Beauty brands sentiment analysis

Nykaa twitter data

Overall word cloud of Nykaa's twitter reviews.

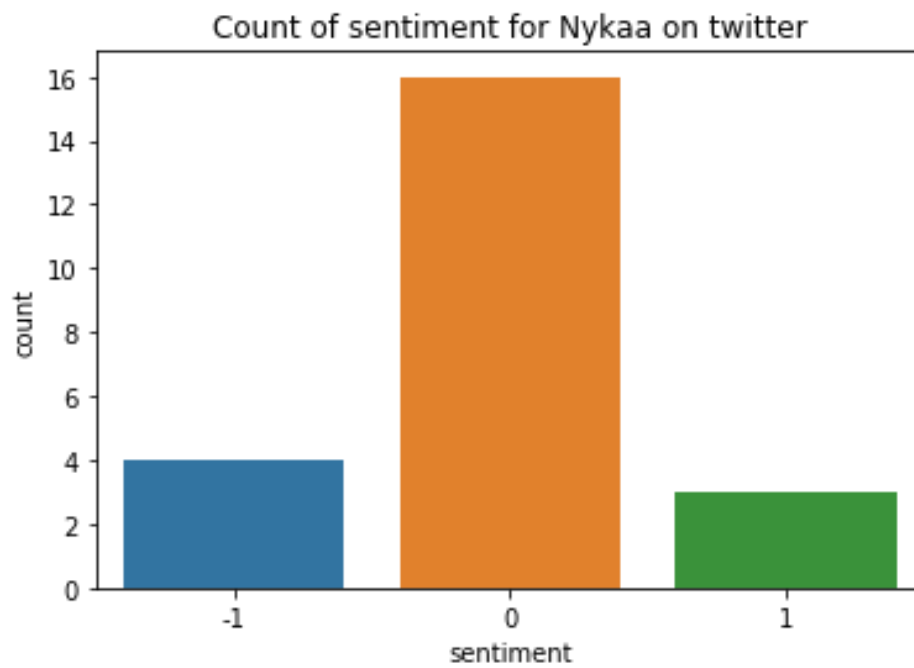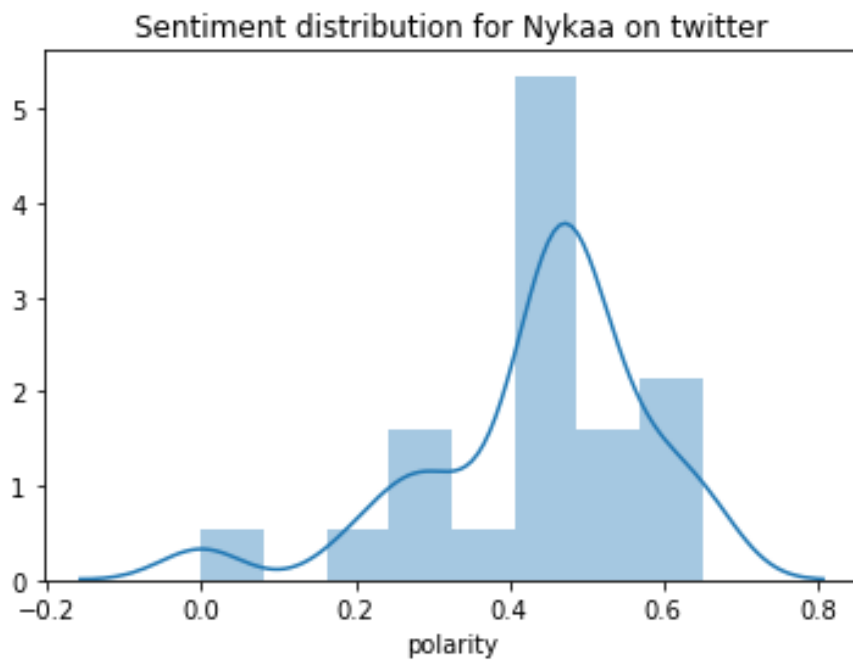Distribution of sentiment and polarity of Nykaa's twitter reviews.

The polarity ranges from 0 to 1, and it's the probability that the sentiment of a particular review being positive.

Sentiment distribution for Nykaa on twitter

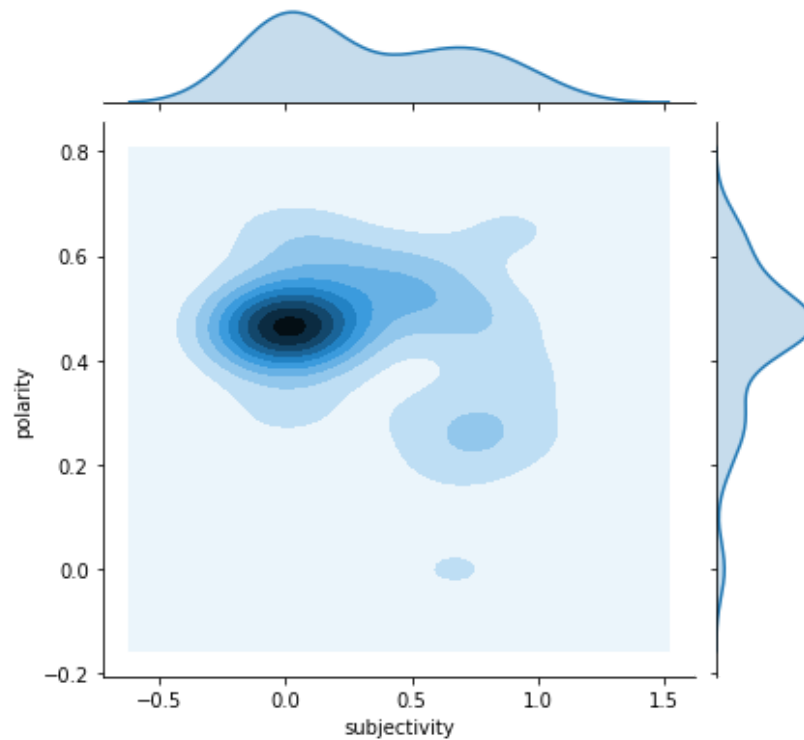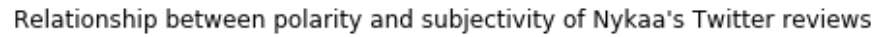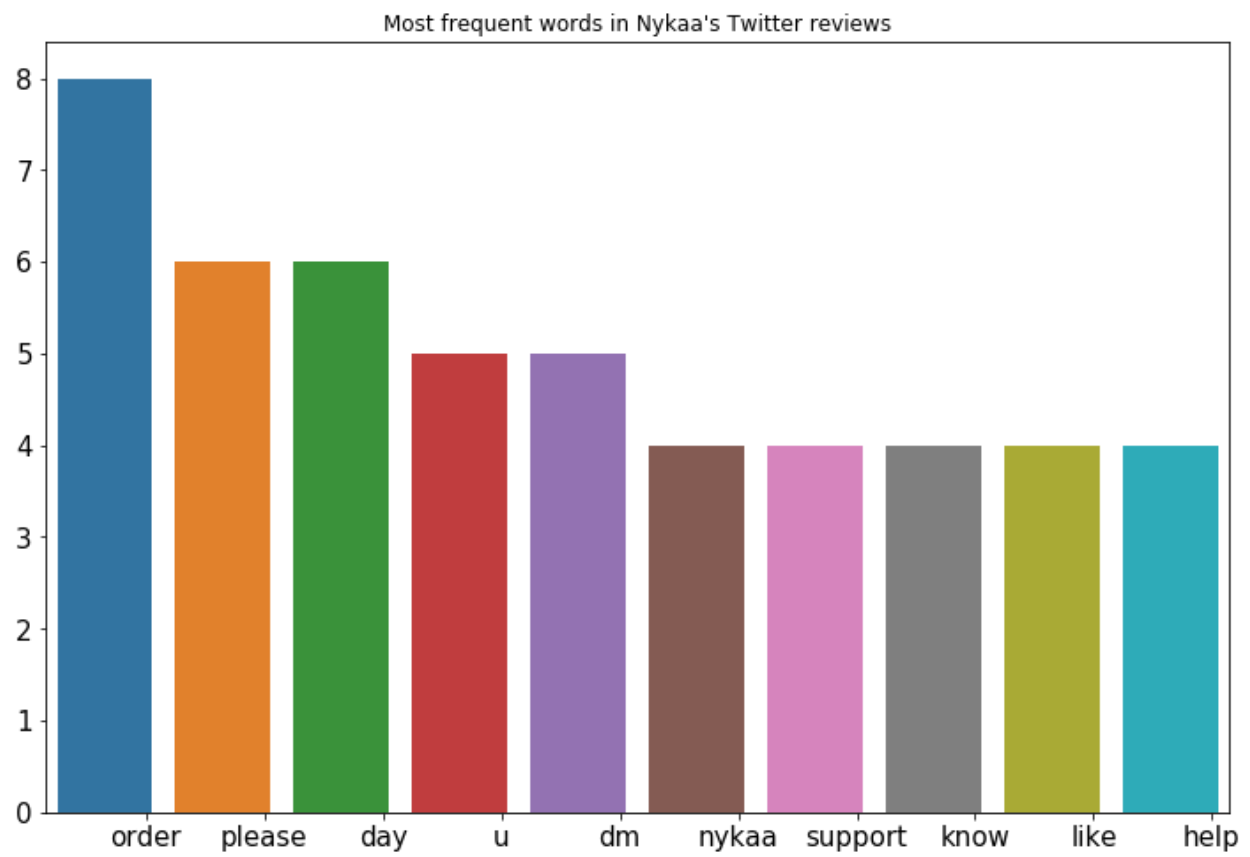## Count of sentiment for Nykaa on twitter

Word cloud for positive sentiment tweets on Nykaa's twitter page.

Word cloud for negative sentiment tweets on Nykaa's twitter page.

Word cloud for neutral sentiment tweets on Nykaa's twitter page.

Relationship between polarity and subjectivity of Nykaa's Twitter reviews

Most frequent words in Nykaa's Twitter reviews

Nykaa Website data

Overall word cloud of Nykaa's website reviews.

Polarity distribution for Nykaa on website

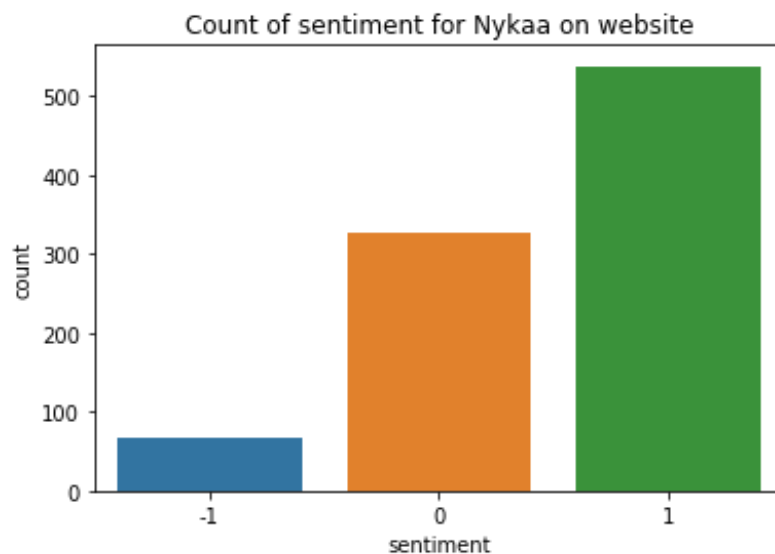Word cloud of positive sentiment reviews on Nykaa's website.

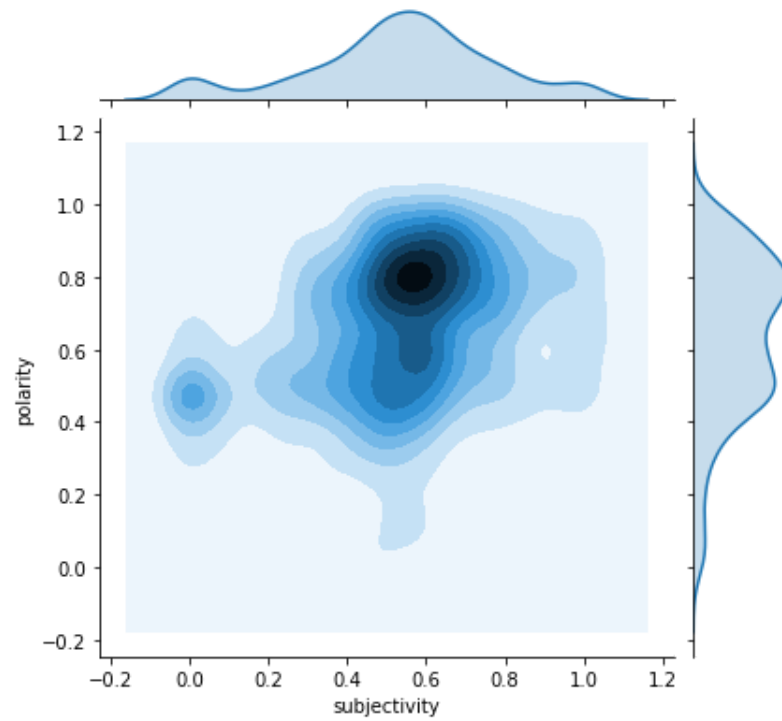Word cloud of negative sentiment reviews on Nykaa's website.

Word cloud of neutral sentiment reviews on Nykaa's website.
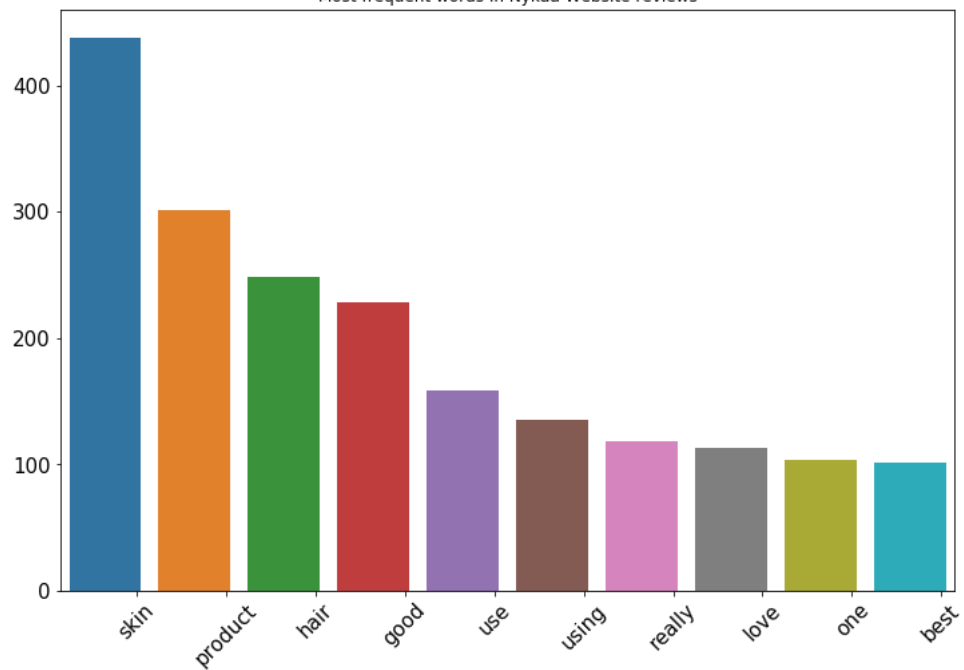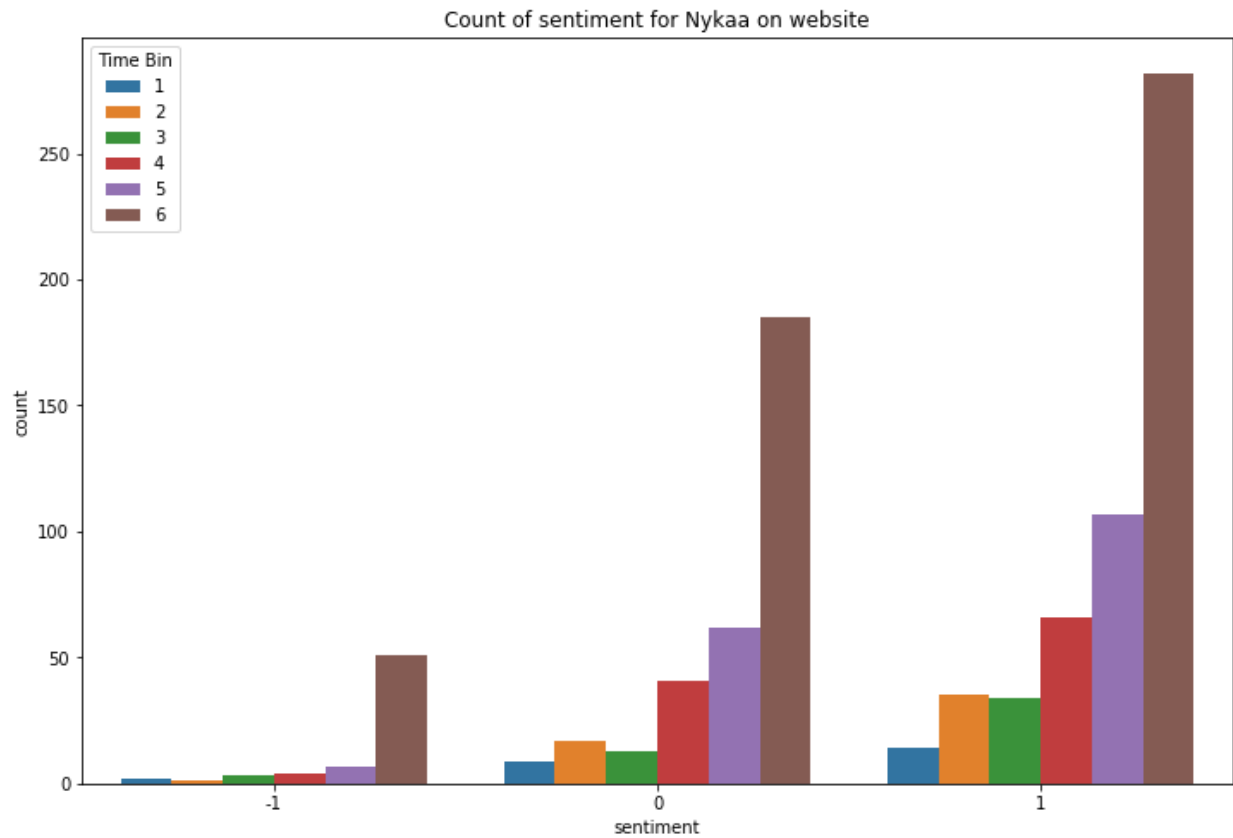
Relationship between polarity and subjectivity of Nykaa Website reviews

Most frequent words in Nykaa Website reviews

To visualize the opinion distribution over time, the timeline of 6 months was divided into 6 bins of equal duration, i.e. 1 month each.

Count of sentiment for Nykaa on website

Here, Time Bin is the bin under which the duration falls.

Time Bin 1 - March 2018 and so on.

Change in polarity distribution with time

Change in the polarity distribution with time

Heatmap of polarity for Nykaa website data

category	1	2	3	4	5	6
Baby Care	0.62	0.62	0.7	0.65	0.69	0.59
Bath and Shower		0.92	0.88	0.68	0.7	0.68
Body		0.74	0.68	0.67	0.65	0.65
Fragrance	0.47			0.79	0.56	
Hair	0.47	0.85	0.9	0.83	0.6	0.63
Health Supplements	0.63	0.58	0.57	0.65	0.44	0.53
Makeup				0.7	0.88	0.67
Natural					0.59	0.59
Shaving	0.75	0.66	0.63	0.67	0.72	0.55
Skin		0.58		0.56	0.6	0.51

Time Bin

Count of category mentions