

# CUSTOMER SENTIMENT ANALYSIS – IPHONE 15 (128GB)

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Website  
<https://www.flipkart.com>



# About Company

Flipkart is one of India's largest e-commerce companies, founded in 2007 by Sachin Bansal and Binny Bansal. Headquartered in Bengaluru, it was acquired by Walmart in 2018, which currently holds a majority stake of about 77%. Flipkart serves over 450 million registered customers (as of 2025) and offers a wide range of products including electronics, smartphones, fashion, lifestyle goods, and groceries through its online platform.

# Flipkart





## Analysis Vision

The vision of this analysis is to transform customer reviews into actionable insights that highlight both product strengths and areas for improvement. By understanding sentiment trends, we aim to support Apple in enhancing the iPhone 15 experience and help Flipkart in driving customer satisfaction and strategic marketing.

## Analysis Mission

- To analyze Flipkart customer reviews of the iPhone 15 (128GB) using data-driven techniques.
- To uncover customer sentiment patterns and highlight strengths and weaknesses of the product.
- To provide actionable insights that support product improvement and customer satisfaction.



# Methodology

## Data Collection

- **Tool: Selenium (web automation) + BeautifulSoup (HTML parsing)**
- **Dataset: 300+ reviews with fields:**

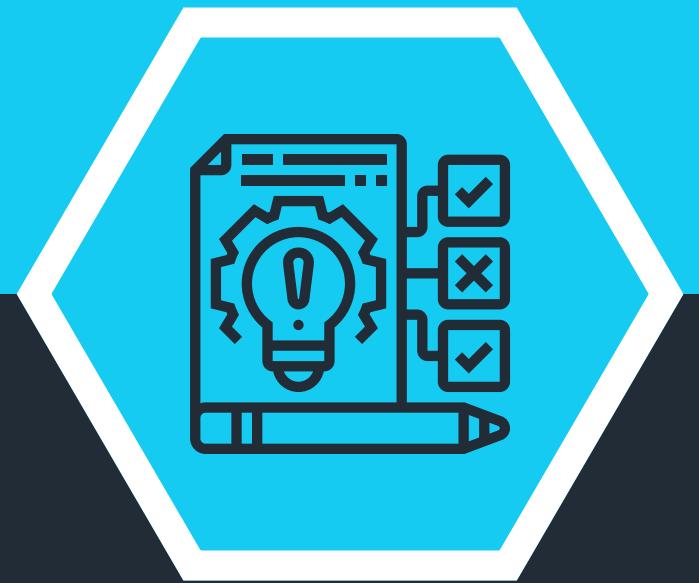
**Username**

**Rating (1–5 stars)**

**Review Text**

## Data Preprocessing

- **Removed duplicates and missing values**
- **Preprocessed text:**
- **Lowercased**
- **Removed punctuation & special characters**
- **Tokenized**
- **Removed stopwords**
- **Lemmatized**



# Methodology

## Sentiment Analysis

- **Tool: TextBlob**
- **Polarity Threshold:**  
**Positive → Polarity ≥ 0.1**  
**Negative → Polarity < 0.1**

## Tools Used

- **Selenium – Automated scraping**
- **BeautifulSoup – HTML parsing**
- **Pandas – Data cleaning & analysis**
- **TextBlob – Sentiment analysis**
- **Matplotlib/Seaborn – Visualization**
- **WordCloud – Keyword insights**



## Results – Word Cloud Highlights

- **Positive Reviews:** camera, display, performance, smooth
- **Negative Reviews:** battery, heating, price

## Results – Sentiment Distribution

- Majority reviews were positive
- Negative reviews highlighted key issues
- Sentiment aligned with star ratings



# Key Insights

- **Customers love camera & display quality**
- **Battery drain & heating issues dominate complaints**
- **Price is a negative factor for some users**
- **Longer reviews express stronger emotions**



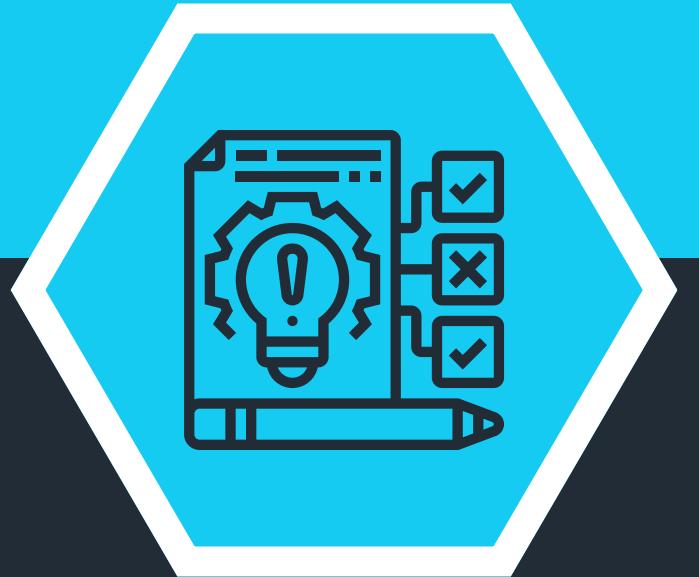
# Recommendations

## For Apple:

- **Improve battery optimization**
- **Address heating issues**

## For Flipkart:

- **Highlight camera & display in marketing**
- **Address common complaints in Q&A**



# Conclusion

**Overall sentiment is positive**

**Strengths: camera, display, performance**

**Weaknesses: battery & heating**

**Addressing concerns can boost customer satisfaction**



# THANK YOU FOR YOUR ATTENTION

