# Threads App Sentiment Analysis

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Threads *(by Meta)* Company Purpose

This social media app aims to make social content as interoperable as email, allowing users to share posts across platforms and consume content from other apps. The app's vision is to create a friendly public space for conversation around text, ideas, and discussion. Users can log in with their Instagram account and post up to 500 characters, along with links, photos, and videos up to five minutes long.
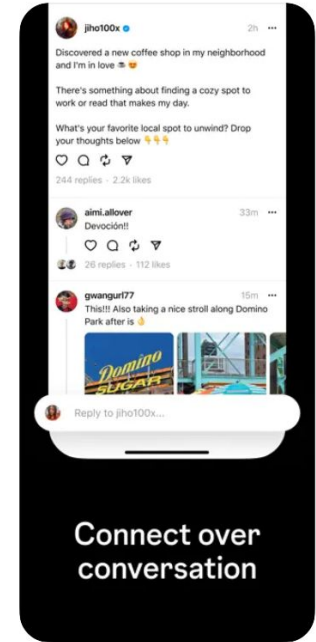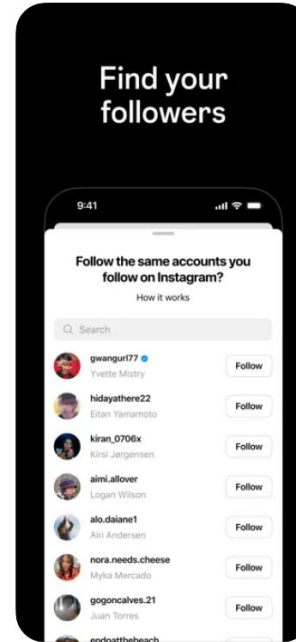
The Problem

Previous Competition

Threads has always been outcompeted by X (formerly known as Twitter)

Customer Feedback

X continues to Ignore customer feedback provided, leaving customers unsatisfied

Current Opportunity

Since Twitter became X, usage has decreased by 30%*, creating an opportunity in the market for Threads to better compete with X
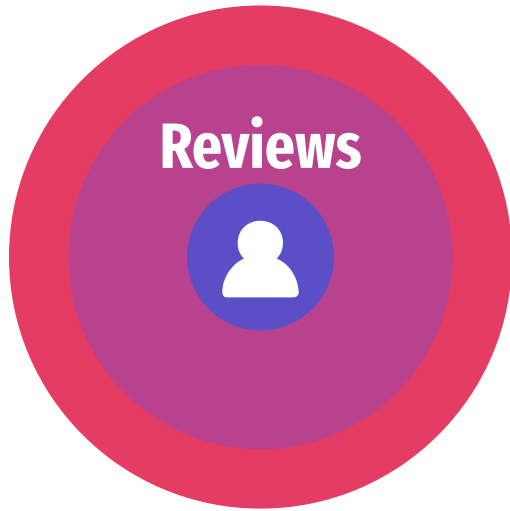
Areas of Improvement

Threads can utilize their customer reviews to look for areas of the app that can be improved upon, leaving customers satisfied and drawing in new customers

The Solution

Utilize the Voice of the Customer (VoC) to improve Threads' App

Reviews

01 Collect, ingest, and understand Voice of Customer (VoC) data from the App Store and Google Play store

02 Develop a model to categorize Threads reviews into positive/negative based on sentiment.

03 Develop a model to bucket Threads reviews into relevant categories (e.g. algorithm, login, video player.)

04 Utilize these insights to drive targeted improvements of the application

05 Create an app where the customer experience is simply better than "X"

06 Maintain competitive advantage by ingesting new data on a monthly basis
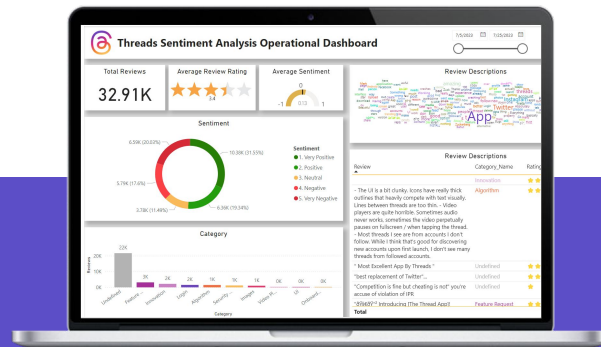
Why Now?

Market Timing

- The rebranding and decline in Twitter's usage present a unique opportunity for Threads to capture a larger market share.

- Immediate improvements based on user feedback can lead to rapid user adoption and satisfaction.

Market Opportunity

- With millions of active users on social media, even a small improvement in user experience can lead to substantial market capture.

- The growing importance of sentiment analysis in app development enhances our project's relevance.

Our Product

Threads Sentiment Analysis Dashboard
A Sentiment Tracking And Review Segmentation System (STARSS)

A *powerful* dashboard that displays important metrics that summarize the data, as well as deep dive sections into the sentiment analysis we have conducted, in order to help identify which parts of the Threads application require the most attention according to the voice of customer (VoC). This dashboard segments every single comment into one of 13 predefined categories and also assigns them a sentiment score from -1.0 to +1.0

- We have developed & implemented a pretrained Machine Learning model for sentiment analysis (ROBERTA).

- This model will use sentiment analysis to categorize the Threads reviews into negative/positive on a scale from -1.0 to +1.0

- We then used a clustering model to categorizes each comment into one of 13 predefined categories (SKlearn).

- We have tested both models and determined sentiment score and bucketing to both be approx. 90% accurate.

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Demo
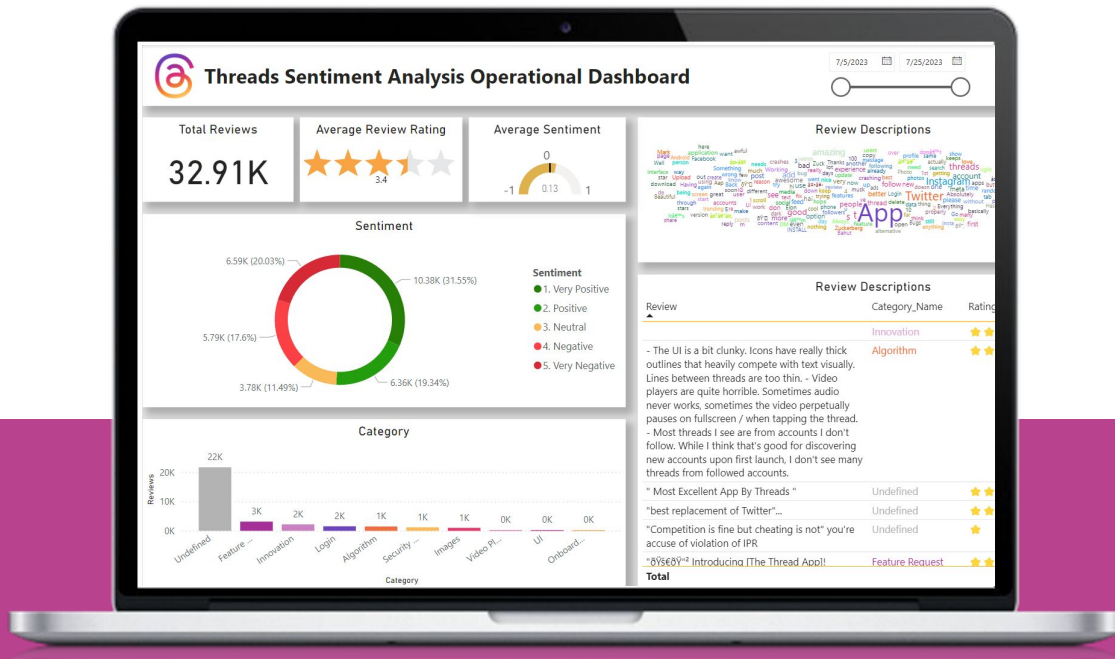
The Business Model

Improved User Satisfaction and Retention

Address key areas of user dissatisfaction

Higher Engagement and Market Share

Use sentiment analysis to inform continuous improvements

Scalability

Refresh data monthly and look for additional data sources (i.e., X Reviews)

Monthly VoC data

Provide concise data on the voice of the customer

Trend Analysis

Build out trend analysis graphs to understand improvements over time

Costs

Monthly consulting fee, integration and customization to client's specific needs, cost for data collection and storage

Benefits

Improved user retention and satisfaction, increased market share, and potential revenue growth from enhanced user engagement.

Next Steps

01 Establish Threads as a leading social media platform by continuously leveraging sentiment analysis to enhance user experience

02 Create a webscraper to collect 100% of comments from the app store and the play store every month and feeds them into the dashboard.

03 Expand the clustering model to include more categories so that less comments fall under "uncategorized".

Thank You!