

Customer Review Analysis For Leading woman clothing E-Commerce Company

Copyright:



SCO 394, Sector-29

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Business Context:

One of the leading woman clothing e-commerce companies would like to analyse the customer's behaviour by analysing customer's demographics and reviews submitted on the website.

Business Objectives:

Our main objectives are as follows.

- a. Performing exploratory analysis on the data to understand the patterns
- b. Perform text mining tasks to understand what most frequent words are using for positive sentiment and negative sentiment. Create word clouds for the positive & negative reviews separately.
- c. Understand sentiment among the customers on the different categories, sub categories, products by location and age group
- d. Perform predictive analytics to understand the drivers of customers who are recommending the products.
- e. Create topics and understand themes behind the topics by performing topic mining.

Expected Outputs:

The team expecting below outputs

- a. Detailed Exploratory analysis and create dashboard using these analysis including word clouds, frequency plots, sentiment analysis by channel, location, category, subcategories, age group etc.
- b. Performing predictive analysis tasks including topic mining, classification models for predicting which customers are recommending, also predicting rating based on the review.

Available Data:

Data has been provided for 23000+ Customer's Reviews and Ratings with 11 columns. The below table provides the description of each variable.

Column Name	Description
Product ID	Clothing ID
Category	Product Category
Subcategory1	Product Subcategory Level1
SubCategory2	Product Subcategory Level2
Location	Customer Location
Customer Age	Customer Age
Channel	Channel Used (Web or Mobile)
Review Title	Review Title
Review Text	Review Description
Rating	Review Rating
Recommend Flag	Customer willing to recommend product or not