

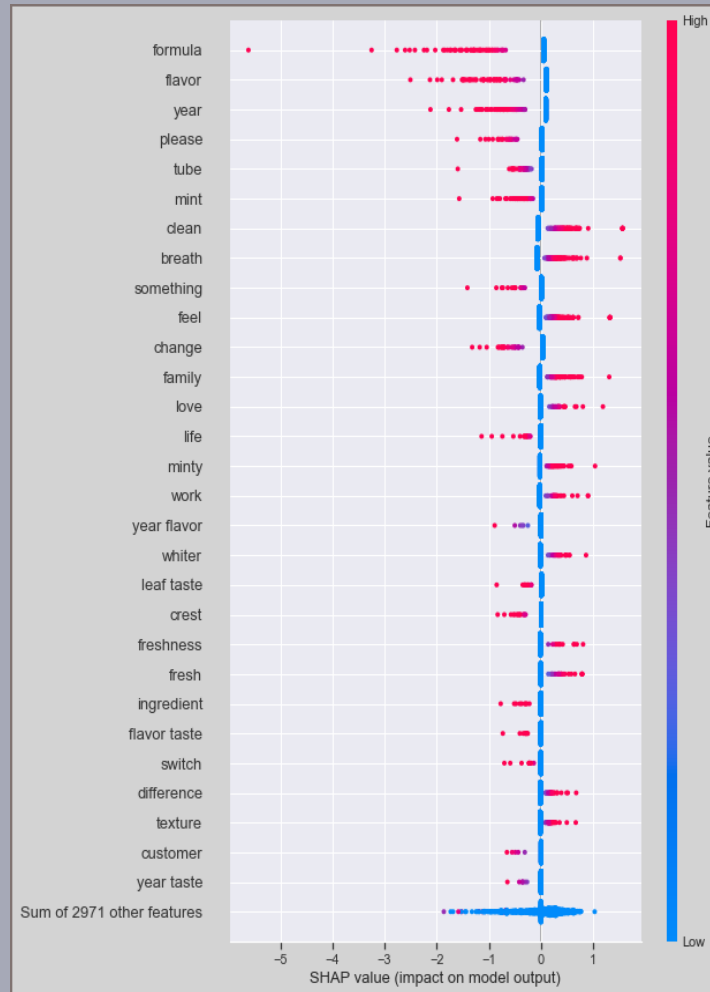


Colgate customer review analysis - Tesco

Most frequent words - Positive reviews



Most frequent words - Negative reviews



The chart above, helps us interpret and better understand the customers' vibes, giving insights from features importance. We can see here that words with high feature value and below 0 in SHAP value, are features that have a negative impact on our clients' satisfaction, while when SHAP value is above 0, words tend to have a positive impact when mentioned in a review.

Distribution of Ratings



Summarized customers' positive opinions

Colgate Total Interdental toothpaste is a great toothpaste that leaves your mouth feeling clean and refreshed. It has a minty flavor, smooth texture and cleans deep. Highly recommend to anyone looking for a good toothpaste that provides thorough cleaning and long lasting freshness.

Summarized customers' negative opinions

Customers are unhappy with the new formula of Colgate Total toothpaste, which has a bitter aftertaste and leaves teeth feeling unclear. Many have switched to Crest or to other brands as a result.