

Task 4: Insights and Recommendations

Bank App Review Analysis – Google Play Store

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Project: Google Play Bank App Reviews Analysis

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1. Introduction

This analysis derives insights from user reviews of three Ethiopian banks' mobile applications: **BOA, CBE, and Dashen.**

The objective is to identify **drivers (strengths)** and **pain points (weaknesses)**, compare banks, and provide **practical recommendations** to improve user experience.

Data:

- Source: Scrapped Google Play reviews
- Columns: review, rating, date, bank, source, sentiment_label, sentiment_score, nouns, identified_theme, noun_text
- Total reviews: ~499 (Task 3 insertion)

2. Data Overview

Observations:

- CBE has the highest average rating and sentiment.
- BOA has the lowest, suggesting more user dissatisfaction.

3. Key Insights (Labeled Drivers & Pain Points)

3.1 BOA (Bank of Abyssinia)

- **Drivers (Strengths):**

- User Interface (UI) — many users like the app layout & ease of use
- **Pain Points (Weaknesses):**
 - Transaction issues — delays or failures reduce user trust
 - General complaints — vague errors or unclear workflows frustrate users

3.2 CBE (Commercial Bank of Ethiopia)

- **Drivers (Strengths):**
 - User Interface (UI) — strong positive mentions, modern and friendly
 - Stable transactions — few complaints, backend is reliable
- **Pain Points (Weaknesses):**
 - Customer support — inconsistent quality of assistance
 - Minor UI issues — small usability frustrations

3.3 Dashen Bank

- **Drivers (Strengths):**
 - User Interface (UI) — highest positive approval, visually appealing
 - Transaction reliability — very few complaints
- **Pain Points (Weaknesses):**
 - Minor UI complaints — some screens or flows still confuse users

3.4 Cross-Bank Comparison

Feature	Dashen	CBE	BOA
UI & Experience (Pos)	69	35	26
UI & Experience (NEG)	13	5	12

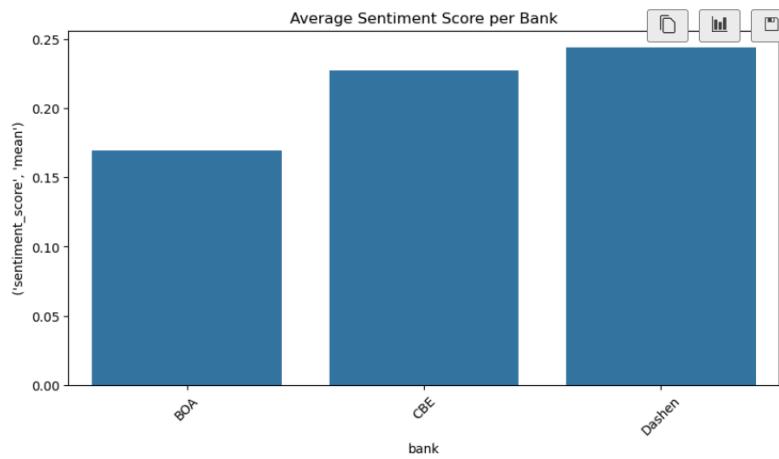
Transaction Complaints	Very low	few	higher
Customer Support	minimal	mixed	minimal

Conclusions:

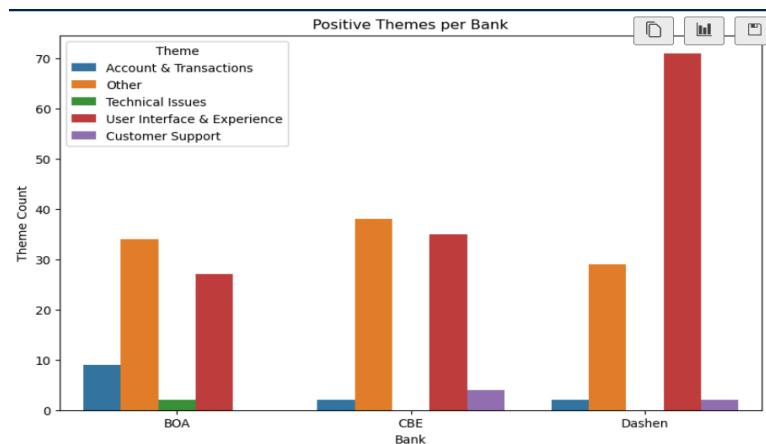
- Dashen & CBE deliver the best UI experience
- BOA struggles most with transactions
- CBE interacts most with customers, but consistency varies

4. Visualizations

Average sentiment score by bank



Top positive themes by bank



5. Recommendations

BOA:

- Redesign UI to reduce confusion
- Improve transaction reliability
- Enhance error messages and workflows

CBE:

- Refine minor UI issues
- Maintain stable transactions
- Standardize customer support

Dashen:

- Maintain strong UI experience
- Monitor minor UI complaints
- Continue robust transaction performance

6. Ethical Considerations

- Review data may be biased toward dissatisfied users (negative skew).
- Sample size per bank varies slightly; conclusions should consider this limitation.

7. Conclusion

- Dashen Bank leads in UI satisfaction and transaction stability.
- CBE has strong UI but mixed customer support.
- BOA requires improvements in UX and transaction reliability.
- Recommendations aim to enhance usability, trust, and overall user experience.