CUSTOMERS' REVIEWS INSIGHTS
Proposed Proof Of Concept

MEATLESS FARM CREATES FRESH PLANT-BASED FOODS THAT ARE GOOD FOR THE PLANET AND GOOD FOR PEOPLE

Preamble

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SUCCESSFULLY FUNDED

? Capital at risk

MEATLESS FARM
~LOVINGLY MADE FROM PLANTS~

PLANT-BASED
SAUSAGES

MEATLESS FARM
PLANT-BASED
2 BURGERS

MEATLESS FARM
PLANT-BASED
MINCE

Meatless Farm

Convertible ?   🇳🇱 Netherlands
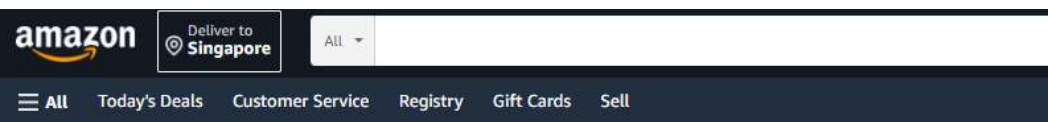
183%   £3,675,560 Raised   4808 Investors   £2,000,000 Target

Preamble

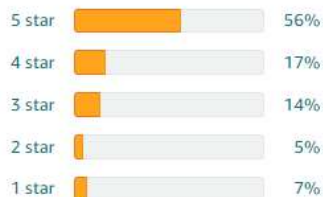**The Meatless Farm Co., Plant Based Burger, 8 Ounce** › Customer reviews

Customer reviews
★★★★☆ 4.1 out of 5

443 global ratings

5 star		56%
4 star		17%
3 star		14%
2 star		5%
1 star		7%

[Write a review]

˅ How are ratings calculated?

Top positive review
All positive reviews ›

Michael Ashton

★★★★★ **Delicious Plant-Based Burgers**
Reviewed in the United States on June 21, 2020

It seems important to say that I don't eat meat. But I cook more than anyone I know. I prepare every one of my meals (literally, I haven't ordered a meal in over three months), bake vegan desserts for my vegan (and non-vegan) friends about every weekend. I care about flavor a LOT.

With that said, I loved this product's packaging and was really interested to try it out. I do enjoy Beyond and Impossible products, but I wanted to taste something different.

The first time I prepared this, I wanted to try the patty on its own for at least a couple bites to make a decision on its
Read more

17 people found this helpful

The Meatless Farm Co., Plant Based Burger,
by The Meatless Farm Co.

Jewelir ()
▤ 9 Reviews

★★★★★ 09/09/2021

I like it.

What I like the most about it, it doesn't taste like meat. It's fast and easy to prepare. Nice for dinner, BBQ and every occasion.

♡   ⤳   ⚐

Zoey ()
○ Home Tester ▤ 38 Reviews

★★★★☆ 08/09/2021

Decent sausages

Thought we try these meat free sausages as our usual brand was out of stock. Cooked them in the air fryer and were very nice. The kids even liked them.

Problem statement

Eco Smile
★★★★★ Tastes good to me
Reviewed in the United States on July 14, 2020
Verified Purchase
I had read reviews that some people didn't like the tas
sold out. I am glad I did, because I like the taste (it's c
find it still tasty) and I lik
an alternative choice no

7 people found this help

Helpful | Rep

Ildika
★★★☆☆ no good
Reviewed in the United States on January 11, 2020
Verified Purchase
Not really good, taste like dry soya!

Zchery
★☆☆☆☆ Disappointed.
Reviewed in the United States on April 1, 2020
Verified Purchase
I bought them because beyond was out of stock.
bland, even with seasoning, and are VERY dry.

3 people found this helpful

Helpful | Report abuse

✓ Additional insights which can be of value-add
✓ Opportunity to work with the company

Overview of the process

Objectives / problem statement	Dataset	Data Processing	Data Exploration and preliminary insights	Modelling	Conclusion
• Objective: To secure a working relationship with Meatless Farm • Ways to value-add: Customers' review insights • Develop a proof of concept	• Customers' reviews (i.e. Amazon) • Scrapping method (Beautiful Soup)	• Process the scrapped data: Cleaning, tokenizing, stop words, lemmatizing • Dealing with imbalance dataset	NLP Word cloud	• Sentiment Analysis • Linear Regression	• Share insights derived • Next step: embark on further 'understand-your-customers' projects

Data collected – a global overview

	reviewer_name	title	body	ratings
0	Dream 4 More Book Reviews	try over another brand	\n I do not like Beyond Crumbles, the taste bu...	3
1	B W	Bland, Poor Texture	\n This isn't even in the same playing field a...	1
2	DOTHLINE CAMPBELL	SOOOOOOOOOOO STINK OMG.....DO NOT WASTE YOUR M...	\n The smell is so awful you will vomit......T...	1
3	diy freak	Weird texture, will soak up alot of liquid	\n I was really curious. I had different plans...	3
4	ancient incognito monkey	Disgusting	\n Tastes like nasty cardboard and smells like...	1
5	VassarV	Don't expect too much	\n I thought I'd try this because I tried the ...	2
6	Legging Lover	Please don't waste your money	\n This stuff is nasty. It has the texture of ...	1
7	J. McDonald	No taste and difficult to cook and tell when t...	\n I was very disappointed. There are much bet...	2

205 reviews

Meatless Farm - no. of ratings
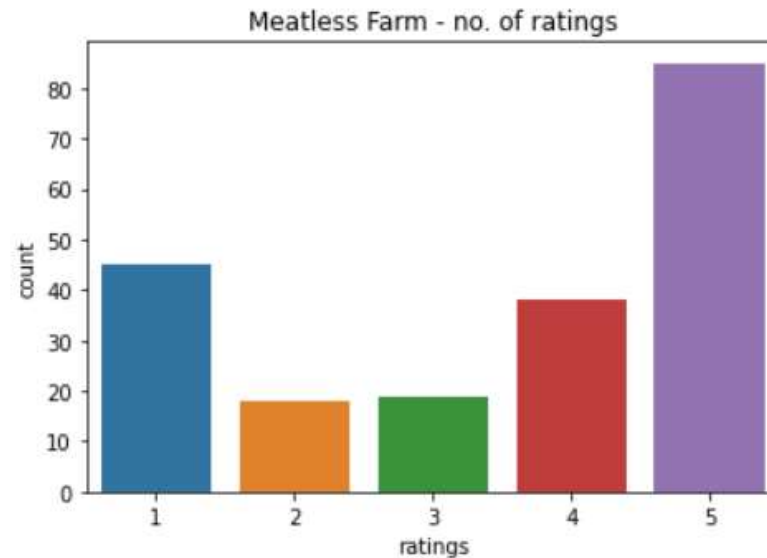
Data collected – a global overview (cont'd)

High ratings

✓Sausages

Low ratings

X burger
X taste
X smell
X 'Beyond' (brand)

Data collected – a global overview (cont'd)

Competitor's data – 'Beyond Meat'

|	title	body	rating	reviewer_name
0	\nWas good, now VERY BAD!\n	\n\n They used to be good then they got Beyon...	1.0 out of 5 stars	AustinDude
1	\nJuiciest Burger I've ever had.\n	\n\n These patties have the potential to be r...	5.0 out of 5 stars	curlygrl
2	\nLooks, Tastes, and Cooks Exactly Like the Re...	\n\n Looks, Tastes, and Cooks Exactly Like th...	5.0 out of 5 stars	MLY
3	\nMeh\n	\n\n Was really gunning for these cuz I was t...	3.0 out of 5 stars	Amazon Customer
4	\nTasty and flavorish but a bit expensive comp...	\n\n I was so delighted with the taste, it di...	4.0 out of 5 stars	Ebrahim H Ghazvini Zadeh

422 reviews

~30% short reviews

~50% short reviews

Beyond Meat - no. of ratings
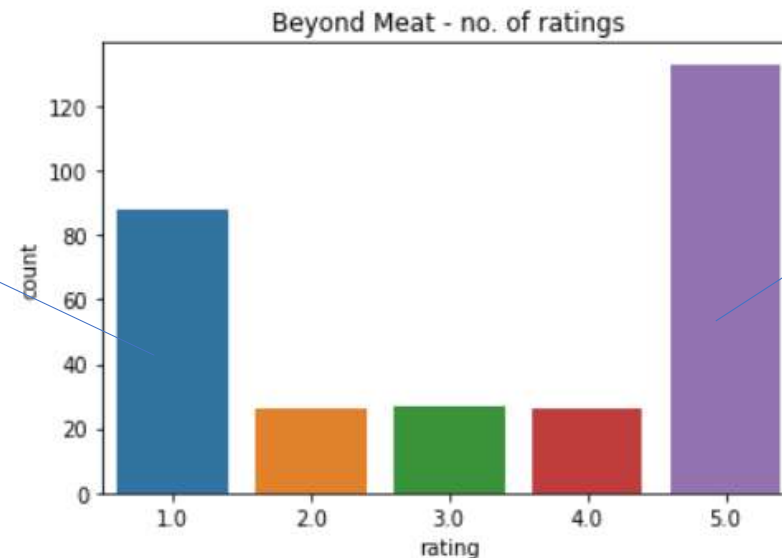
Data collected – a global overview (cont'd)

Competitor's data – 'Beyond Meat'

- 5-star short review analysis – cosine similarity
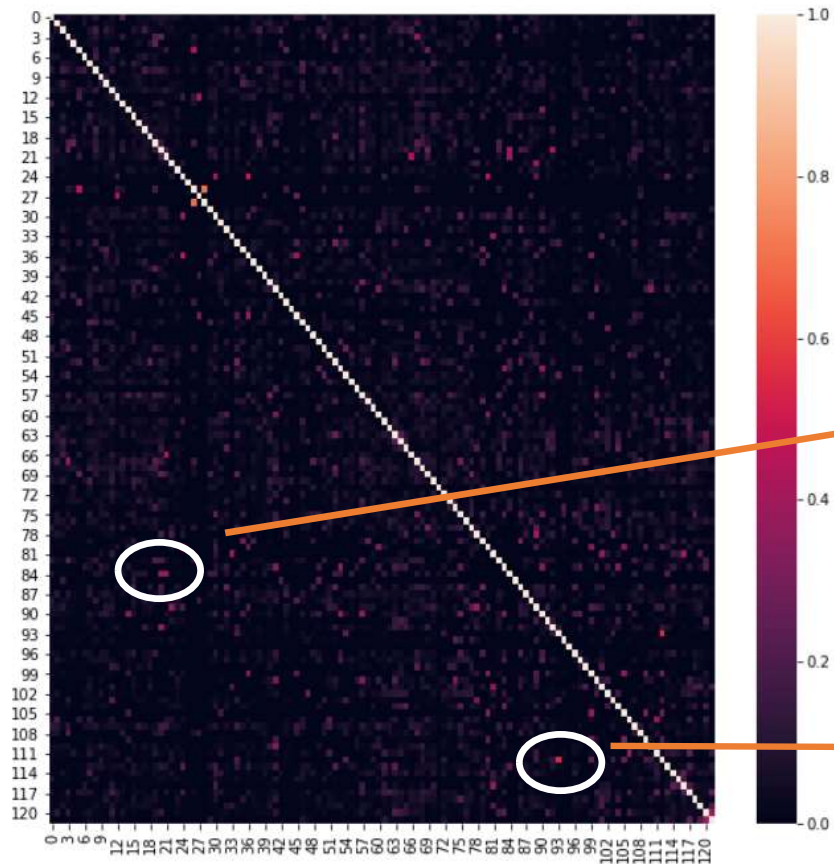

```
1  print(less_than_10['review'].iloc[84])
2  print(less_than_10['review'].iloc[22])
3  print(less_than_10['review'].iloc[24])
4  print(less_than_10['review'].iloc[21])
5  print(less_than_10['review'].iloc[20])
```

```
great great
good price good taste
flavor good flavor
great great taste better then meat
great tasting really great taste just like beef
```
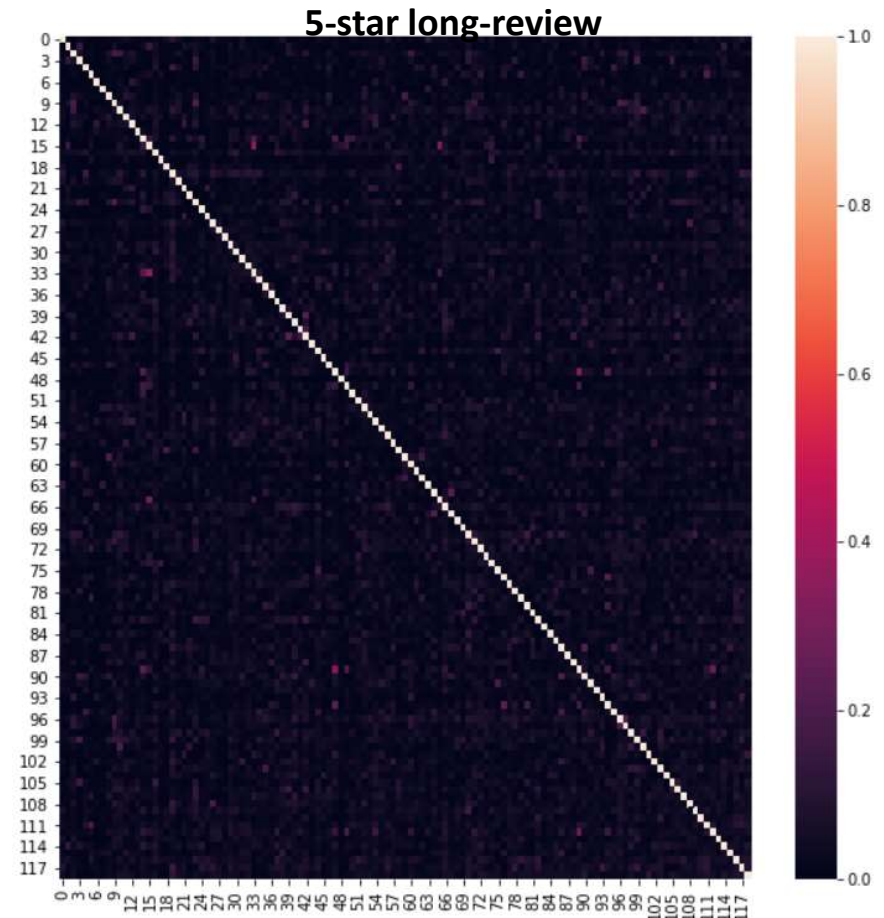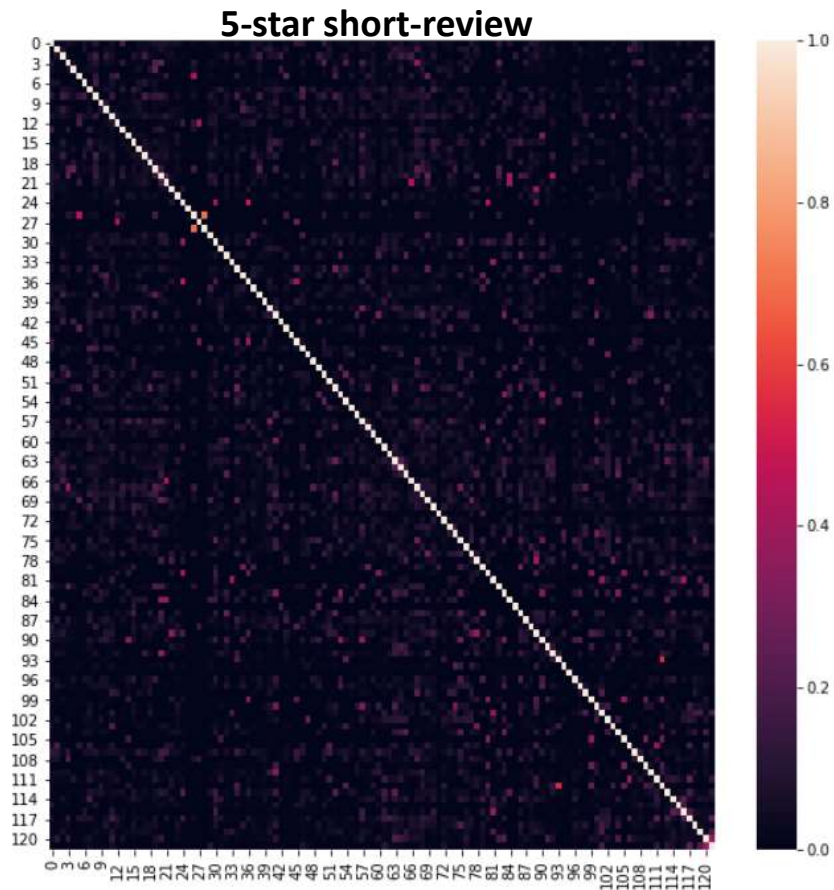
```
1  print(less_than_10['review'].iloc[93])
2  print(less_than_10['review'].iloc[112])
```

```
tasty it s rather tasty
tasty very tasty good stuff
```

Data collected – a global overview (cont'd)

Competitor's data – 'Beyond Meat'

- Cosine similarity among short-review vs long-review data

5-star short-review

5-star long-review

Data collected – a global overview (cont'd)

Competitor's data – 'Beyond Meat'
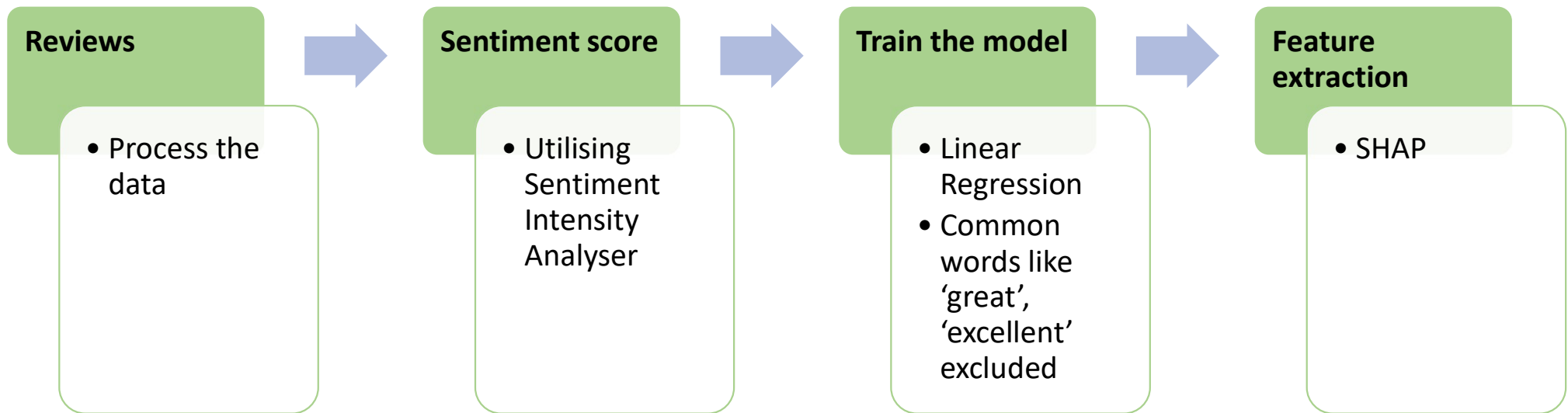
High ratings

✓Burger
✓Beef
✓Taste

Low ratings

X Smell
X Taste

Sentiment analysis

Training a model to predict rating
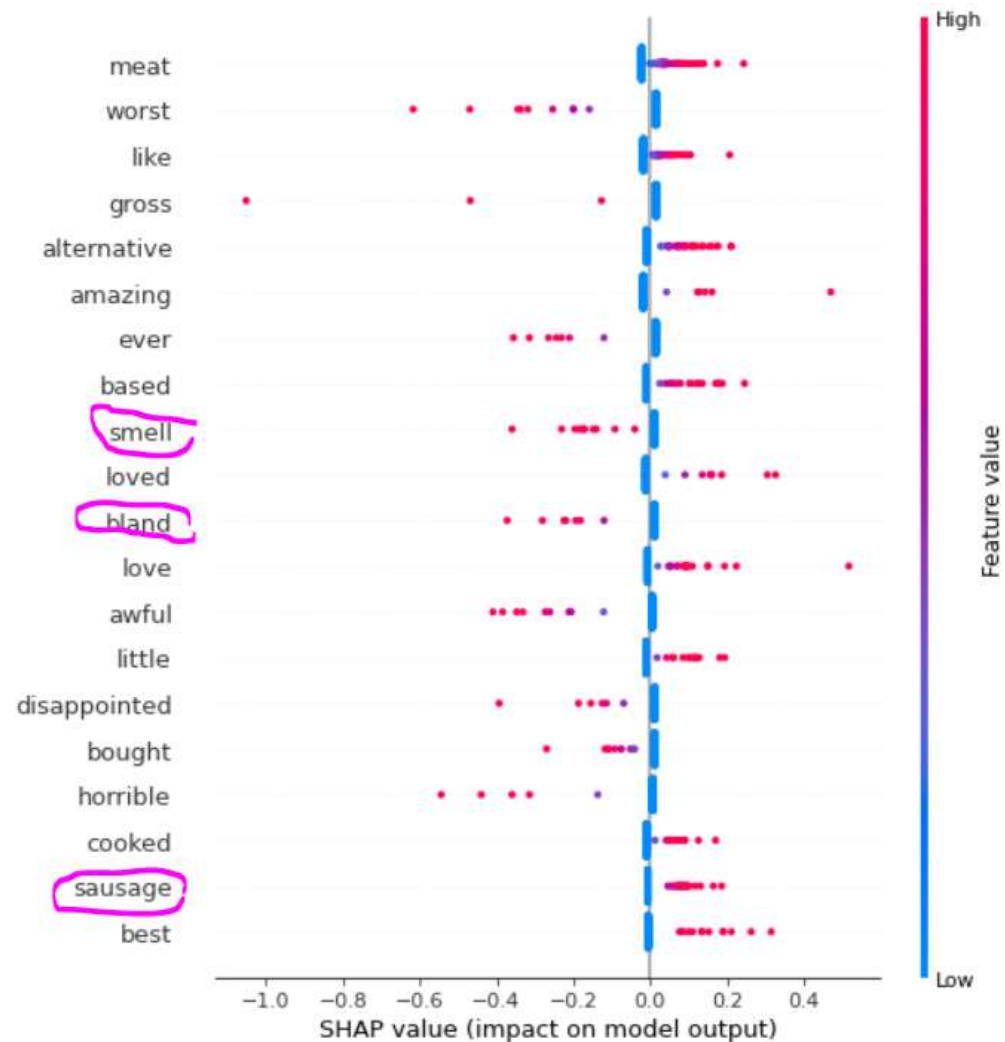- to help us find which words (features) are key for customers

Reviews		Sentiment score		Train the model		Feature extraction
• Process the data	→	• Utilising Sentiment Intensity Analyser	→	• Linear Regression • Common words like 'great', 'excellent' excluded	→	• SHAP

Important features

Use SHAP to explain features impact

- Meatless Farm
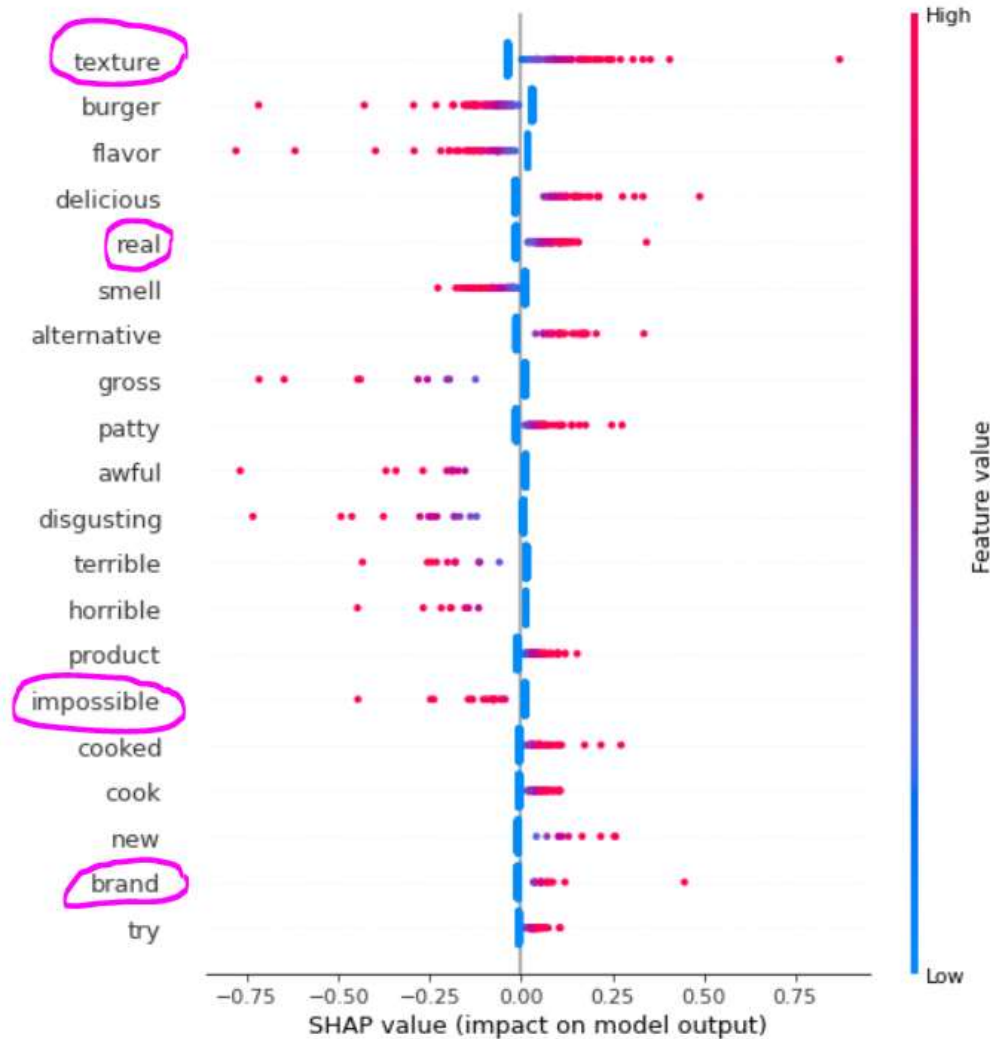

Positive impact on ratings:
✓ Sausage

Negative impact on ratings:
X blandness
X smell

Important features

Use SHAP to explain features impact
- Beyond Meat

Biggest positive impact on ratings:
✓ Texture
✓ Feels like 'real' meat

Negative impact on ratings:
X   flavour
X   smell

Dissatisfaction arose when comparing with 'Impossible' brand

Wrapping up

Observations

- Meatless Farm is being compared to Beyond brand
- Best product – sausages (may consider developing the taste of other products instead and leave the sausages alone!)
- To consider developing the texture of its product since customers rate texture highly
- But please don't act on these observations first! This is just a POC, remember!

Limitations

- Imbalanced and too small datasets
  - Biased conclusions

Recommendations / next steps

- To maintain growth, listening to your customers is crucial
- Accessing quality review can aid business decision
- Streamline review collection process / Embark on a know your customer campaign

Thank you for listening!

Q&A