What problem was identified?
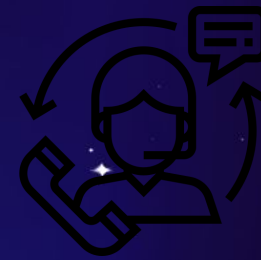
Often, developers update their product based on how they themselves want their application to be without looking as customer needs. Unintentional ignorance to the users' feelings on certain features on the application can lead to customer dissatisfaction.

To improve customer experience, business owners need a simple and convenient way to understand overall consumer sentiment to overcome the deafness to customer demand. Easily understanding what they like and dislike can lead to an immediate increase in customer satisfaction. Who doesn't love top notch customer service? This is where AnalyzeThis comes in

What is AnalyzeThis?

- AnalyzeThis is a tool that helps business owners detect what the people around the internet are saying about their products

- The information is displayed in a simplified fashion as our program gathers data from reviews or any written insight on a dataset and determines whether it is positive or negative based on word count and word choice.

- WIth this, developers can easily figure what they're doing right or wrong and how they can improve as our website shows commonly mentioned phrases and whether they are in a positive or negative context.

How it's built

- An AI/ML algorithm was made using Python Pandas and NumPy to classify negative and positive reviews automatically.
- When collected the results, it'll then show the results to the users in several methods:
    - Sentiment Table
    - Sentiment Graph
    - Overall Performance Grade
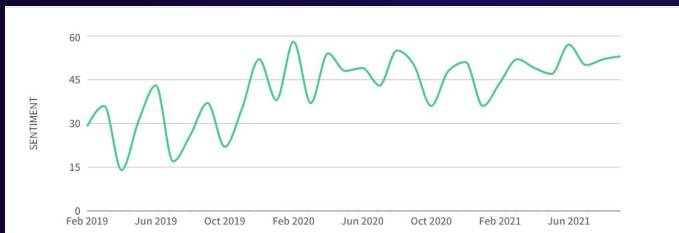   - Main Points (list of top complaints and praises)

Users complained about:
- "Complicated interface" (12 times)
- "Buggy stories" (7 times)
- "Bad audio quality" (5 times)

Users praised:
- "Expansive functionality" (13 times)
- "Colorful design" (8 times)

Changes in sentiment for version 1.14

Feature	Sentiment	Change in Sentiment	Number of responses
Personalized Feed	73%	+5%	93
Direct Messaging	92%	+2%	102
Calling	80%	-5%	45
Stories	89%	0%	50

AnalyzeThis

Welcome   Analysis   How it Works   Why Us   Log In   Get Started

Find out how the customers really feel

A way for business owners to analyze customer sentiment

Login

Our Competitors

- HubSpot's Service Hub
- Talkwalker "Quick Search"
- Social Mention

AnalyzeThis would differ by giving you a letter grade with the ability to do a deep dive into the data. Our product would combine data from multiple sites like Google Reviews, Yelp, Twitter, and Facebook.

What's Next for this Project

In the future, AnalyzeThis can be programmed to have more precision and further reduce the margin of error, while classifying positive and negative reviews. We would also increase the amount of keywords we search through.

More modes of viewing metrics such as different types of graphs or tables could also be made.