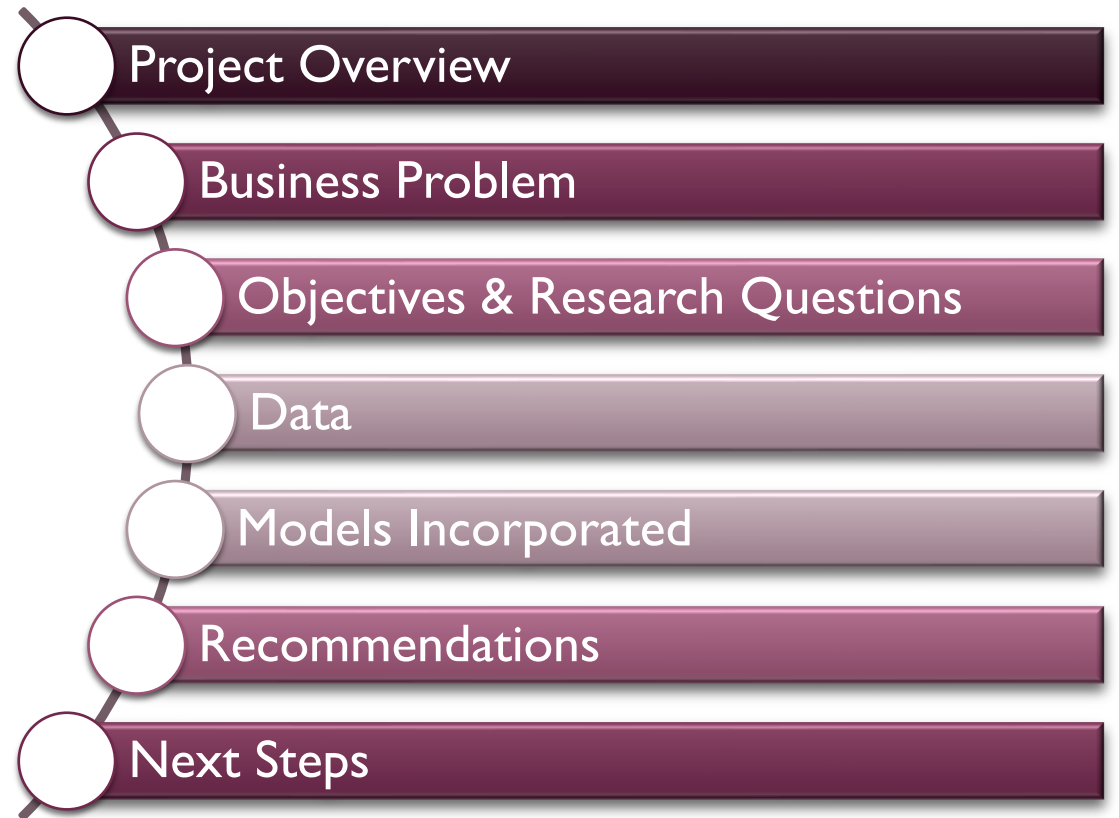
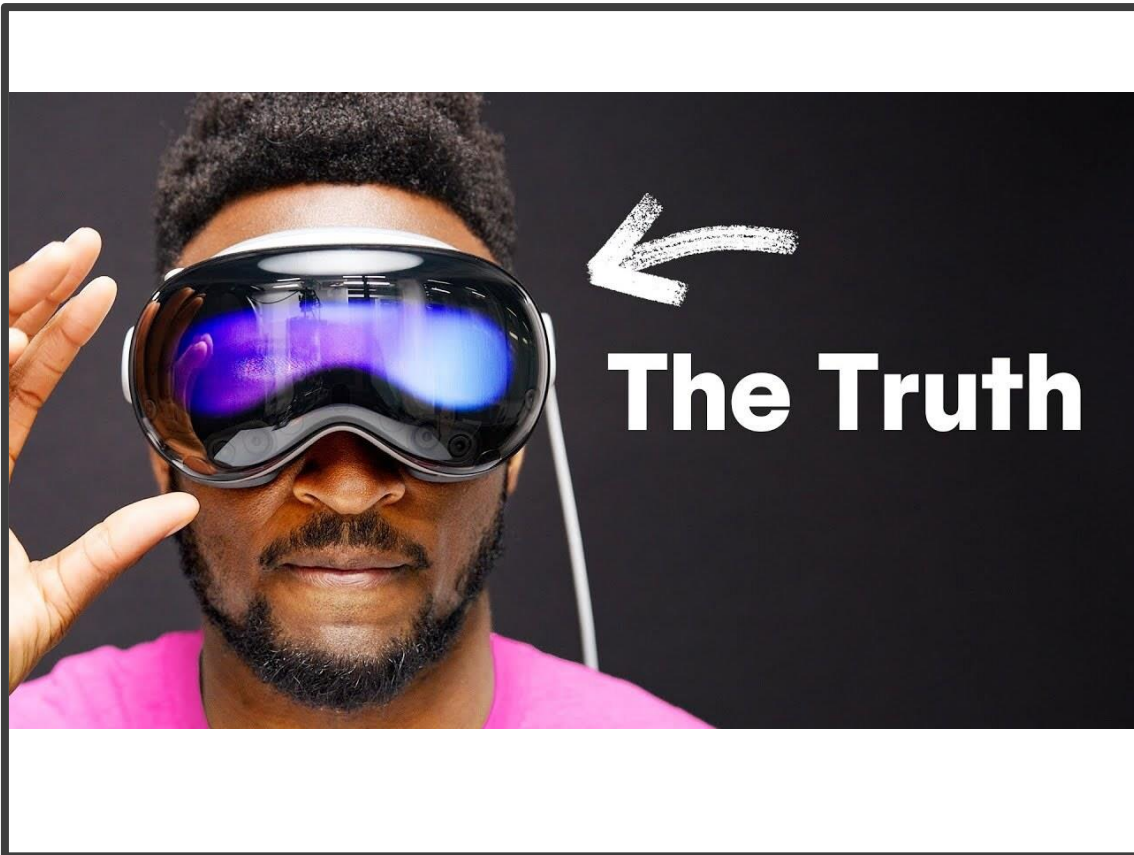

STRATEGIC
RECOMMENDATIONS
FOR APPLEVISION PRO
BASED ON NLP
ANALYSIS



OUTLINE



PROJECT OVERVIEW



The primary goal of this project is to utilize Natural Language Processing (NLP) and sentiment analysis to deeply analyze public comments and interactions on MKBHD's review video of the Apple Vision Pro.



This analysis aims to extract nuanced insights regarding consumer perceptions, preferences, and expectations. These insights will better inform Apple's marketing tactics and product development strategies by aligning them more closely with actual consumer feedback and sentiment..

BUSINESS PROBLEM



- **Problem:** The sheer volume of comments (over 50,000 on a single video with millions of views) presents a significant challenge in terms of data processing and analysis. The unstructured nature of viewer comments, which can include slang, typos, and emojis, adds another layer of complexity to the text analysis.
- **Business Impact:** Without effective processing and analysis, valuable consumer insights might remain buried within the data, leading to missed opportunities for product improvement and targeted marketing.

General Objective: To evaluate the perception of the Apple Vision Pro among Marques Brownlee's YouTube audience using Natural Language Processing (NLP) to discern sentiments and gauge purchase intent

Specific Objectives



Develop Robust NLP Framework: This framework should effectively handle slang, emojis, and typos to ensure the accuracy and reliability of the analysis.

Research Questions

How can NLP framework be optimized to accurately interpret and analyze slang, emojis, and typographical errors in user-generated content, thereby improving the quality and reliability of sentiment analysis?



Sentiment Analysis: Use NLP to analyze the sentiment of viewer comments towards the Apple Vision Pro. Identify positive, negative, and neutral sentiments.

How are sentiments distributed across comments on Marques Brownlee's YouTube videos reviewing the Apple Vision Pro?



Insights Generation: Provide actionable insights to the Product Development Team at Apple regarding the reception of the Apple Vision Pro among Marques Brownlee's viewers.

How do Marques Brownlee's viewers perceive the Apple Vision Pro in terms of its key features, usability, and overall satisfaction?

DATA



Data Source

- **Platform:** YouTube.
- **Video Content:** Reviews of the Apple Vision Pro by Marques Brownlee (MKBHD).
- **Timeframe of Data Collection:** Last 12 months (1 year).

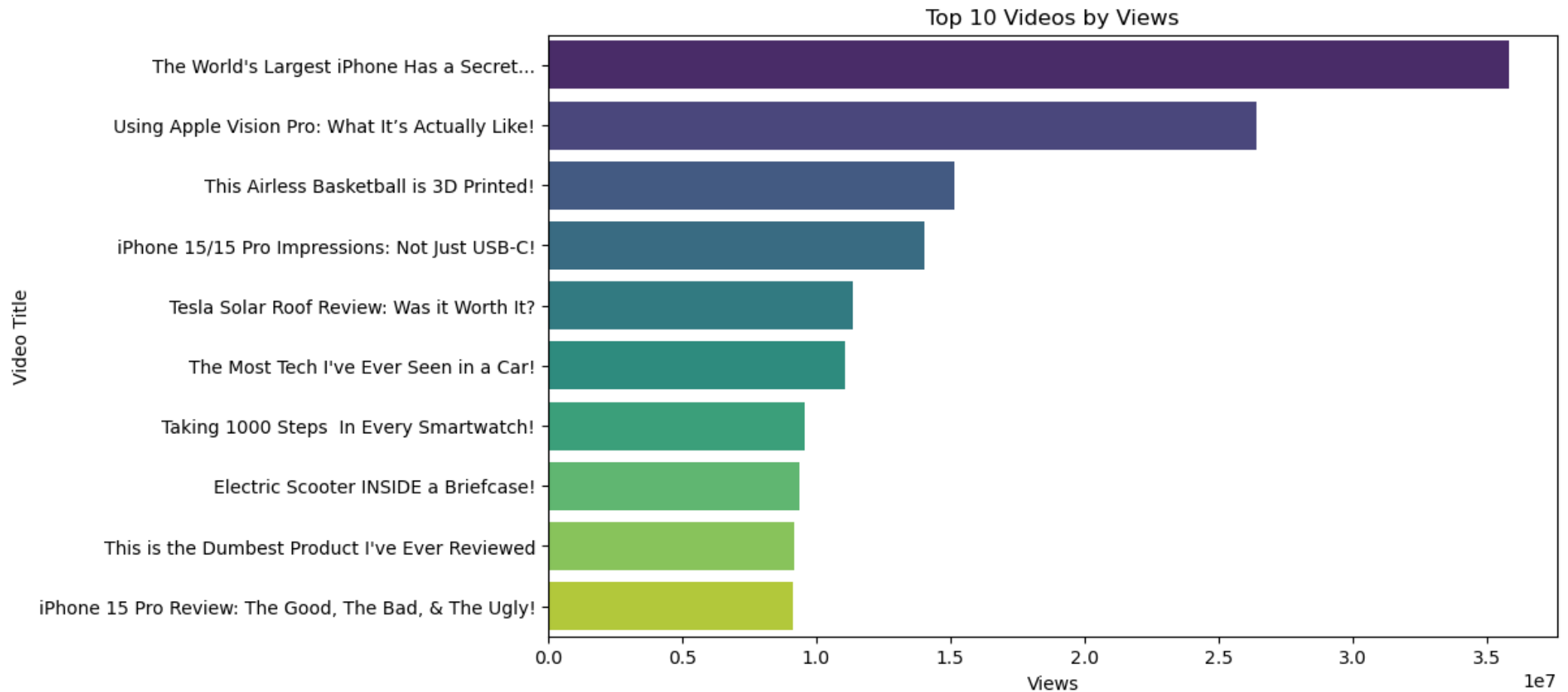
Data Volume

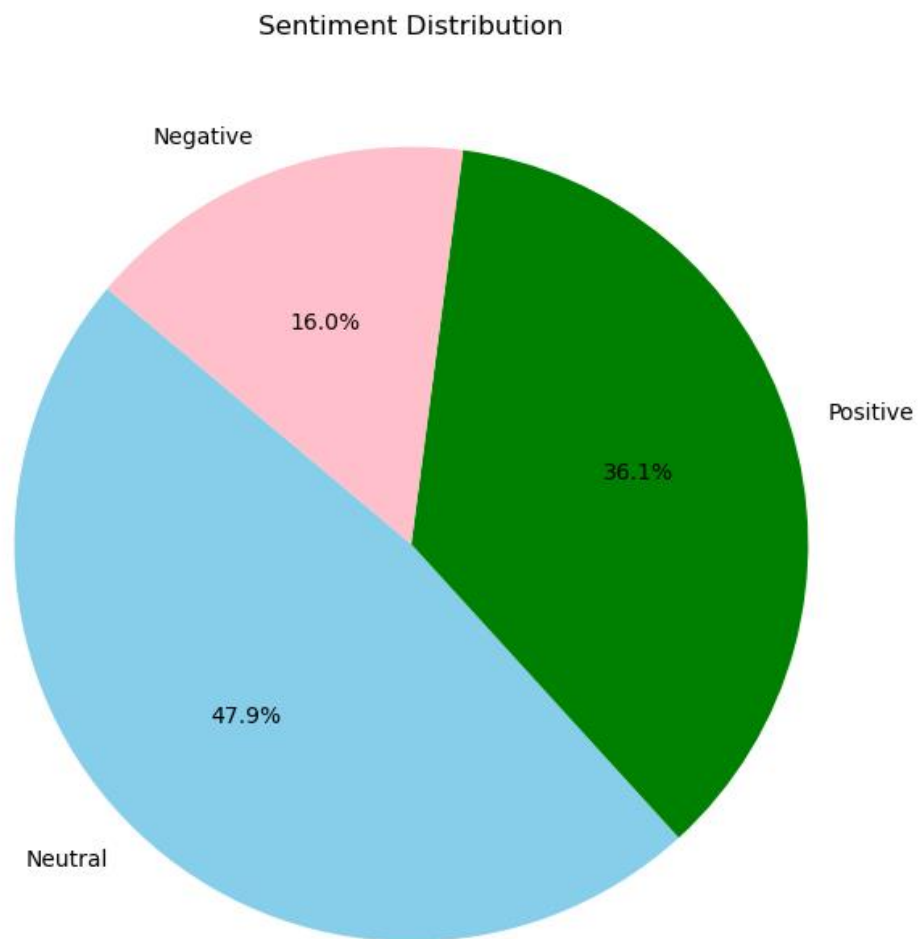
- **Total Comments Analyzed:** Over 50,000 comments.
- **Total Views:** Over 50 million views.

Data Features

- **Content of Comments:** Text of each comment, potentially including slang, emojis, and typos.

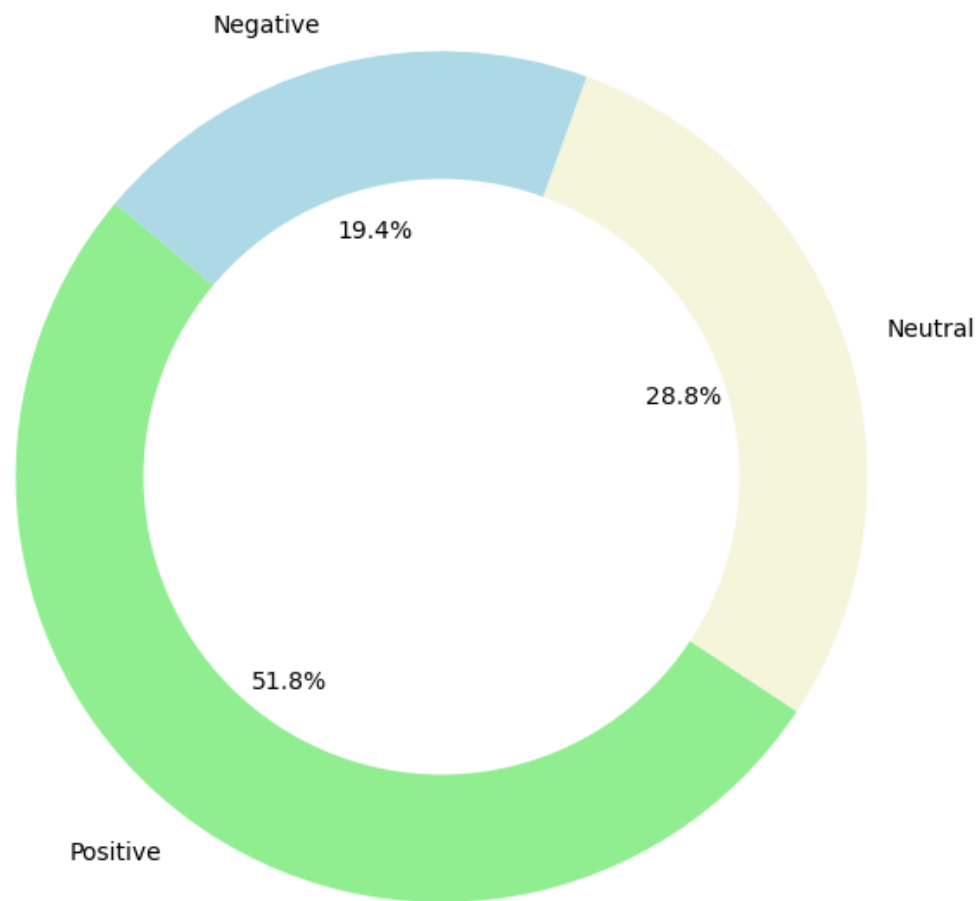
TOP 10 MOST VIEWED VIDEOS



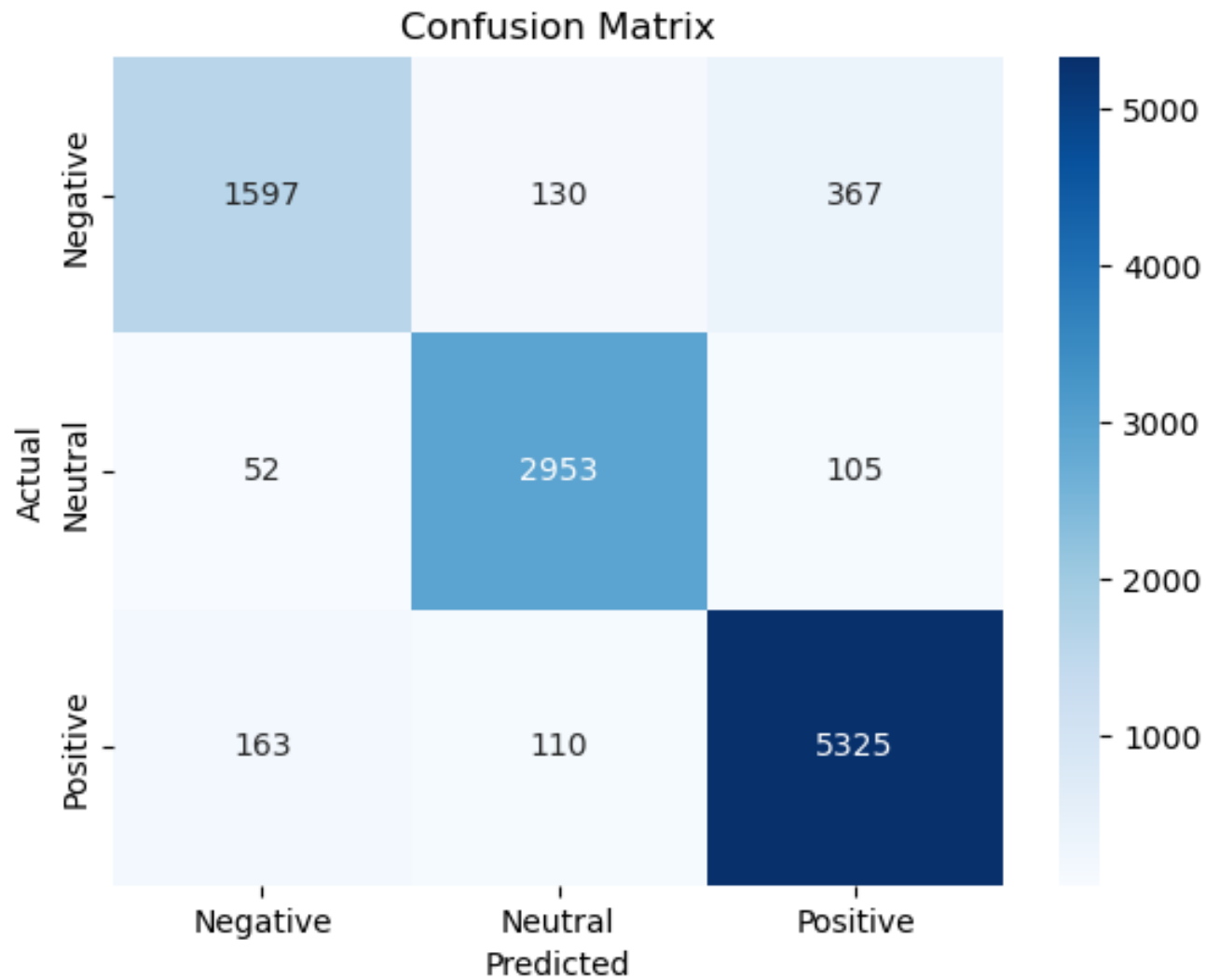


TEXTBLOB
MODEL
SENTIMENT
DISTRIBUTION

VADER Sentiment Distribution

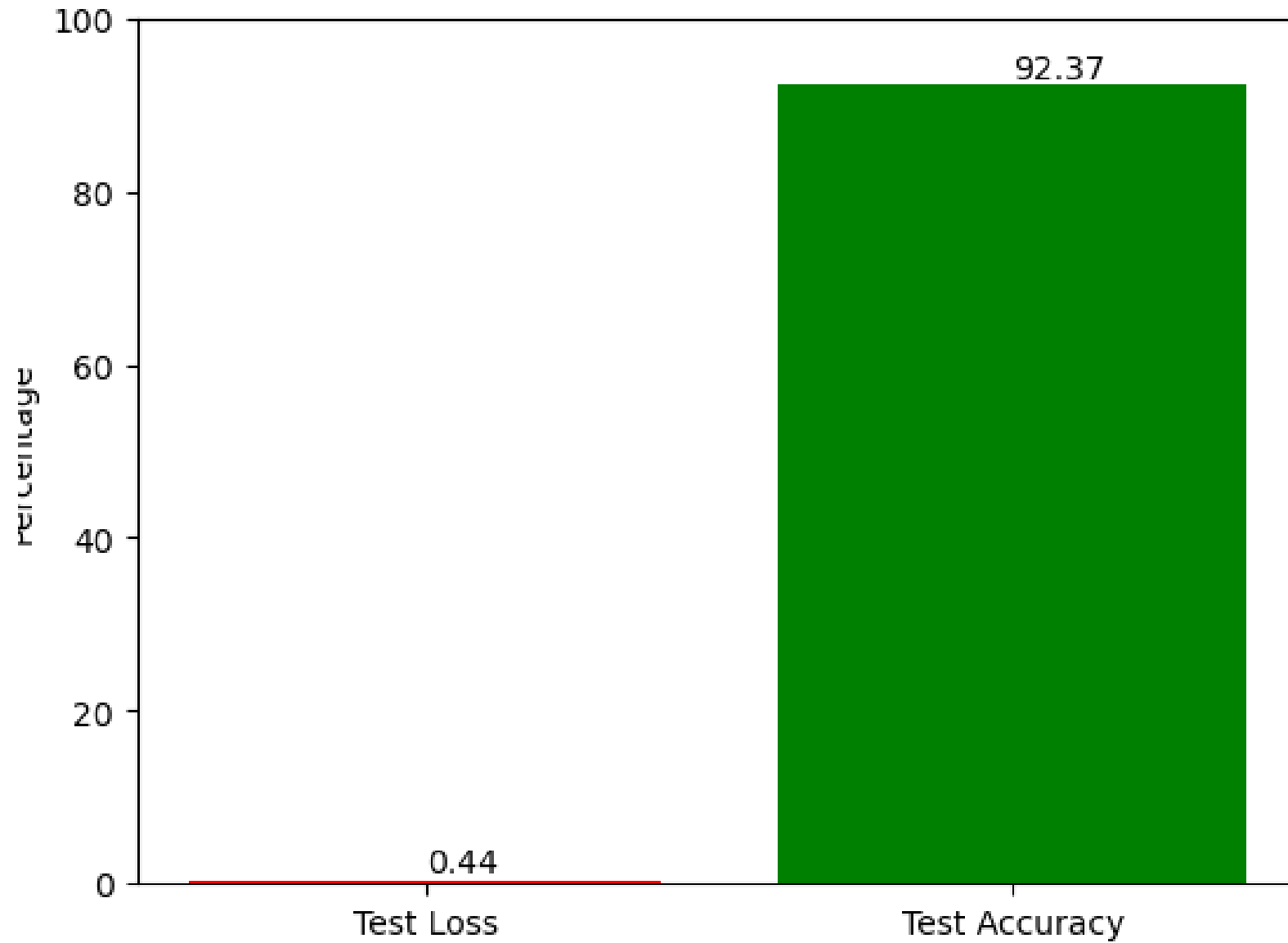


VADER
MODEL



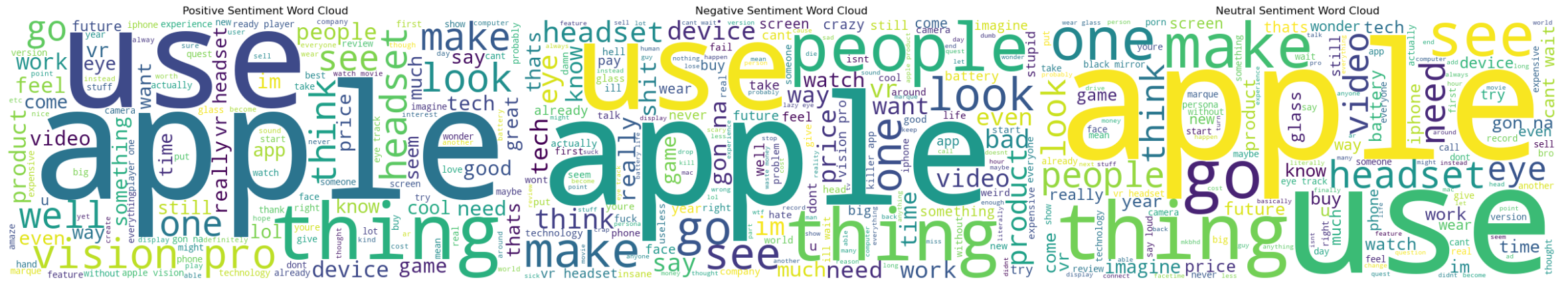
SVM MODEL

Test Performance of LSTM Model



LSTM MODEL
TEST
PERFORMANCE

WORD CLOUD



RECOMMENDATIONS

01

Use the positive sentiments and specific praised aspects from the reviews in marketing campaigns to reinforce the product's strengths.

02

Encourage more users to provide feedback by hosting giveaways, Q&A sessions, or live discussions on YouTube, leveraging influencers like MKBHD.

03

Focus on improving the user interface and user experience based on specific feedback regarding usability and of the product.

04

If sentiment analysis reveals geographic differences in product reception, tailor marketing campaigns to address regional preferences and concerns.

NEXT STEPS



Expand Training Data

Incorporate more data from other sources or additional YouTube channels to improve the model's robustness and generalizability.



Cross-Platform Analysis

Expand the analysis to include data from other social media platforms like Twitter, Facebook, or Instagram to gain a more comprehensive view of public sentiment.



Demographic Analysis

If possible, analyze sentiments across different demographics to tailor products or marketing more effectively to specific groups.



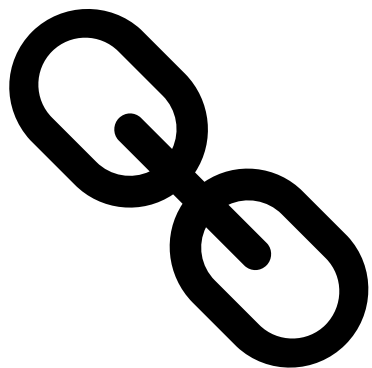
GROUP 4 – TEAM MEMBERS

■ Contacts

- Esther N - esther.nyaikuba@student.moringaschool.com
- Ashley S - ashley.simiyu@student.moringaschool.com
- Lorrah N - lorrah.ngine@student.moringaschool.com
- Silah R - Silah.rugut@student.moringaschool.com
- Evalyne M - evalyne.macharia@student.moringaschool.com
- Sydney M - sydney.mumbo@student.moringaschool.com

■

DEPLOYMENT LINK



THANK YOU