

Review Analysis Report: Nebula: Horoscope & Astrology

Generated: 2026-01-19 15:18 UTC
App ID: 1459969523
Reviews collected: 200 (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	200
Number of valid ratings	200
Average rating	3.900
Median rating	5.0
Standard deviation of rating	1.678
Share of 4–5 star ratings (Top-box)	73.0%
Share of 1–2 star ratings (Bottom-box)	24.0%
Net satisfaction (Top-box minus Bottom-box)	0.490

Rating distribution

Star rating	Count	Share
1	47	23.5%
2	1	0.5%
3	6	3.0%
4	17	8.5%
5	129	64.5%

Review text length by star rating

Star rating	Number of reviews	Average length (chars)	Median length (chars)
1	47	205.89	140.0

2	1	380.00	380.0
3	6	108.33	89.0
4	17	177.82	149.0
5	129	98.98	72.0

Lowest-rated app versions (minimum 5 reviews)

App version	Number of reviews	Average rating
6.19.0	129	3.80
6.18.0	71	4.08

4. Insights Generation

Sentiment distribution

Sentiment	Count
Positive	148
Neutral	2
Negative	50

Sentiment by star rating

Star rating	Positive	Neutral	Negative
1	3	1	43
2	—	—	1
3	1	1	4
4	16	—	1
5	128	—	1

Rating vs sentiment mismatch indicators

Mismatch metric	Count
Negative sentiment among 4–5 star reviews	2
Positive sentiment among 1–2 star reviews	3

Issue taxonomy (negative reviews) — Number of negative reviews considered: 50

Issue category	Count	Share of negative reviews
ads/subscription	33	66.0%
payments/billing	31	62.0%
login/account	12	24.0%
crashes/performance	8	16.0%
UI/UX/confusing	5	10.0%
privacy/data	1	2.0%

Top negative phrases (TF-IDF delta)

Phrase	Score (delta)	Mean TF-IDF (negative)	Mean TF-IDF (other)
scam	0.0903	0.0911	0.0008
charged	0.0654	0.0654	0.0000
money	0.0613	0.0643	0.0030
charge	0.0601	0.0601	0.0000
subscription	0.0572	0.0584	0.0013
account	0.0556	0.0556	0.0000
fraud	0.0483	0.0483	0.0000
50	0.0475	0.0475	0.0000
card	0.0459	0.0491	0.0032
49	0.0377	0.0377	0.0000
49 99	0.0377	0.0377	0.0000
99	0.0377	0.0377	0.0000
cancel	0.0365	0.0365	0.0000
tried	0.0334	0.0389	0.0056
pay	0.0306	0.0317	0.0012
paid	0.0304	0.0304	0.0000
scam charged	0.0301	0.0301	0.0000
wrong	0.0273	0.0273	0.0000
download	0.0272	0.0272	0.0000
don	0.0264	0.0309	0.0044

Actionable insight summary (model-generated)

Key Findings:

- Average rating is 3.90 (median 5.0, standard deviation 1.68).
- Share of 4–5 star ratings is 73.0%; share of 1–2 star ratings is 24.0%; net satisfaction is 0.490.
- Lowest-rated version: 6.19.0 (n=129, avg=3.80)

Top Negatives:

- ads/subscription: 33 negative reviews
- payments/billing: 31 negative reviews
- login/account: 12 negative reviews
- crashes/performance: 8 negative reviews
- UI/UX/confusing: 5 negative reviews
- privacy/data: 1 negative reviews
- scam
- charged

Top Positives:

- Positive/neutral volume: positive=148, neutral=2. 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.

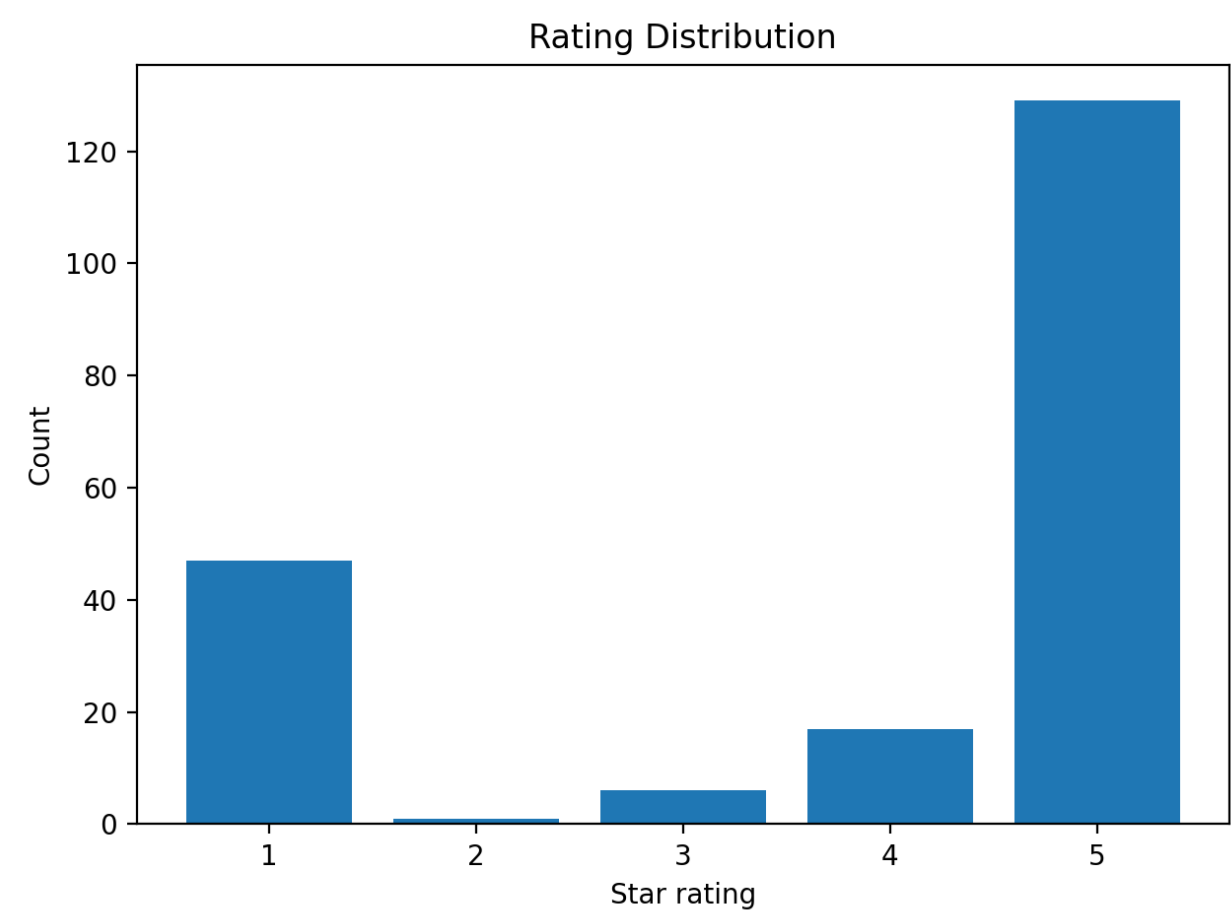
Risks / Limitations:

- 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.

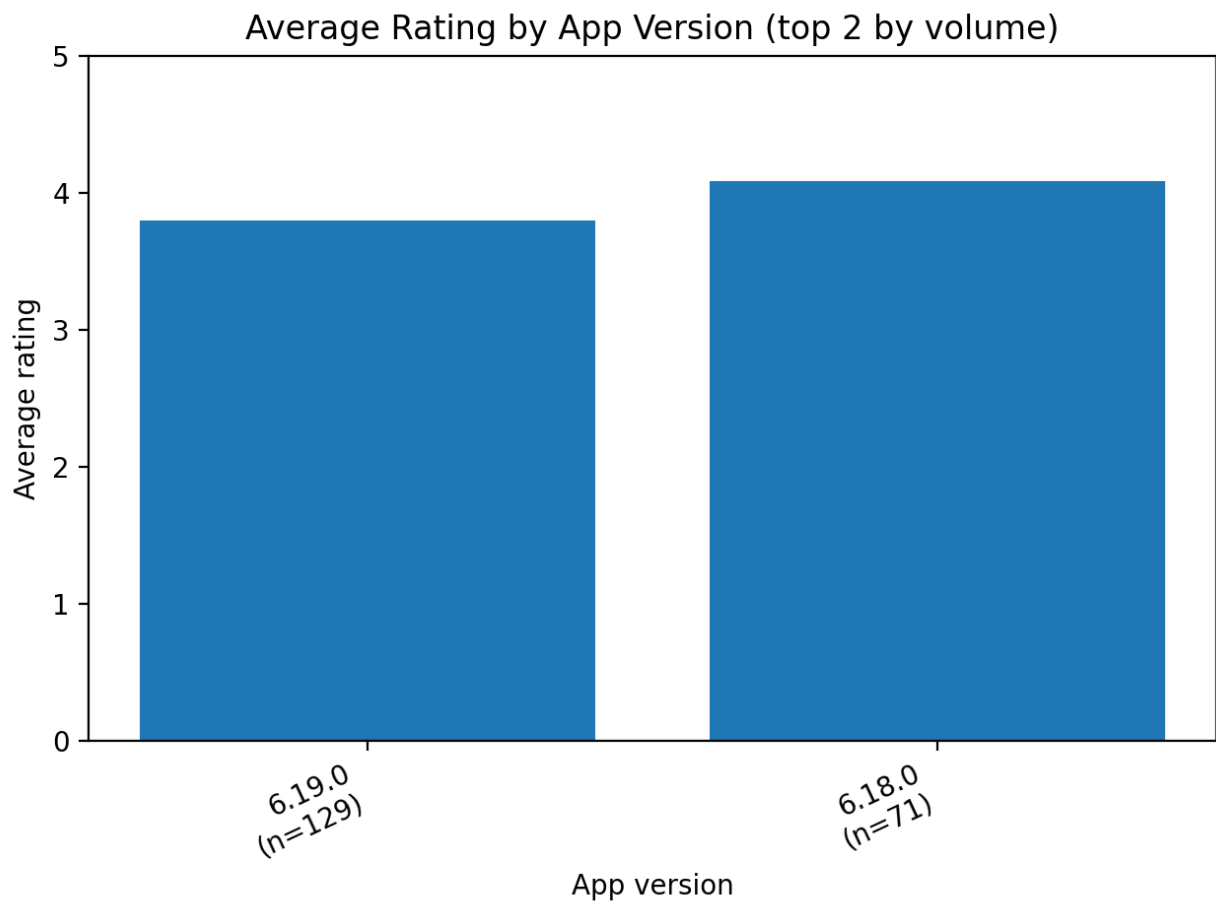
Appendix: Plots

Generated plots are embedded below.

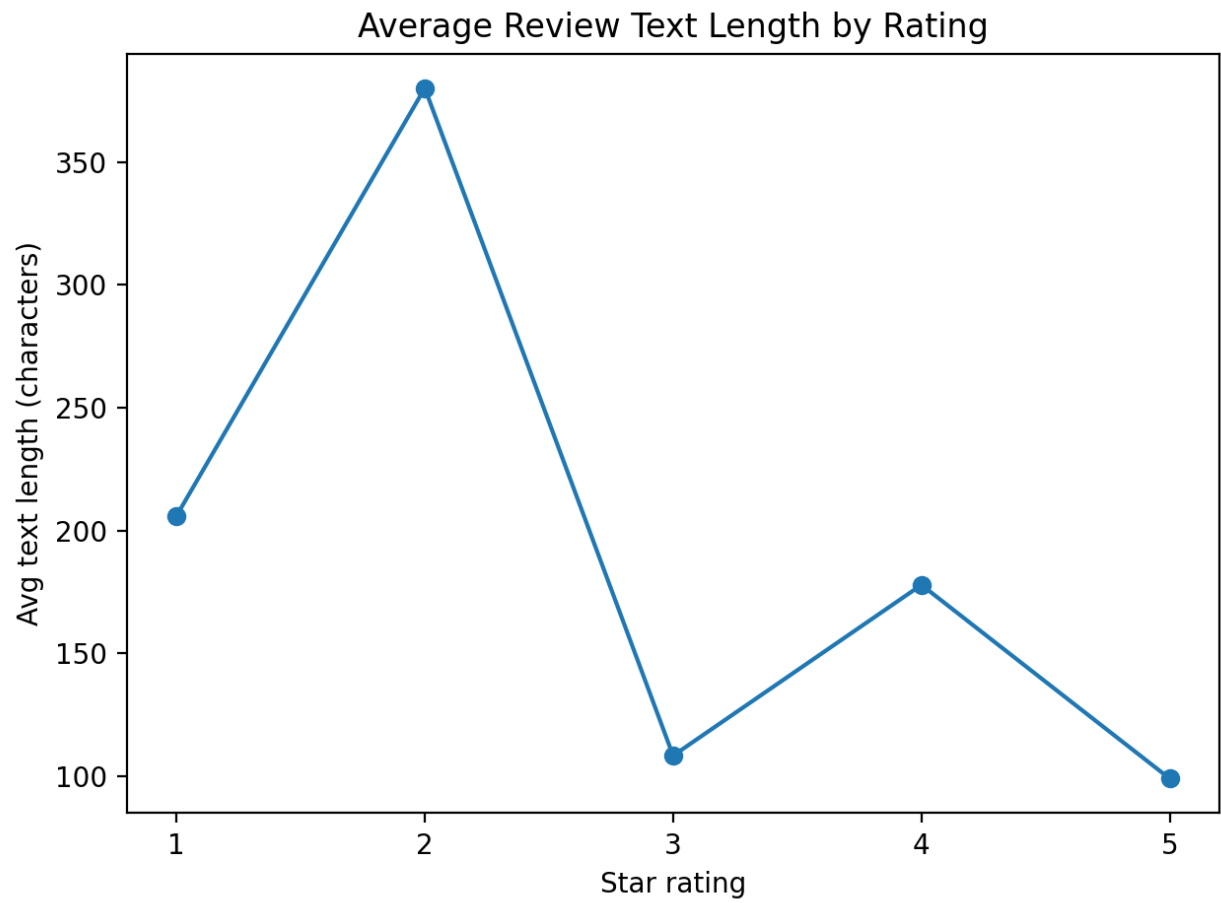
rating_distribution



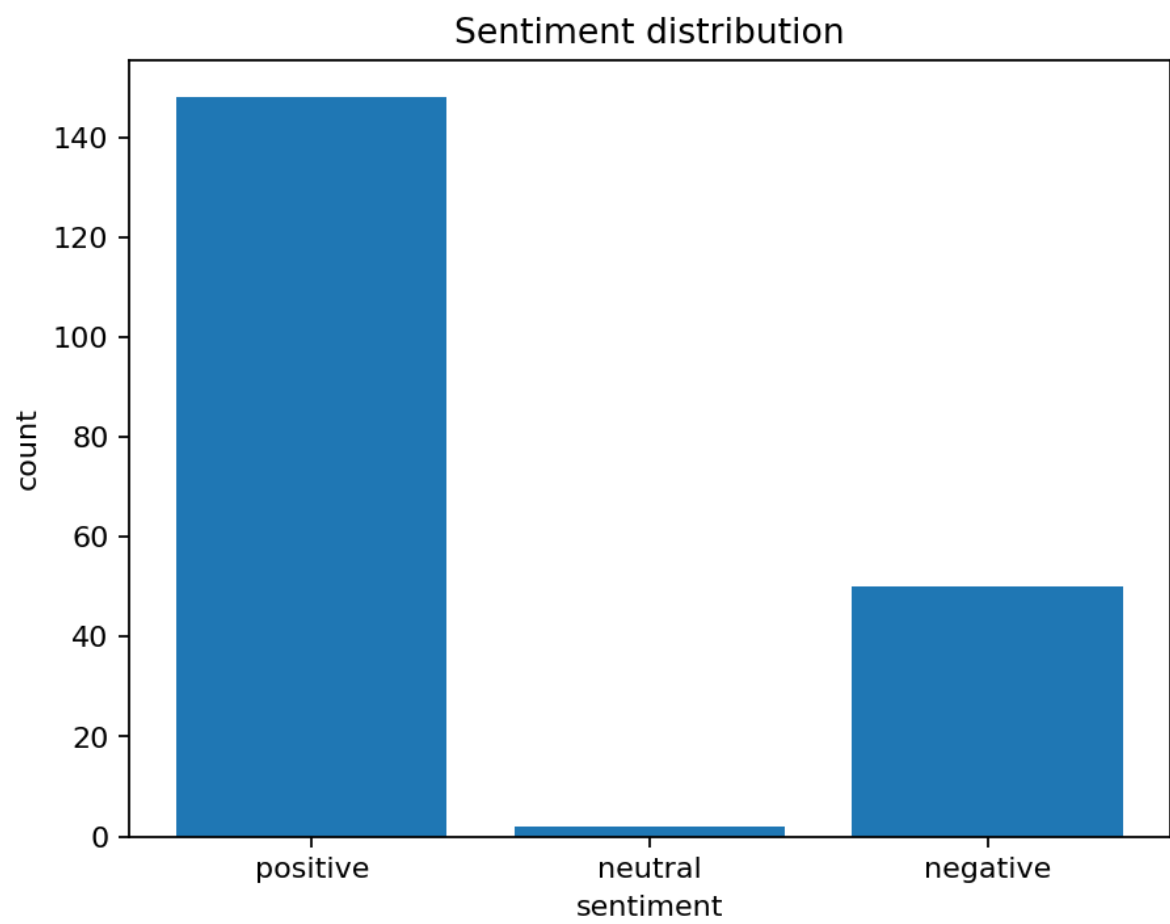
avg_rating_by_version



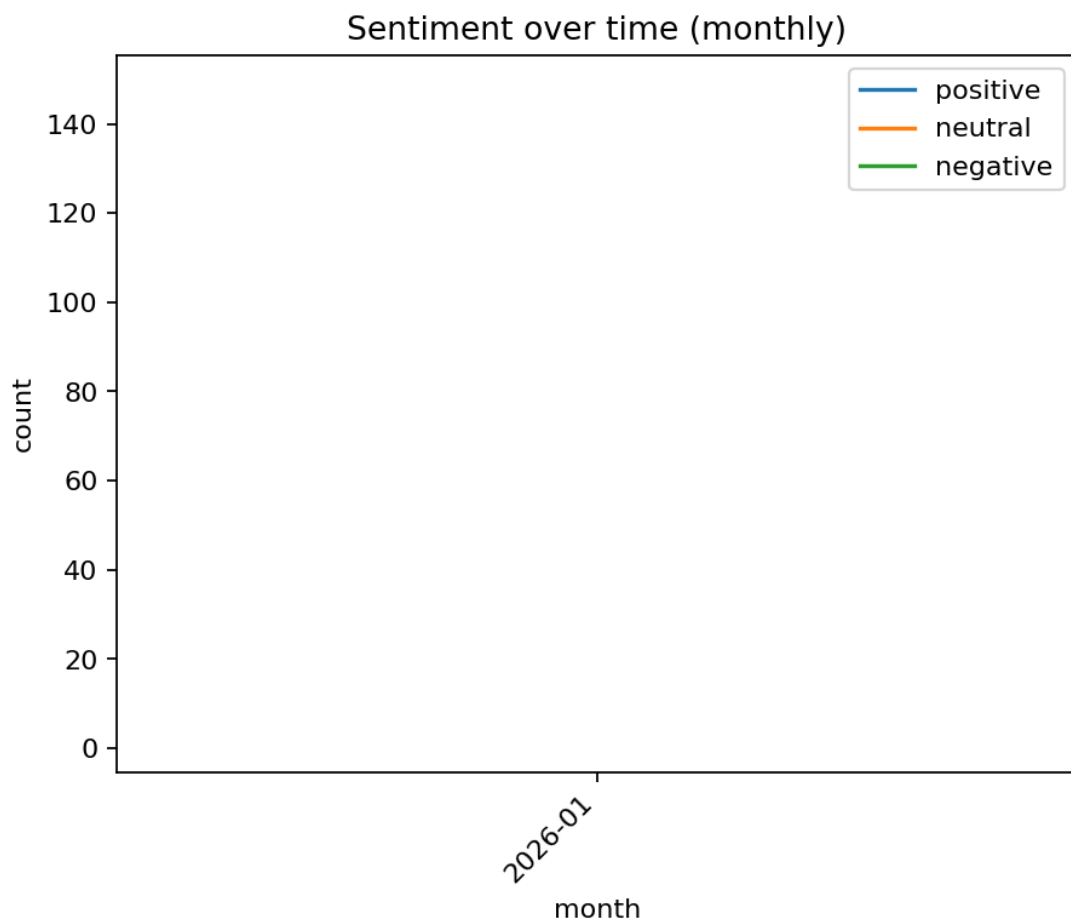
text_length_by_rating



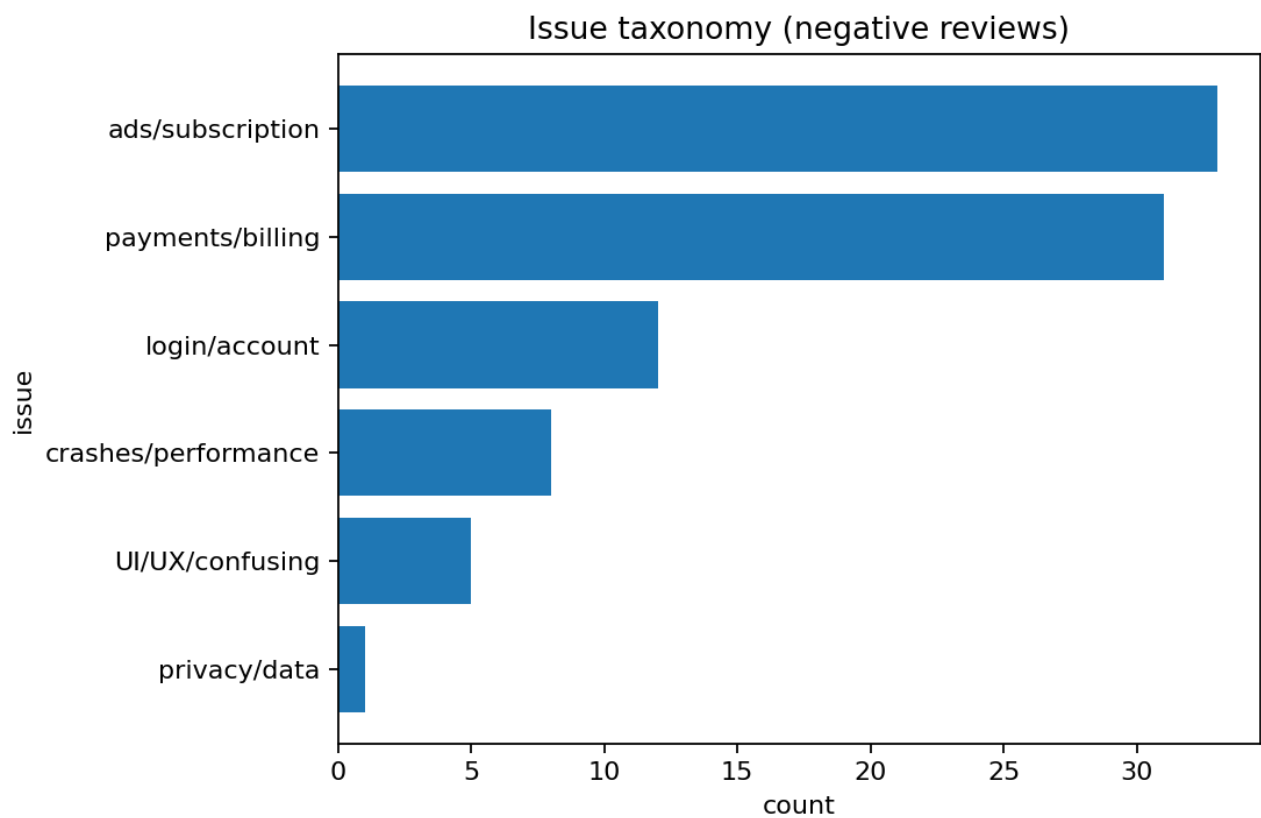
sentiment_distribution



sentiment_over_time



issue_taxonomy_negative



top_negative_phrases

