Olist E-commerce Platform | Sentiment Analysis

Overview

Reviews & Sales

Keyword Clusters

Key Influencers

ForecastQA

Next Steps

Year, Month | All ▾

Clear All Filters

96.10K
Unique Customers

99.22K
Total Reviews

Average Review Score

4.09

1   5

Total Reviews by Score

Review Score	Number of Reviews
5	57K
4	19K
3	8K
2	3K
1	11K

% Reviews by Sentiment

neutral 8.24%
negative 14.69%
positive 77.07%
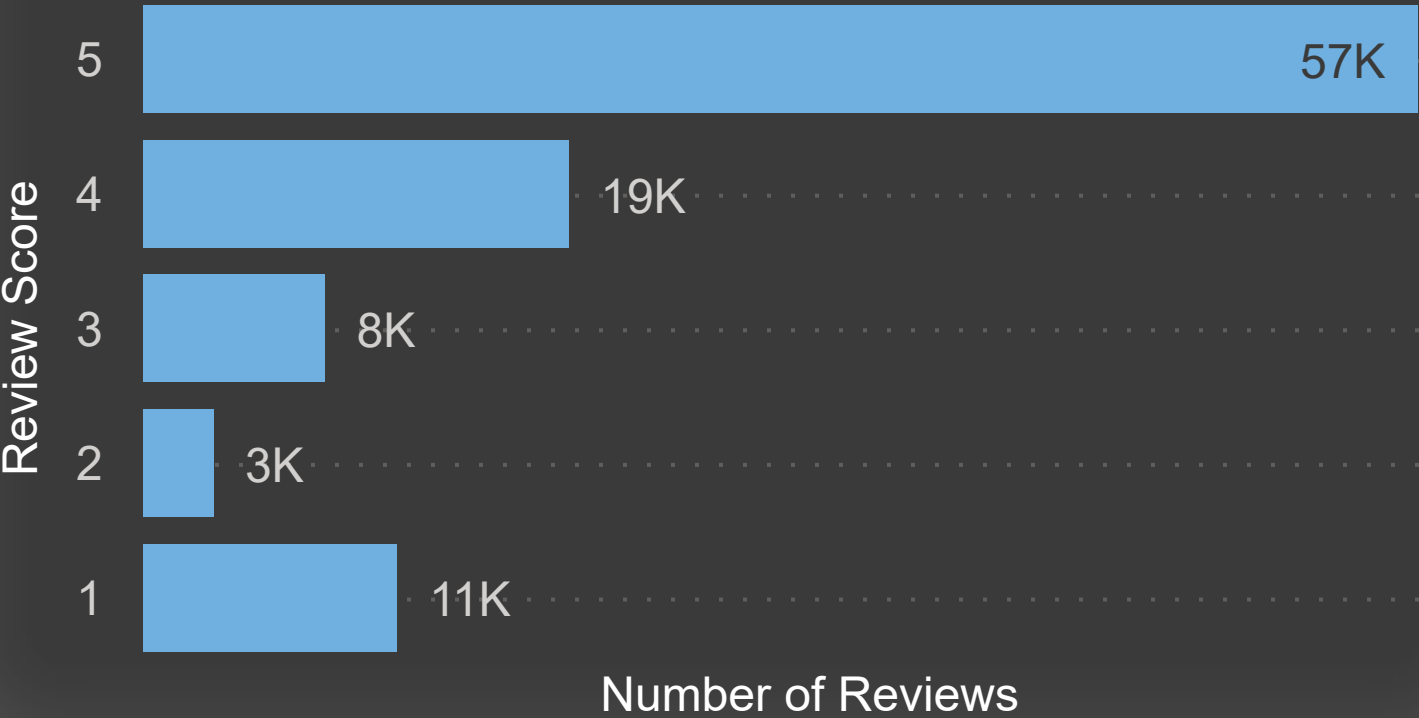
Sentiment
- positive
- negative
- neutral
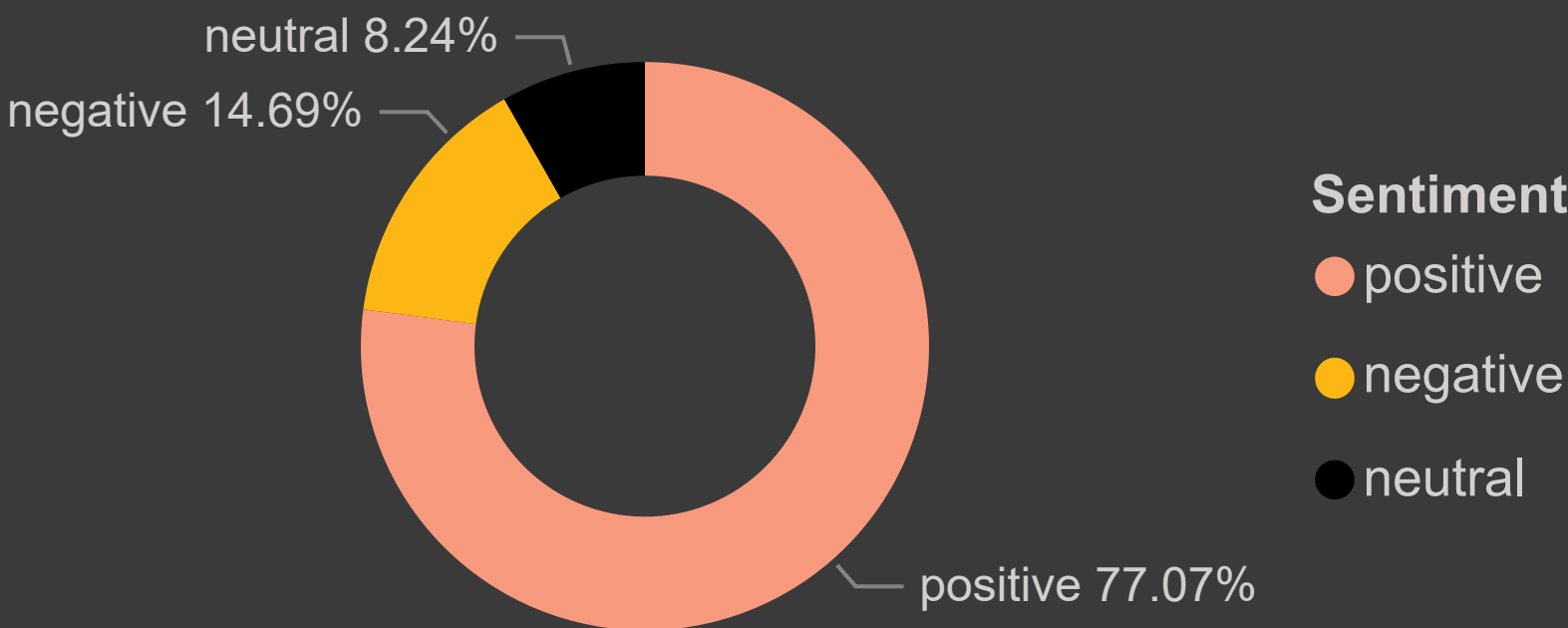
Total Reviews by Customer State

Table | Chart

State Name	Total Reviews	Average of review_score	Total Sales
São Paulo	42.02%	4.17	5,998,227
Rio de Janeiro	12.86%	3.87	2,144,380
Minas Gerais	11.72%	4.14	1,872,257
Rio Grande do Sul	5.53%	4.13	890,899
Paraná	5.08%	4.18	811,156
Santa Catarina	3.65%	4.07	623,086
Bahia	3.38%	3.86	616,646
Distrito Federal	2.16%	4.06	355,141
Goiás	2.04%	4.04	350,092
Espírito Santo	2.03%	4.04	325,968
Total	**100.00%**	**4.09**	**16,008,872**

Top 10 Cities by Sales

Sentiment ● negative ● neutral ● positive

PERU   BRAZIL   BOLIVIA   PARAGUAY   CHILE   URUGUAY   ARGENTINA

Microsoft Bing

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- **Reviews & Sales**
- Keyword Clusters
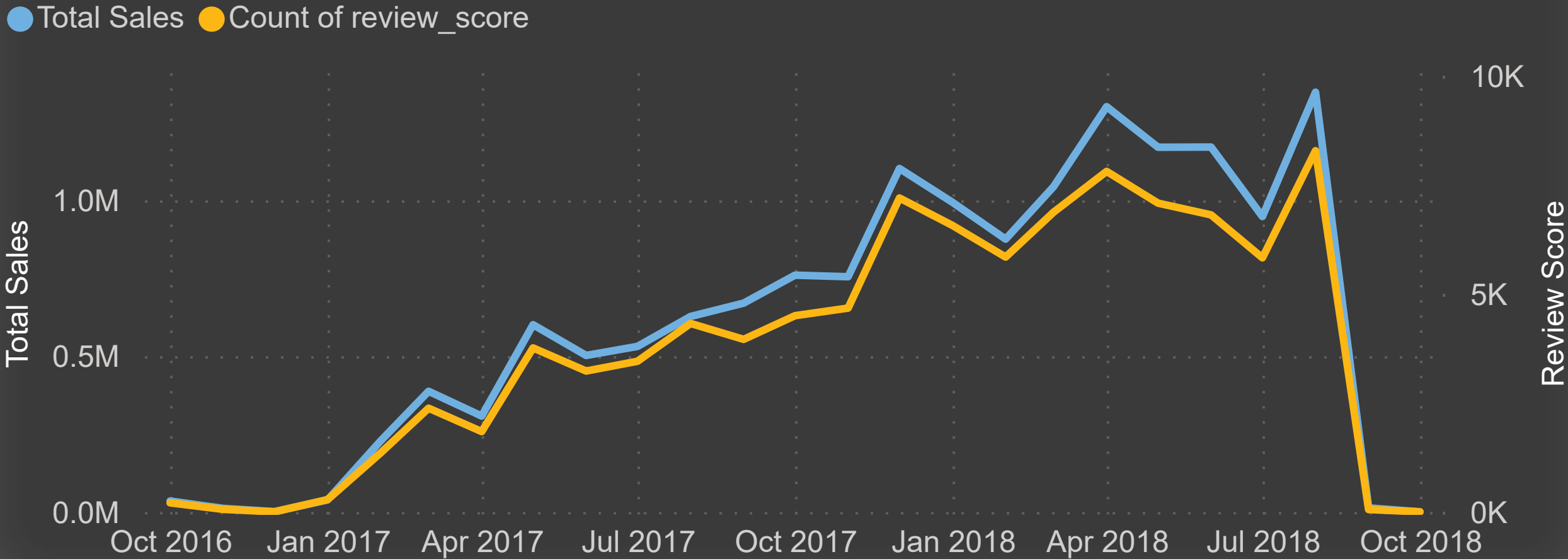- Key Influencers
- ForecastQA
- Next Steps

Filters

Year, Month | All ▾ | Clear All Filters

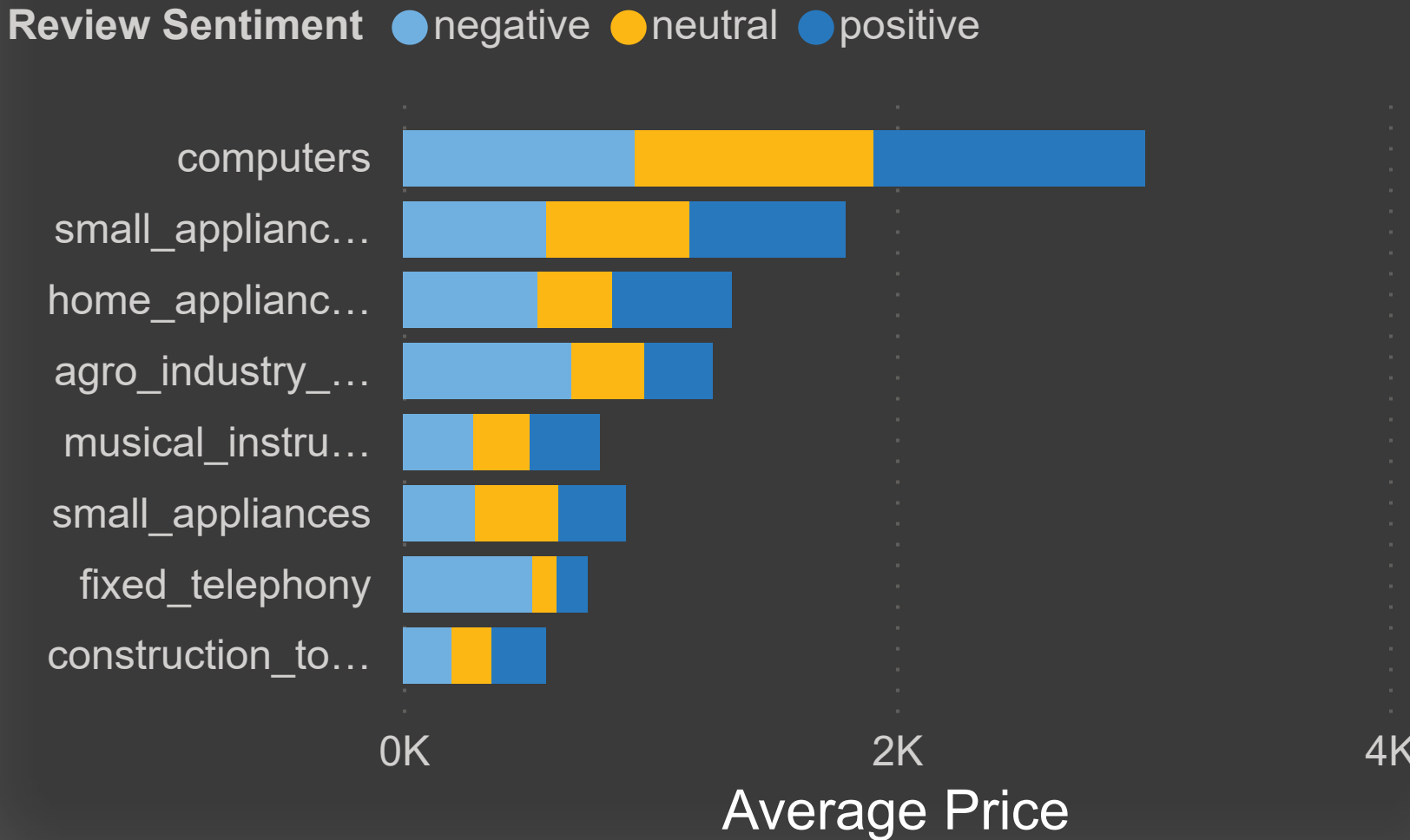## Total Sales vs Review Score by Year and Month

● Total Sales ● Count of review_score

Sentiment Analysis for Product Categories

Review sentiment ● negative ● neutral ● positive

Categories (top to bottom):
- bed_bath_table
- health_beauty
- sports_leisure
- computers_acc...
- furniture_decor
- housewares
- watches_gifts

X-axis: Number of reviews (0K, 5K, 10K)
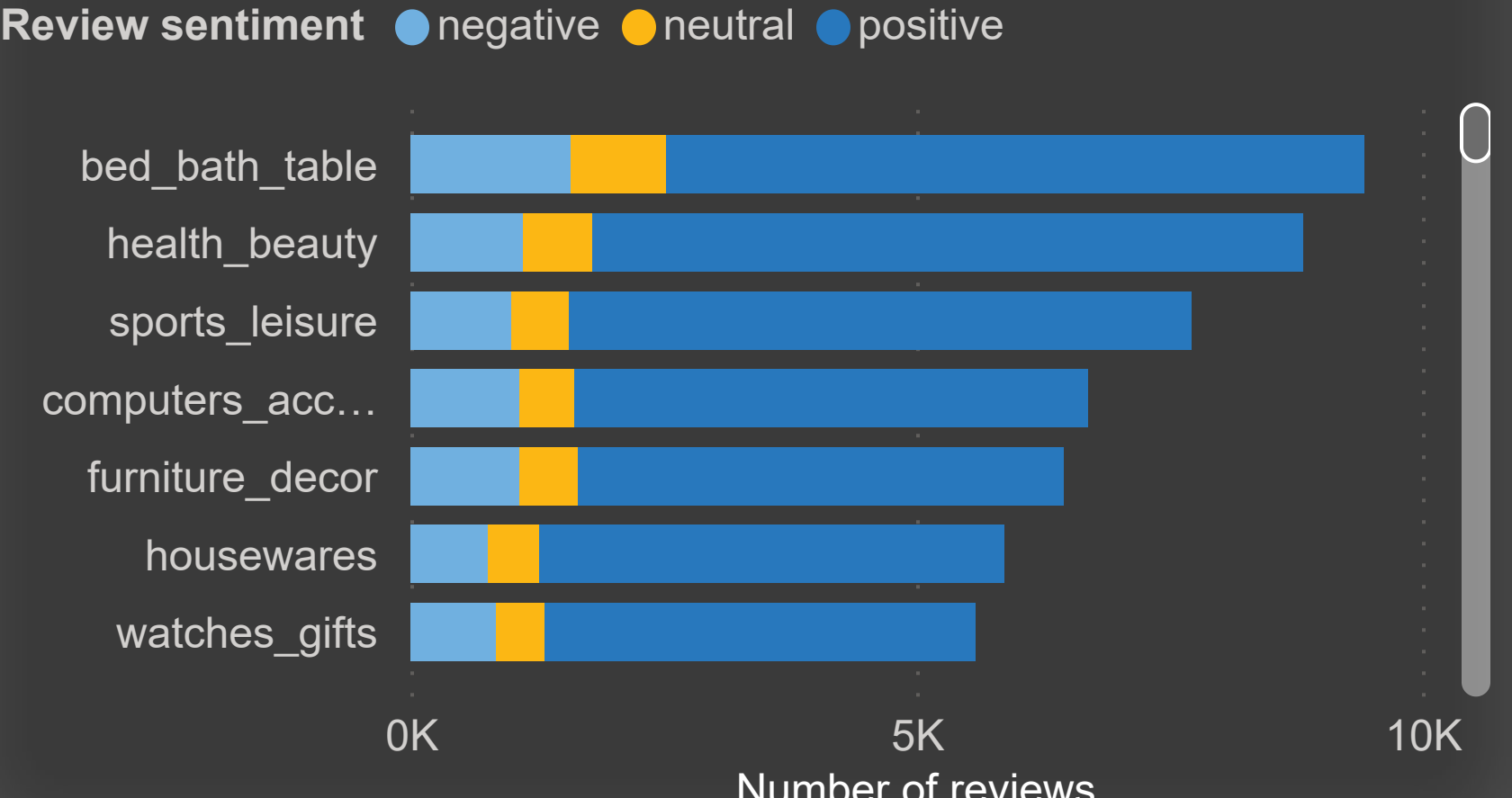
Average Price vs Review Score by Year and Month

● Average of price ● Average of review_score

X-axis months: Oct, Nov, Dec (2016), Jan, Feb, March, April, May, June, July, Aug, Sep, Oct, Nov, Dec (2017), Jan, Feb, March, April, May, June, July, Aug, Sep, Oct (2018)
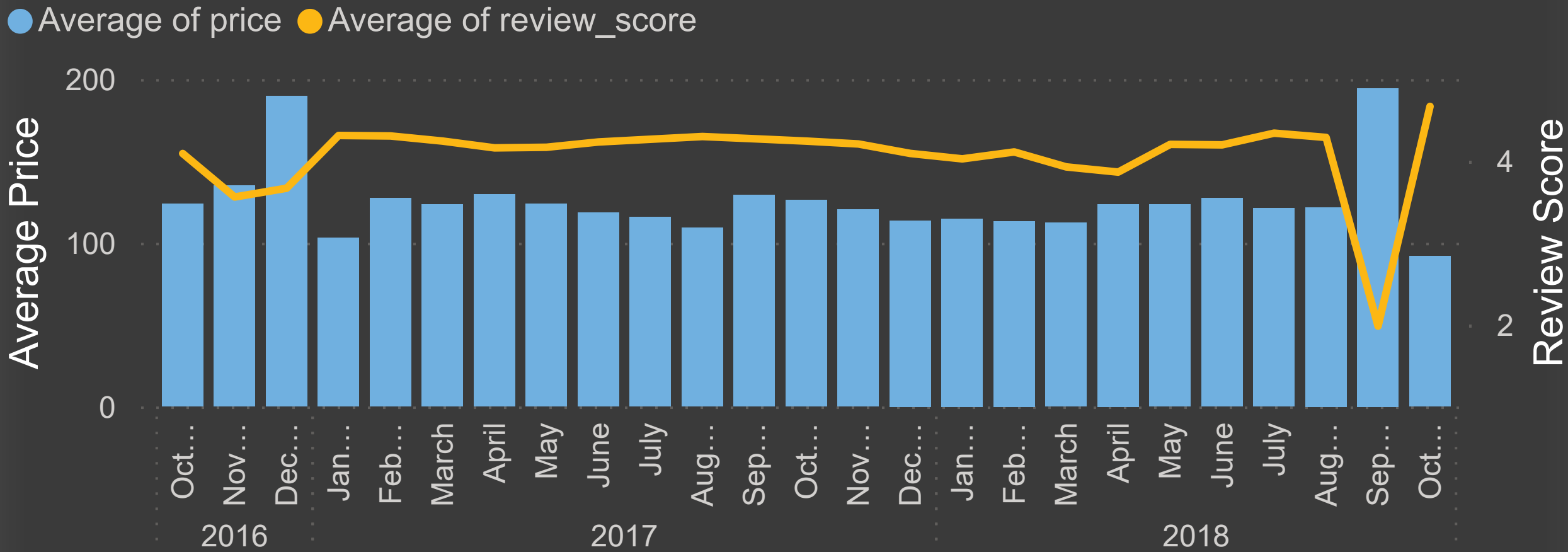
Sentiment Analysis for Most Expensive Products

Review Sentiment ● negative ● neutral ● positive

Categories (top to bottom):
- computers
- small_applianc...
- home_applianc...
- agro_industry_...
- musical_instru...
- small_appliances
- fixed_telephony
- construction_to...

X-axis: Average Price (0K, 2K, 4K)

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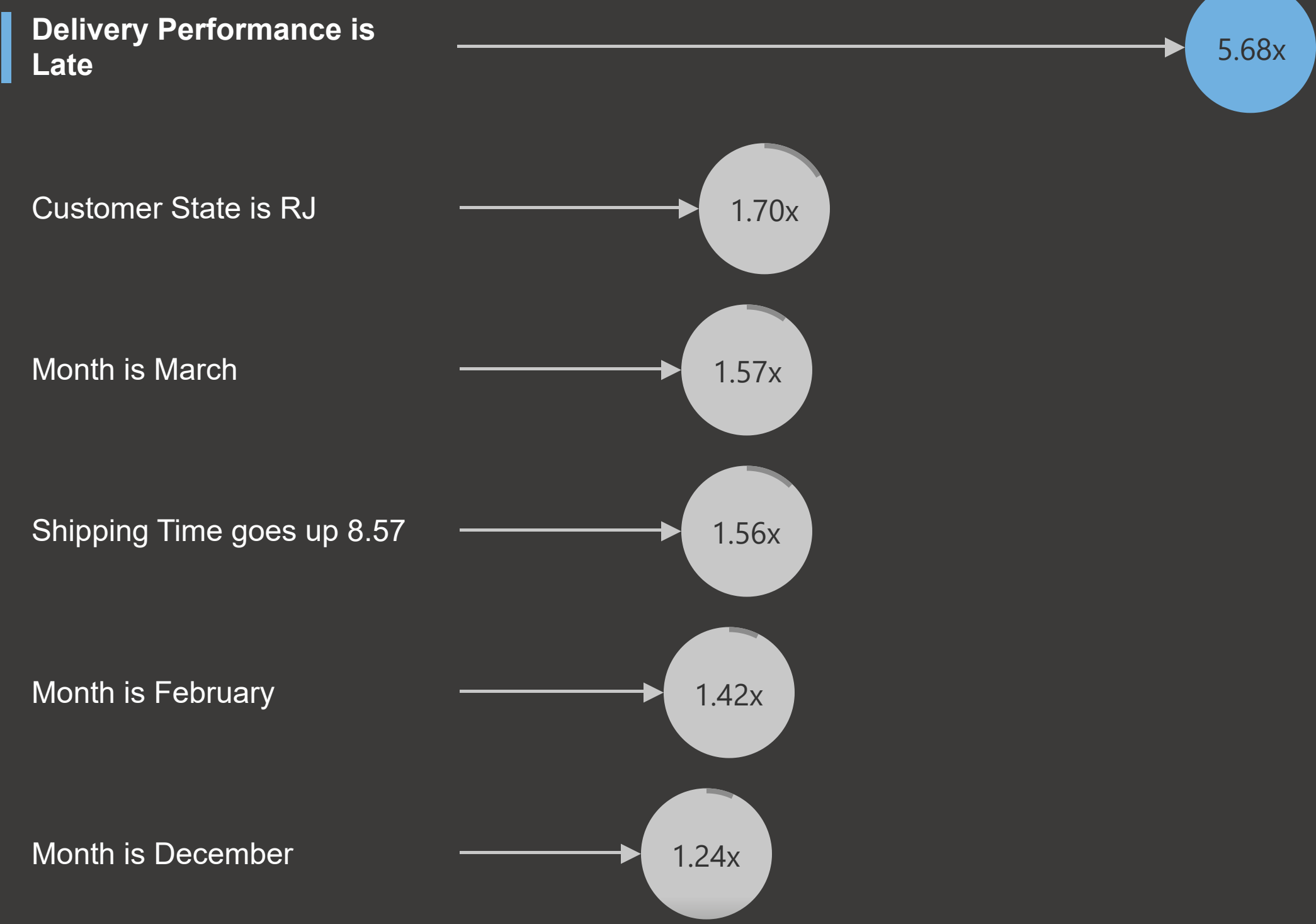
Next Steps

Insights

Key influencers   Top segments

👍 👎

What influences Review Sentiment to be [negative ⌄] ?

When...

....the likelihood of Review Sentiment being negative increases by

Delivery Performance is Late ──────────→ (5.68x)

Customer State is RJ ──────→ (1.70x)

Month is March ──────→ (1.57x)

Shipping Time goes up 8.57 ──────→ (1.56x)

Month is February ──────→ (1.42x)

Month is December ──────→ (1.24x)

Sort by: **Impact** Count

← Review Sentiment is more likely to be negative when Delivery Performance is Late than otherwise (on average).

%Review Sentiment is negative

60%

40%

20%

Average (excluding selected): 9.14%

0%

Late   On Time

Delivery Performance
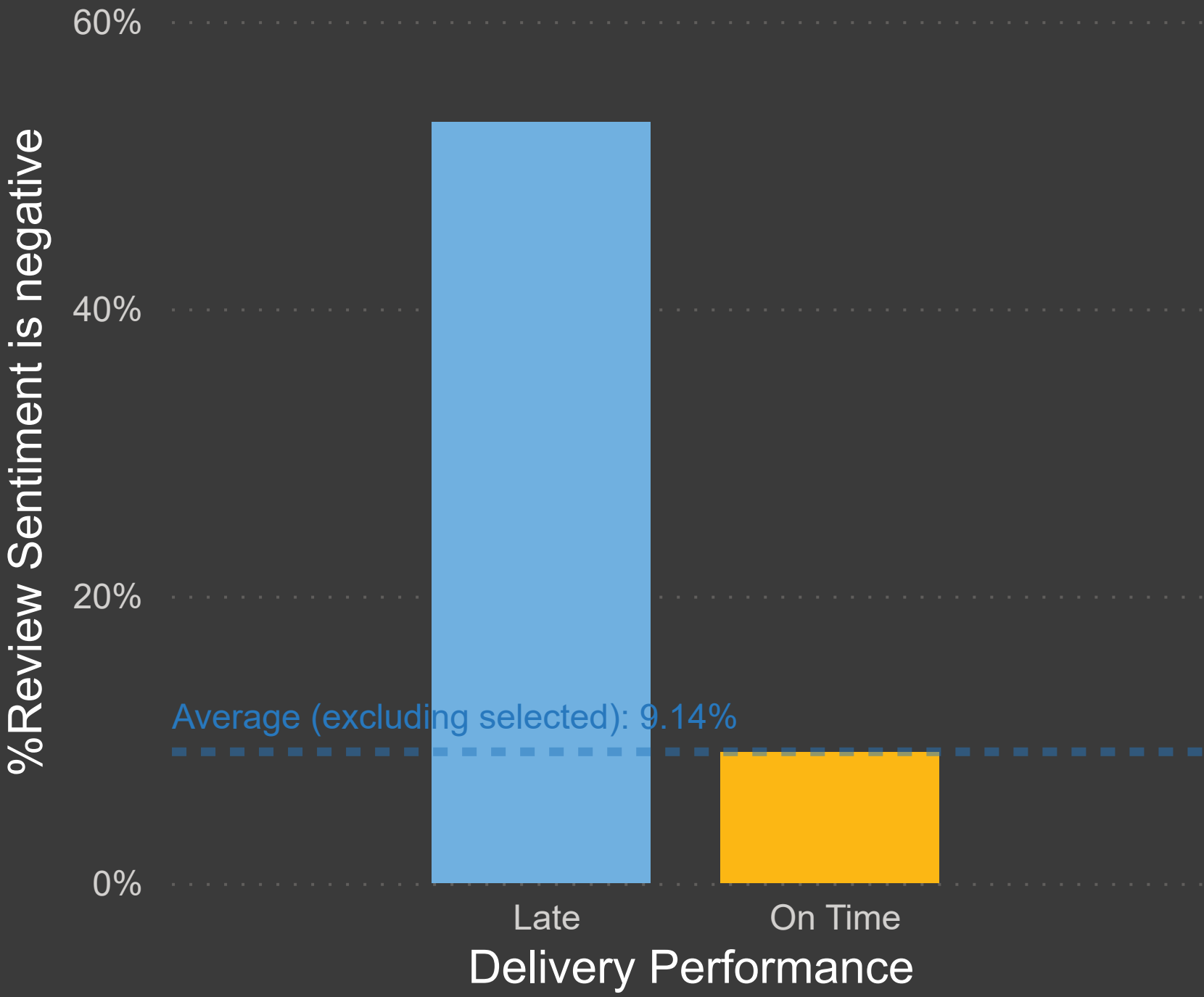
☐ Only show values that are influencers

Navigation Sidebar

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Comments Sentiment Score Forecast

Score Sentiment

0.8
0.6
0.4
0.2

2017   2018   2019   2020
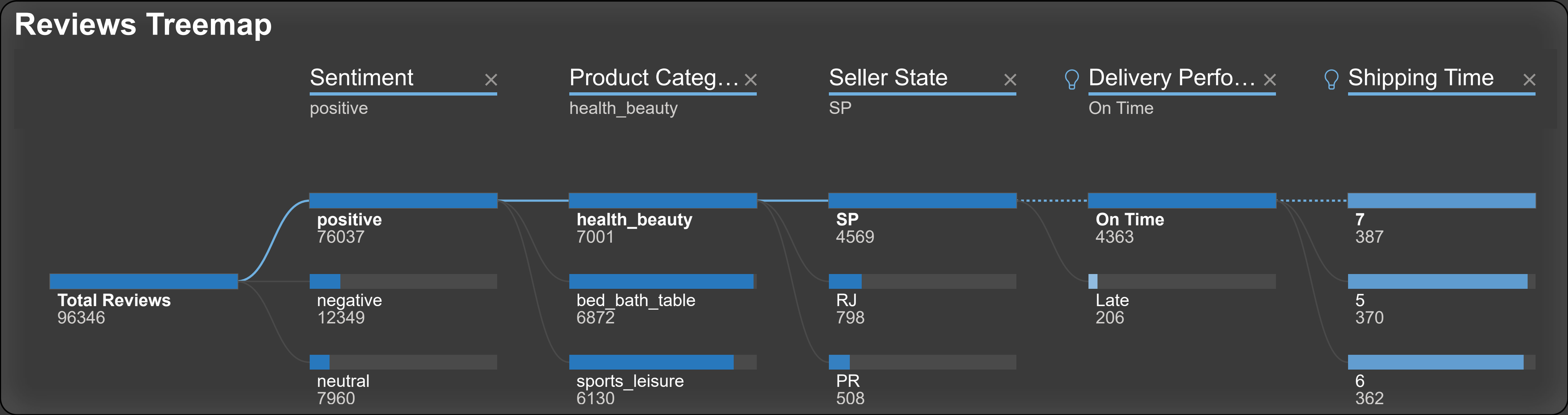
Average Line
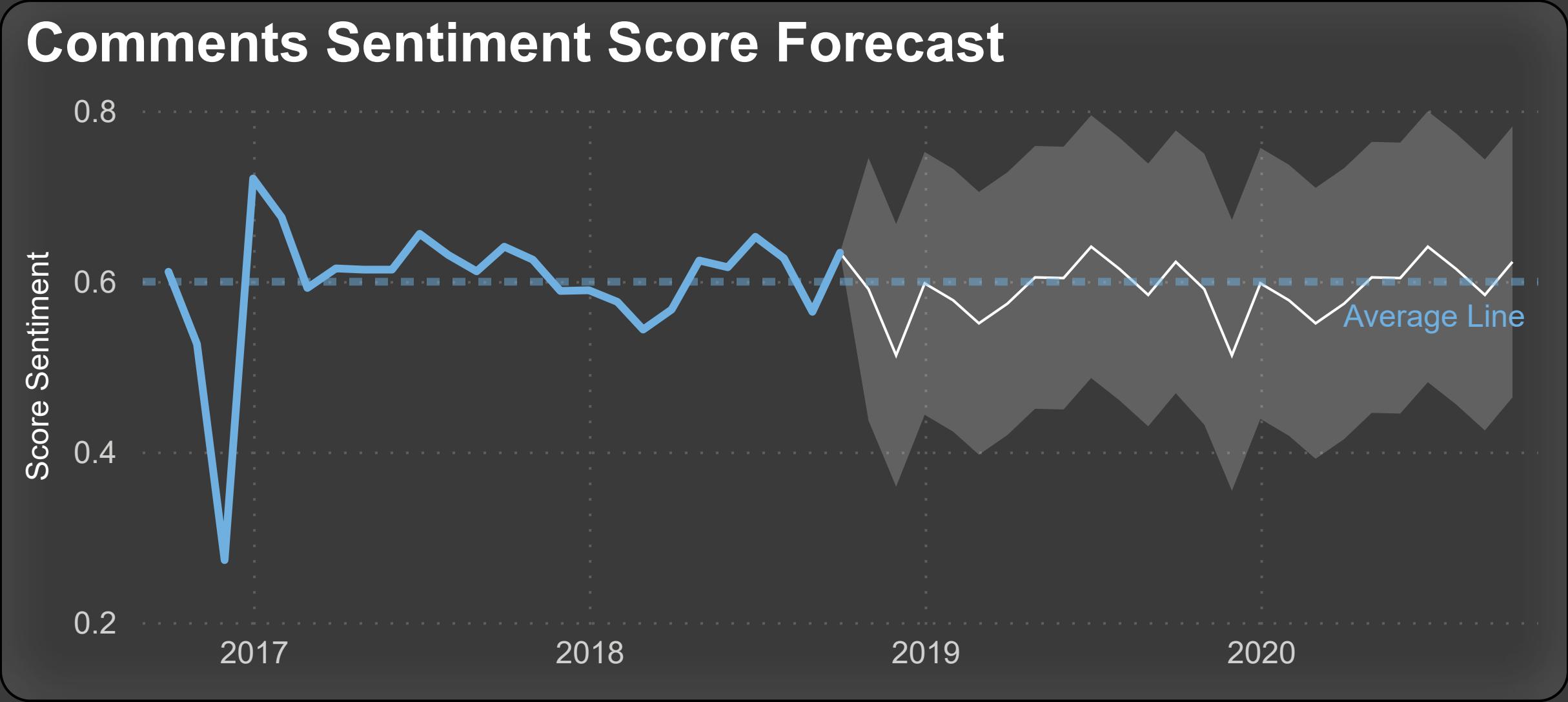
Q&A

💬 Ask a question about your data

Try one of these to get started

| top customer cities by count customers | top seller states by average of price MoM% |

Show all suggestions

Reviews Treemap

Sentiment ✕	Product Categ... ✕	Seller State ✕	💡 Delivery Perfo... ✕	💡 Shipping Time ✕
positive	health_beauty	SP	On Time	

positive 76037 | **health_beauty** 7001 | **SP** 4569 | **On Time** 4363 | **7** 387

Total Reviews 96346

negative 12349 | bed_bath_table 6872 | RJ 798 | Late 206 | 5 370

neutral 7960 | sports_leisure 6130 | PR 508 | | 6 362

Recommendations

Geolocation

• Overall customer satisfaction is good, with 77.07% positive reviews, 14.69% negative reviews, and 8.24% neutral reviews.

• The top 3 states account for 66.67% of the reviews: Sao Paulo (42%), Rio de Janeiro (12.86%), and Minas Gerais (11.72%).

• Rio de Janeiro has the highest proportion of negative reviews (average score: 3.87), compared to Sao Paulo (4.17) and Minas Gerais (4.14). Reviews from customers in Rio de Janeiro are 1.70 times more likely to be negative.

Popular Products

• Popular product categories are bed bath, health and beauty, and sports leisure with mostly positive reviews.

• Expensive product categories like computers, home appliances, and agro-industry commerce have lower proportions of positive reviews.

Regular Keyword Sentiment Monitoring

• Conduct sentiment analysis on customer survey comments.

• Customers frequently mention product, delivery, shipping time, deadline, quality, stores, and packaging.

• Primary concerns are related to deliveries.

Prices

• Sharp price surges correlate with increased negative feedback.

• Maintaining a balanced range of products in terms of price is recommended.

• Cheaper products tend to have fewer negative reviews.

• Improve customer service for expensive products with better return policies, faster shipping times, and insurance options.

Product photos

• A decrease of 1.78 product photos is associated with a 2.2x increase in negative review sentiment.

• Implement better requirements and guidelines for sellers to upload high-quality photos and accurate product descriptions.

Delivery

• On-time delivery is associated with a 2.20x increase in positive review sentiment.

• Late delivery is associated with a 5.68x increase in negative review sentiment.