

A WEBSRAPING PROJECT

# CRMS Reviewed

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# Overview

## PART I

Intro to CRM  
Software

## PART II

Data Collection  
Process: Hurdles and  
Results

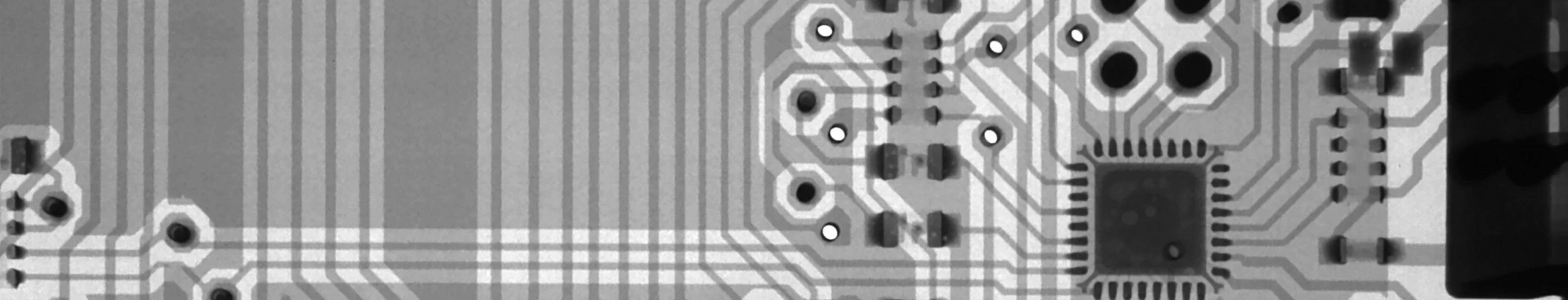
## PART III

Data Presentation  
&  
Data Analysis

## PART IV

Moving Forward





# **What is CRM Software?**

WHY IS IT IMPORTANT TO US?

# CRM Software

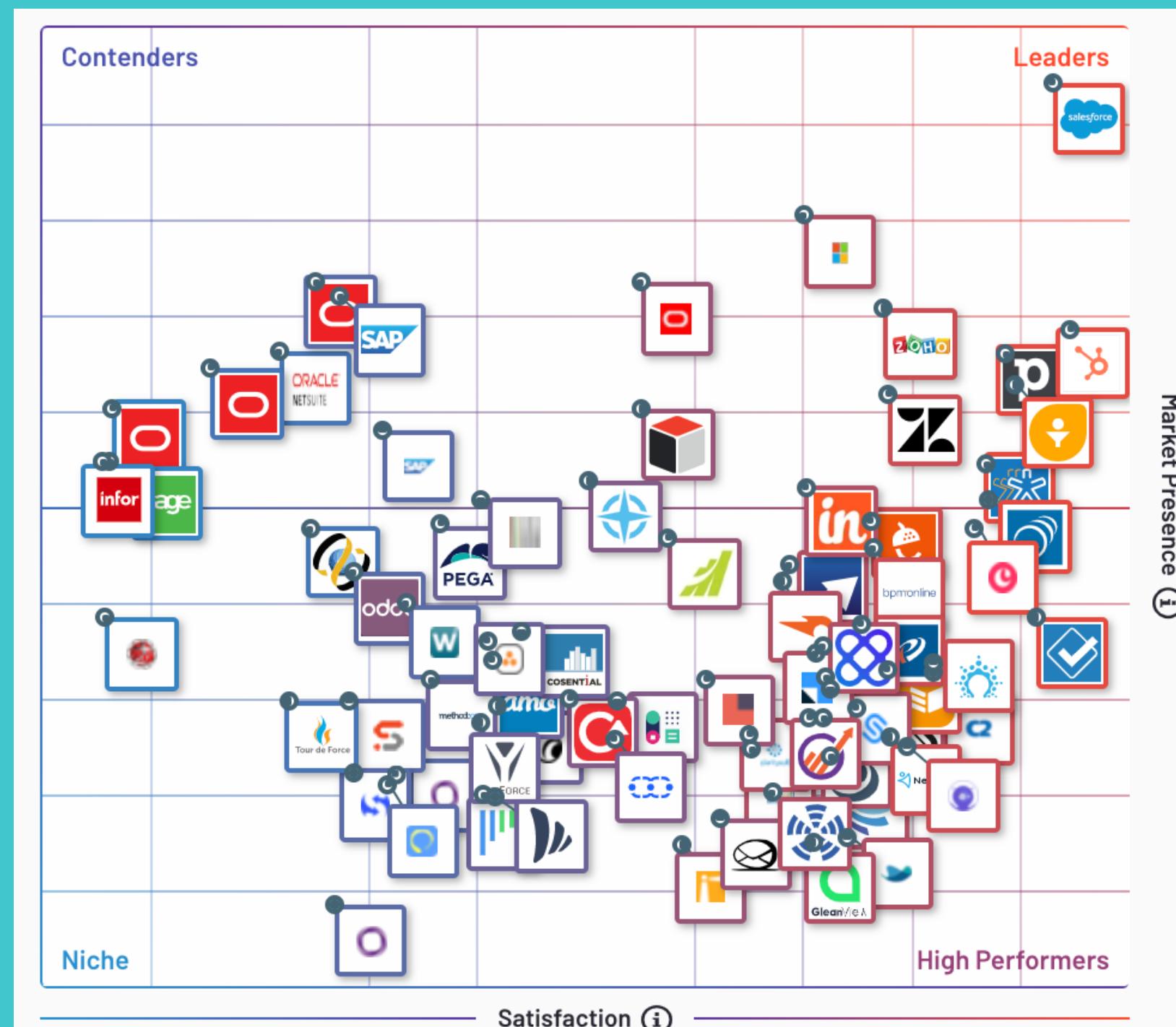
## WHAT IS IT?

CRM software helps businesses track and manage sales interactions in a single system of record. A CRM will record interactions between a business, its prospects, and existing customers.

## WHY IS IT IMPORTANT?

CRM software is most commonly implemented in sales departments to act as the central hub for sales force automation, including contact, account, and opportunity management. CRM software bolsters efficiency, reduces the risk of error, and allows for targeted marketing—ultimately increasing profit potential.

# WEB SCRAPING



# DATA SOUGHT

- CRM Reviewed
  - Overall Rating
  - User Name
  - User Rating
  - Review Title
  - Satisfaction (Performance)
  - Ease of Setup
  - Quality of Support

# EXPERT RATING VS USER RATING

## OBSERVATION

Across the board, users gave CRM software higher ratings than the experts did.

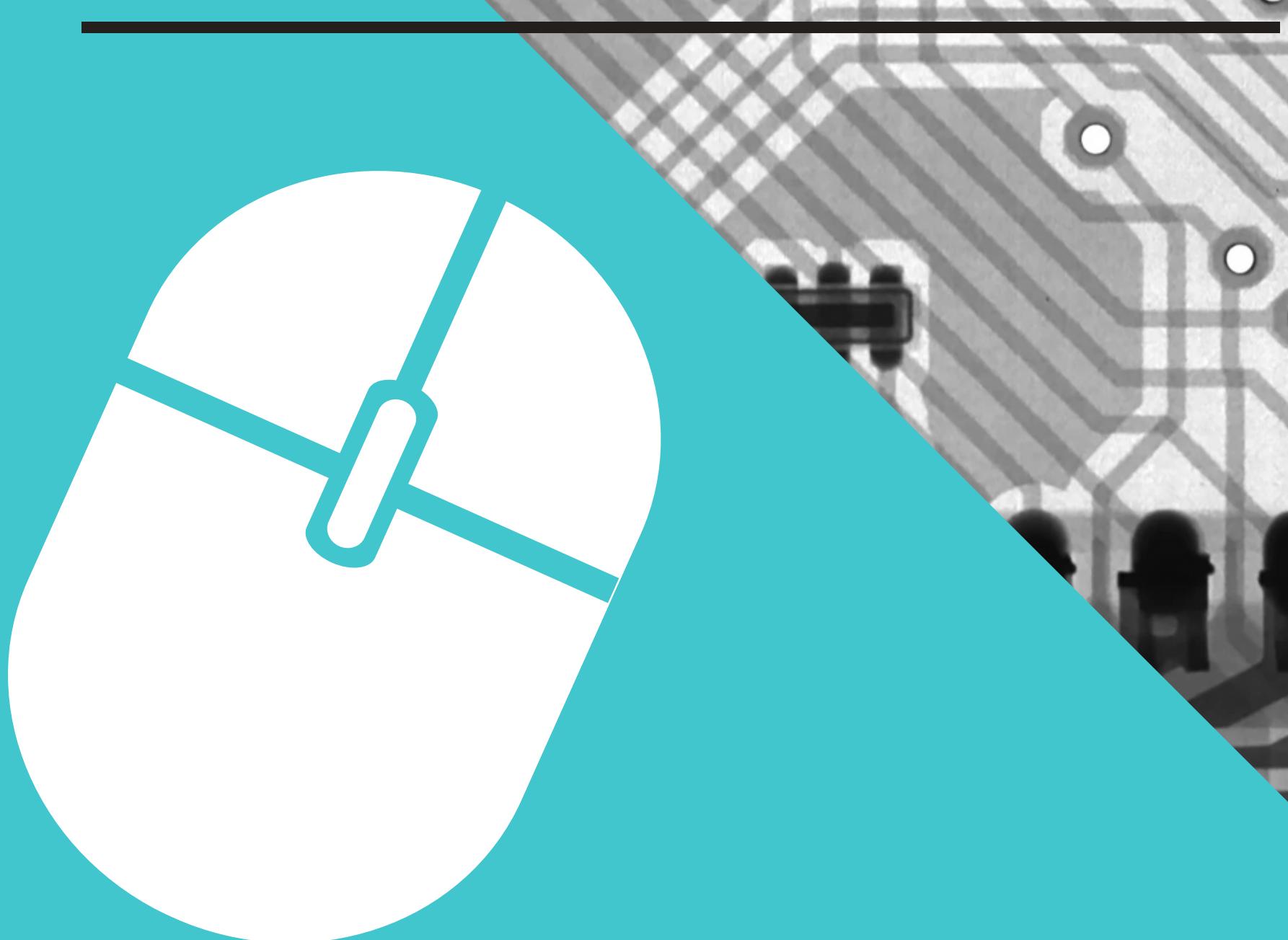


## HYPOTHESIS

Based on sentiment analysis, user reviews contained language suggesting subjectivity based on "soft" variables, whereas experts focused on technical specifications.

# A CLOSER LOOK: FIVE HIGHLY RATED CRMS

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SALESFORCE

HUBSPOT

BPM

C2

PIPELINES

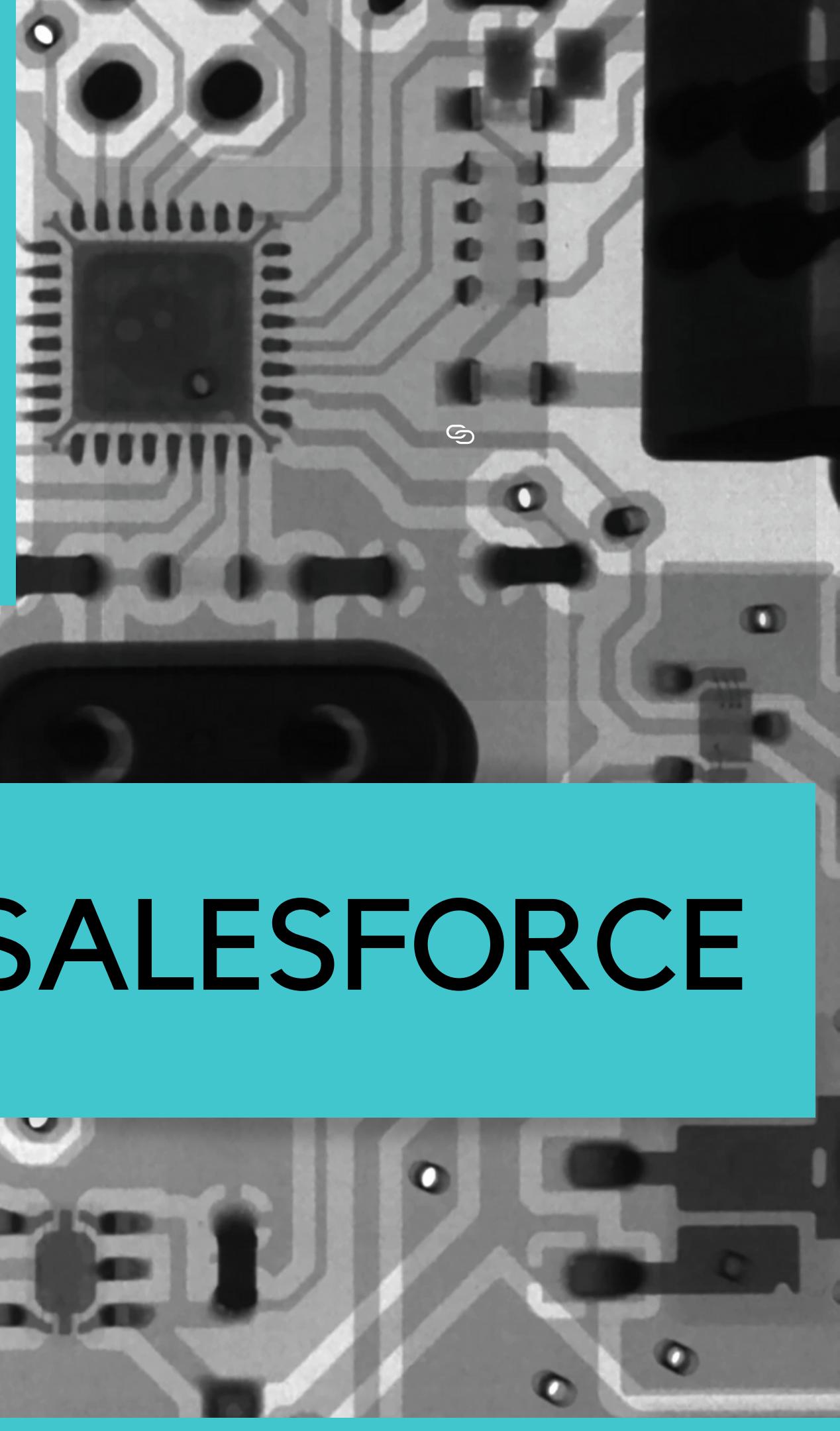
# LANGUAGE SENTIMENT ANALYSIS

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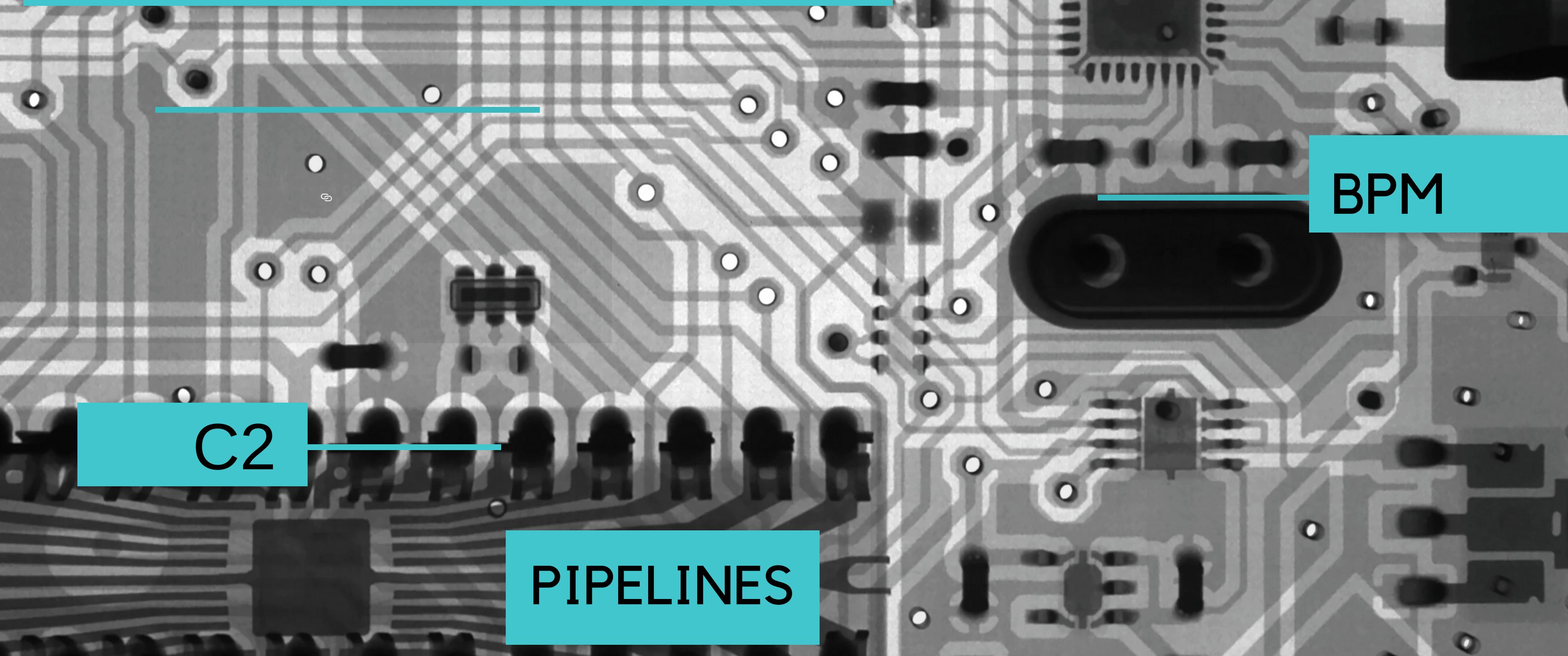
THE FOLLOWING ARE VISUAL  
REPRESENTATIONS OF THE  
LANGUAGE USED TO DESCRIBE THE  
TOP 5 CRMS

HUBSPOT

SALESFORCE



THE FOLLOWING ARE VISUAL  
REPRESENTATIONS OF THE LANGUAGE USED  
TO DESCRIBE THE TOP 5 CRMS



# MOVING FORWARD

NATURAL LANGUAGE PROCESSING,  
REFINED TECHNIQUE, KEEP ON  
SCRAPING...

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I INTENT TO CONDUCT AN ANALYSIS BASED ON  
THE LANGUAGE IN THE USER REVIEWS TO  
DETERMINE THE CRM SOFTWARE BEST SUITED FOR  
A PARTICULAR INDUSTRY OR BUSINESS SIZE

CLEAN DATA LENDS ITSELF TO CLEAN  
VISUALIZATIONS. I WILL REFINE MY SPIDER SO  
THAT IT IS DESIGNED TO CREATE NEATER OUTPUT.

