent quality the design works perfectly i like very good quality of images and good rendimiento aaa shipping time was accurate product was as expected than excellent product very good at relationship between quality vs price recommended this product is interesting and good product good factory this product help for complete anything is important have this product reliable the item received excelente vendedor recomendado producto original y perfecto excellent seller recommended product original and perfect todo bien excelente vendedor me llego lo solicitado y en perfectas condiciones new product in accordance with my purchase yeah excelente el producto lo recomiendo llego en buenas condiciones el empaque es muy bueno no estaba abierto y a tiempo everything perfect excellent product recommended with the purchase and delivery el articulo es justo lo que esperaba el articulo se encontraba en perfecto estado y sin detalles lo recomiendo excelente very happy with the item came as described ship on time excelente commendable buen vendedor lo recomiendo estoy satisfecho con mi articulo el articulo es como el descrito por el vendedor gracias wonderful it was really excellent i love it this is what im looking for now i can enjoy it the kage arrived as described by the seller excellent product i like it todo muy bien me gusto fue lo que pedi llego a tiempo excelente recomendado saludos desde valencia venezuela this product was correct and i worked perfectly high quality product and the delivery time is fulfilled relax i have no complaints recomiendo seller i bought this because it was exactly what i was looking for i used this phone for over years now and i still have it top excellent lo recomiendo al este vendedor es responsable it is ok good excellent items its perfect and work excellent this is best good and i think buy more again thank you good product i like it as expected thank you very much he producido i wanted and arrive on time its a very nice product it came as i expected i recommended quality we are using it with no trouble at all ok nice love it and also get on time satisfied with the service wonderfull star like it because it is exactly the phone that they had published excellent seller very good product all according to the description recommend great product the item was way better than expected specially the quality good id recommend excellent great seller great product as new recommend this seller ality of its very good seller excellent excellent seller i am satisfied with the purchase it is what i expected acias excellent product they recommend any mishap excellent i arrive according to the agreed recommended ty excellent product recommend to the community cheers nice product thanks great phone great p

Average Price Products



- Average Price computed to understand the mean price where competitor brands launch products.
- Figure on the right displays the top brands and their respective average prices.
- While launching the product, price is a very important consideration.

Brand	
Apple	81.92
BlackBerry	39.89
BLU	32.56
HTC	81.42
Huawei	113.61
LG	61.21
Motorola	60.08
Nokia	66.14
Samsung	100.42
Sony	124.95



Brand Loyalty

Gauging the Loyalty of Customers to a brand, the following factors are considered:

- History of the products developed and price point.
- Product Expectations built on user experience and sentiment
- Product design and convenience
- Marketing and Business environment planning



Key Takeaways



User Sentiments	Product Marketing	Competition Analysis	Audience Interaction	Strategy Development
Building a Text Classification Model helps signify the importance of user sentiments while launching a product.	Marketing generates revenue and has a direct correlation. Feature extraction and understanding helps market the product.	It is key to scan the market and understand who your competitors are and what strategies they take up for their products.	Customer audience and their opinions regarding the product shape the success or failure of the product.	Building and Revamping an effective strategy for the products will always shape the sales and profits attained to ensure quantifiable business impact.

Thank
you!