

Review Analysis Report: Nebula: Horoscope & Astrology

Generated: 2026-01-19 15:37 UTC

App ID: 1459969523

Reviews collected: 100 (requested 100)

1. Data Collection

A script collected up to the requested number of reviews for the specified app using a public source (e.g., iTunes Search + RSS). It includes basic error handling for missing data, invalid inputs, and empty feeds.

2. Data Processing

Extracted fields include rating, updated date, title, text, optional country, and optional app version. Text is cleaned and preprocessed before NLP.

Coverage — Reviews with text: 100.0% | Reviews with title: 100.0% | Reviews with app version: 100.0%.

3. Metrics Calculation

Metric	Value
Total number of reviews	100
Number of valid ratings	100
Average rating	3.210
Median rating	4.0
Standard deviation of rating	1.882
Share of 4–5 star ratings (Top-box)	56.0%
Share of 1–2 star ratings (Bottom-box)	41.0%
Net satisfaction (Top-box minus Bottom-box)	0.150

Rating distribution

Star rating	Count	Share
1	40	40.0%
2	1	1.0%
3	3	3.0%
4	10	10.0%
5	46	46.0%

Review text length by star rating

Star rating	Number of reviews	Average length (chars)	Median length (chars)
1	40	191.78	153.5

2	1	13.00	13.0
3	3	200.67	243.0
4	10	95.50	69.5
5	46	106.43	64.0

Lowest-rated app versions (minimum 5 reviews)

App version	Number of reviews	Average rating
6.16.0	5	1.20
6.18.0	28	2.96
6.17.0	10	3.00
6.15.0	6	3.00
6.06.0	5	3.40
6.19.0	18	3.56
6.13.0	7	3.57

Lowest-rated countries (minimum 5 reviews)

Country	Number of reviews	Average rating
gb	25	2.60
ca	26	3.04
au	26	3.27
us	23	4.00

4. Insights Generation

Sentiment distribution

Sentiment	Count
Positive	57
Neutral	1
Negative	42

Sentiment by star rating

Star rating	Positive	Neutral	Negative
1	1	—	39
2	—	—	1
3	1	—	2
4	10	—	—
5	45	1	—

Rating vs sentiment mismatch indicators

Mismatch metric	Count
Negative sentiment among 4–5 star reviews	0
Positive sentiment among 1–2 star reviews	1

Issue taxonomy (negative reviews) — Number of negative reviews considered: 42

Issue category	Count	Share of negative reviews
payments/billing	27	64.3%
ads/subscription	26	61.9%
login/account	12	28.6%
crashes/performance	10	23.8%
UI/UX/confusing	3	7.1%
privacy/data	2	4.8%

Top negative phrases (TF-IDF delta)

Phrase	Score (delta)	Mean TF-IDF (negative)	Mean TF-IDF (other)
scam	0.1330	0.1374	0.0044
money	0.0941	0.0941	0.0000
app	0.0799	0.1268	0.0469
account	0.0617	0.0617	0.0000
subscription	0.0514	0.0589	0.0075
charged	0.0460	0.0508	0.0048
bank	0.0419	0.0419	0.0000
did	0.0414	0.0414	0.0000
download	0.0408	0.0408	0.0000
50	0.0398	0.0398	0.0000
cancel	0.0371	0.0428	0.0057
paid	0.0361	0.0361	0.0000
pay	0.0355	0.0355	0.0000
download app	0.0345	0.0345	0.0000
taken	0.0329	0.0329	0.0000
don	0.0324	0.0388	0.0065
scammers	0.0316	0.0316	0.0000
subscriptions	0.0302	0.0358	0.0057
month	0.0298	0.0298	0.0000
money account	0.0296	0.0296	0.0000

Actionable insight summary (model-generated)

Key Findings:

- Average rating is 3.21 (median 4.0, standard deviation 1.88).

- Share of 4–5 star ratings is 56.0%; share of 1–2 star ratings is 41.0%; net satisfaction is 0.150.
- Lowest-rated version: 6.16.0 (n=5, avg=1.20)
- Lowest-rated country: gb (n=25, avg=2.60)

Top Negatives:

- payments/billing: 27 negative reviews
- ads/subscription: 26 negative reviews
- login/account: 12 negative reviews
- crashes/performance: 10 negative reviews
- UI/UX/confusing: 3 negative reviews
- privacy/data: 2 negative reviews
- scam
- money

Top Positives:

- Positive/neutral volume: positive=57, neutral=1. High 4–5★ share suggests baseline satisfaction; validate with mismatch counts.

Likely Root Causes:

- If 'crashes/performance' is among top issues: regressions or device-specific performance problems may be driving low ratings.
- If 'payments/billing' is among top issues: subscription, cancellation, or refund friction likely contributes to dissatisfaction.

Recommendations (prioritized):

- 1) Focus on the #1 negative issue theme and reproduce using the sampled examples; prioritize fixes that reduce 1–2★ share.
- 2) Investigate the lowest-rated app version/country segments for concentrated problems; validate against release notes and rollout dates.
- 3) Use top negative phrases to refine bug triage and UX audits; update the issue taxonomy to match recurring language.

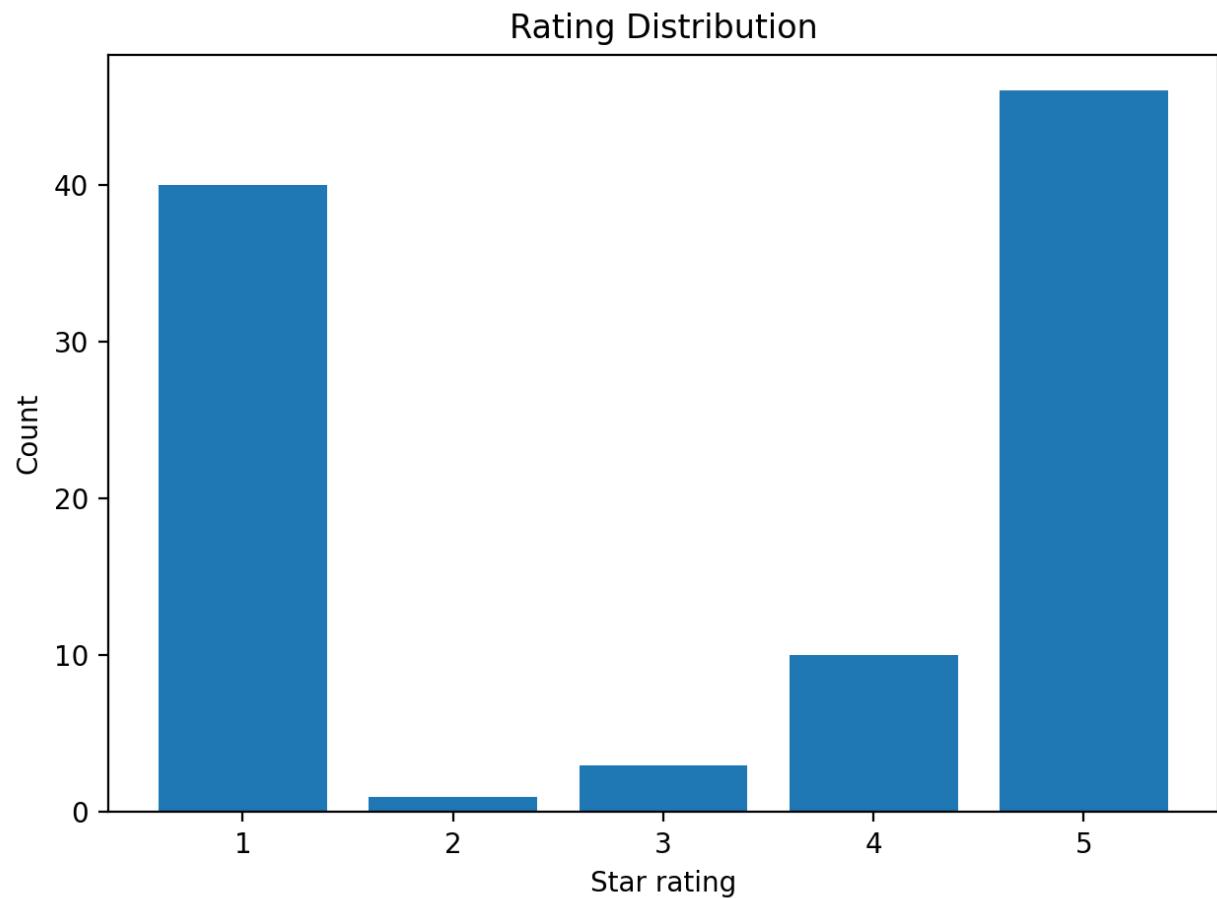
Risks / Limitations:

- model accuracy may degrade on non-English or mixed-language reviews unless using multilingual sentiment.
- Issue taxonomy is keyword/regex-driven and may miss nuanced complaints or misclassify some reviews.
- Results are based on a limited random sample; rare issues may not appear.

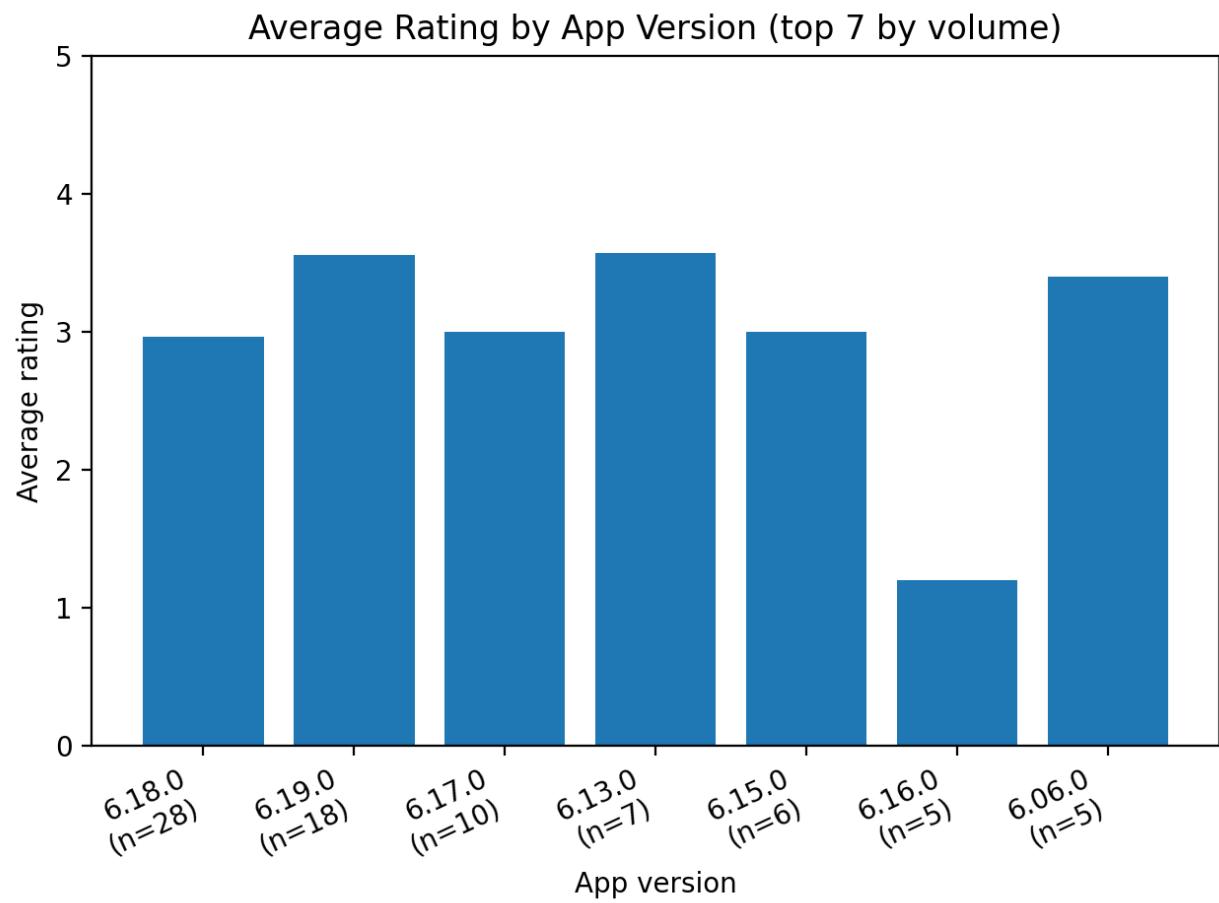
Appendix: Plots

Generated plots are embedded below.

rating_distribution

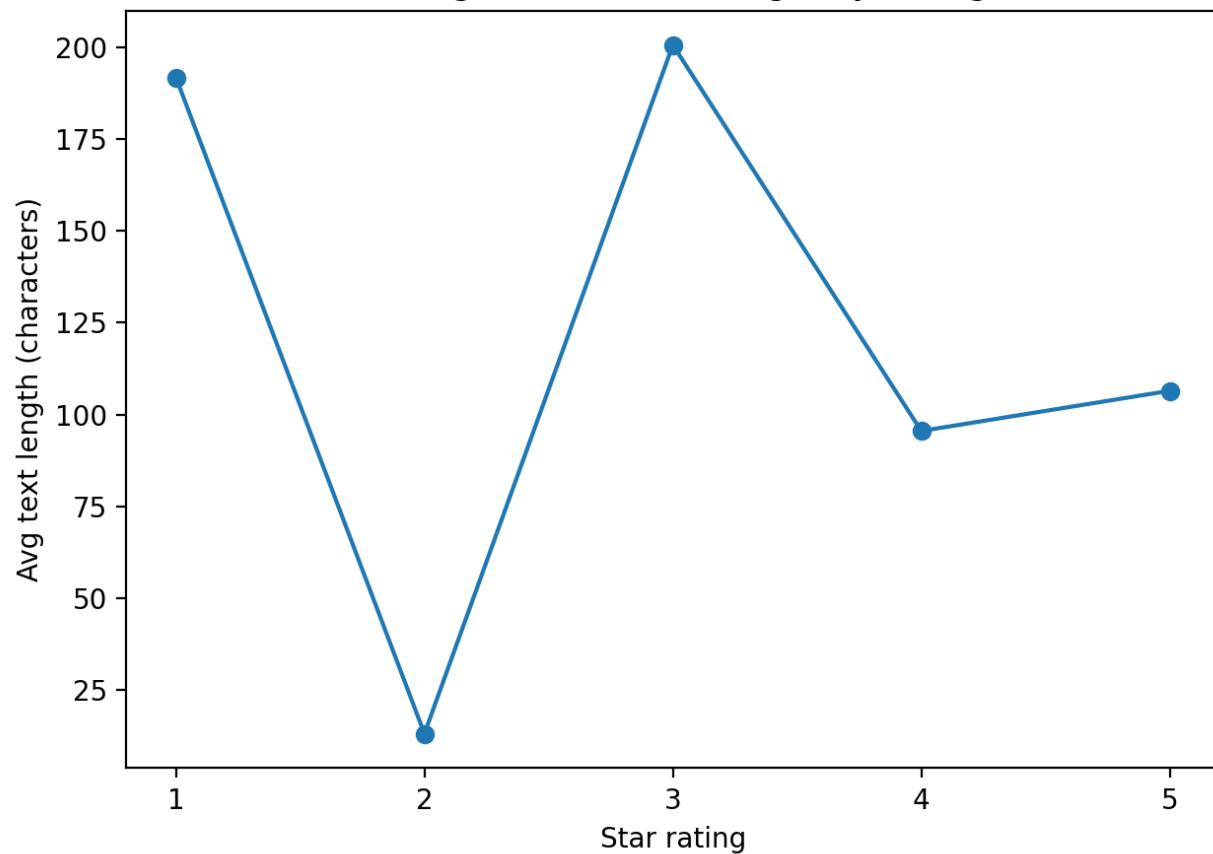


avg_rating_by_version



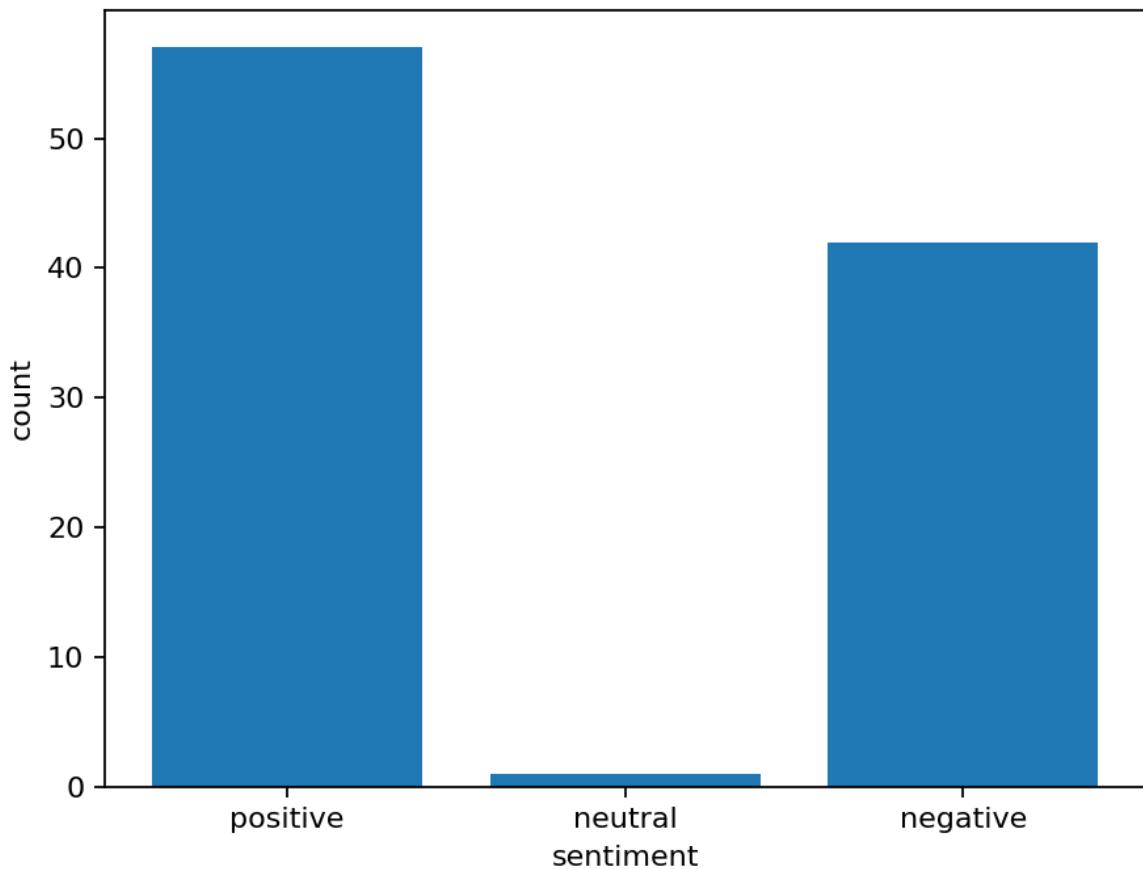
`text_length_by_rating`

Average Review Text Length by Rating



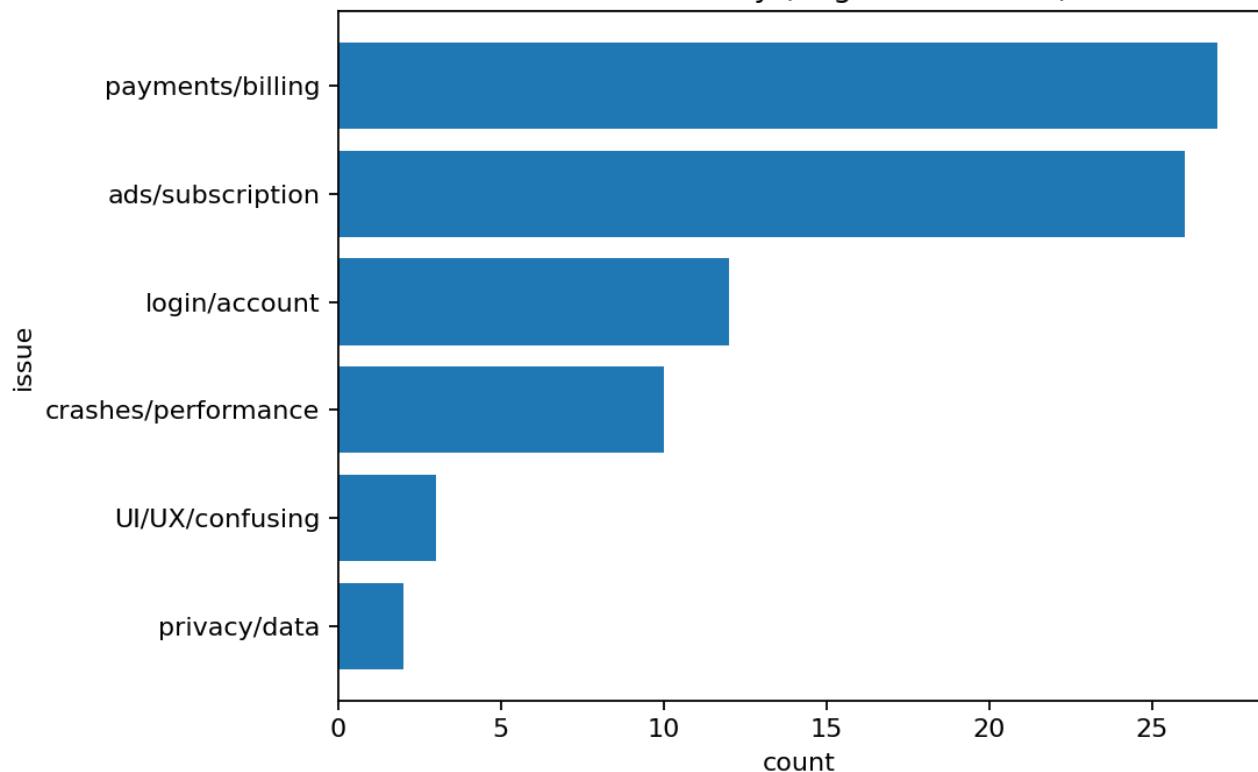
sentiment_distribution

Sentiment distribution



issue_taxonomy_negative

Issue taxonomy (negative reviews)



top_negative_phrases

