Extracted Data Columns

Column Name	Description
`id`	Unique respondent identifier
`review_key_aspects`	Cleaned and processed text from Q21
`aspect_sentiments`	Sentiment scores and polarity of key aspects
`adjective_review`	Extracted adjectives indicating product perception
`emotions_review`	Detected emotional tones (positive, negative, neutral)

Analytical Workflow Summary

The workflow began by cleaning the raw text using regular expressions and NLP libraries to standardize responses. Tokenization and stopword removal followed, enabling focus on relevant words.

Using VADER and TextBlob sentiment models, the emotional polarity of each review was calculated. Specific adjectives were extracted to understand the tonal qualities associated with Gillette's packaging and performance. Additionally, manual thematic coding in Excel helped categorize responses into emotional themes, enriching the automated findings.

To enhance interpretability, visualizations like word clouds and bar charts were generated, highlighting frequent descriptors and emotional drivers influencing consumer behavior.

Tools & Techniques

- **Programming Tools**: Python (`pandas`, `re`, `nltk`, `spacy`, `textblob`, `vaderSentiment`, `wordcloud`, `matplotlib`)
- **Manual Coding**: Excel sheets for theme classification and cross-checking automated outputs

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Key Insights

- Adjectives such as “sleek,” “confident,” “harsh,” and “comfortable” were most prominent.

- Sentiment analysis indicated a mix of functional and emotional perceptions, with packaging influencing emotional response as much as performance.

- Word clouds revealed that *sharpness*, *design*, and *comfort* were strong emotional anchors in product experience.

https://docs.google.com/spreadsheets/d/1rUbCtslFttXtFC7IulOIwJoTntDUraOYW2eS7ym_y4o/edit?gid=2111579464#gid=2111579464