

Topic Modeling from Reviews Using Glasp AI

Overall Sentiment:

Mixed —

- Positive comments about the brand loyalty, alert slider feature, honest review, and anticipation for durability tests.
 - Negative comments about heating issues, price concerns, and doubts about build quality ("assembled in China").
 - Neutral or mixed comments asking for additional info or comparisons.
-

2. Key Themes or Repeated Opinions:

- **Durability Test Requests:** Many users repeatedly ask for durability tests on the iPhone 15 series.
 - **Heating Issues:** Several users report heating problems during charging or heavy use.
 - **Brand Loyalty & Pricing:** Comments highlight Apple's pricing strategy and brand-driven sales despite high prices.
 - **Comparison Requests:** Users want comparisons with Samsung S23 Ultra and older iPhone models.
 - **Honest Review Praise:** Some users praise the reviewer for honesty and transparency, even with Apple-provided units.
 - **Regional Concerns:** Queries about "assembled in China/India" labeling and local availability of features like eSIM.
 - **Requests for Additional Content:** Videos on Vivo phones, tempered glass reviews, and camera tips are asked for.
-

3. Emotional Tone:

- **Excited/Supportive:** Users who admire Apple or appreciate honest reviews.
 - **Frustrated/Concerned:** Complaints about heating issues, pricing, and durability doubts.
 - **Curious/Neutral:** Requests for more tests, comparisons, or explanations about phone features.
 - **Skeptical:** Doubts regarding product build origin and actual improvements over previous generations.
-

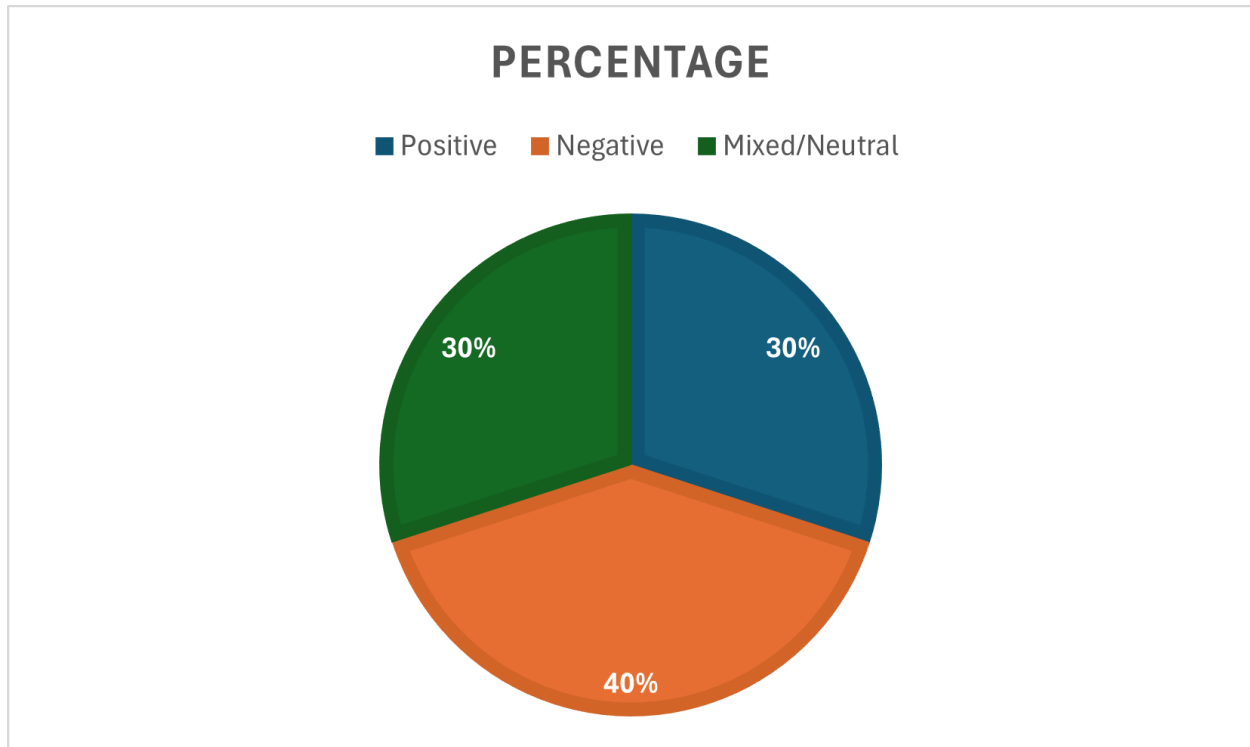
4. Summary of Likes and Dislikes:

Likes:

- Alert slider feature and specific Apple design elements.
- Honest and transparent review style.
- Brand loyalty and the prestige of owning an Apple product.
- Desire for camera tips and useful guides for new users.

Dislikes:

- Heating problems while charging or using intensive apps without a case.
- High and increasing prices of Apple products.
- Lack of clarity on durability and build quality (many demand durability tests).
- Mixed feelings on the usefulness of upgrades over older iPhone models.
- Concerns about manufacturing origin and how it affects perceived quality.



Reflection:

Using AI-powered tools like word cloud generators helped me quickly extract and visualize the most important themes from a large set of comments. This visual summary aids in understanding user sentiment and focus areas at a glance. In my domain of data analysis, GenAI can speed up exploratory data analysis, automate repetitive tasks, and generate insights from unstructured text data efficiently. Leveraging such AI tools improves productivity, supports better decision-making, and allows me to communicate findings more effectively with visual aids like word clouds.