Tokopedia Customer Review Sentiment Analysis 🛍️

## FILTER PANEL

Location
All

Category
All

2M
Total Review

47.76%
Positive Sentiment 😀

52.24%
Negative Sentiment ☹️

Positive Word Wordcloud

berkualitas senang
rapi
baik terbaik
amanah
sesuai
mantap pas
cepat puas
ramah ok
aman
bagus
memuaskan alhamdulillah

Negative Word Wordcloud

mengecewakan
salah salah cacat payah
palsu
salah hancur
lama
lecet kw rusak
parah penyok
lambat kurang
penipuan buruk boros bad

3K 👍
5-Star Rating

2K 👎
1-Star Rating

Emotion Distribution

Emotion ● Happy ● Sadness ● Fear ● Love ▶

- 2K (32,78%)
- 1K (22,26%)
- 1K (17,04%)
- 1K (14,98%)
- 1K (12,94%)
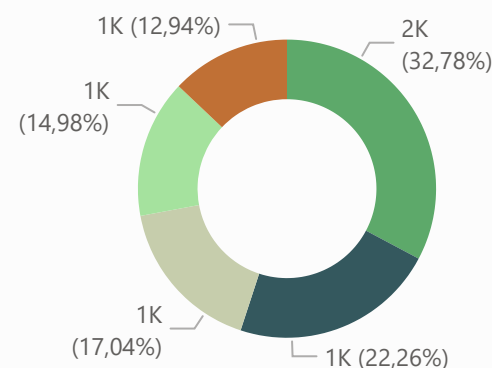
Average Rating by Price Range

Price Range ● >200K ● 100K-200K ● 50K-100K ● <50K

(bar chart: Avg Rating by Price Range vs Price Range categories >200K, 100K-200K, 50K-100K, <50K)
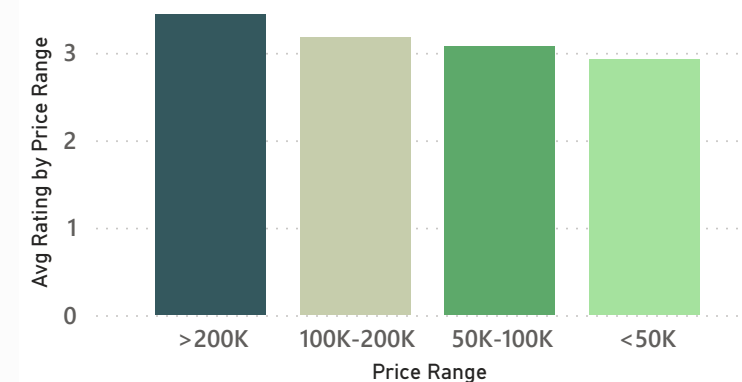
Popular Product

Product Name	Price	Number Sold	Customer Rating ▲
Hang Tag Label / Hang Tag Baju / Pakaian / Kartu Ucapan - Art Carton 210, Custom Size	100	1000000	5

Unpopular Product

Product Name	Price	Number Sold	Customer Rating ▲
Security Analysis versi indonesia by Benjamin Graham	458000	25	1