

Analysing negative reviews for women clothing E-commerce company

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\$150 billion

Revenue generated by women's apparel market in US

statista.com

Problems Faced by E-commerce sites



01

Sales drives on
reviews

02

Money loss on
returns

03

Restocking is
expensive





Goal: Topic Modeling

Step3

Look for problems

Step2

Build topics

Step1

Analyze the Negative
reviews

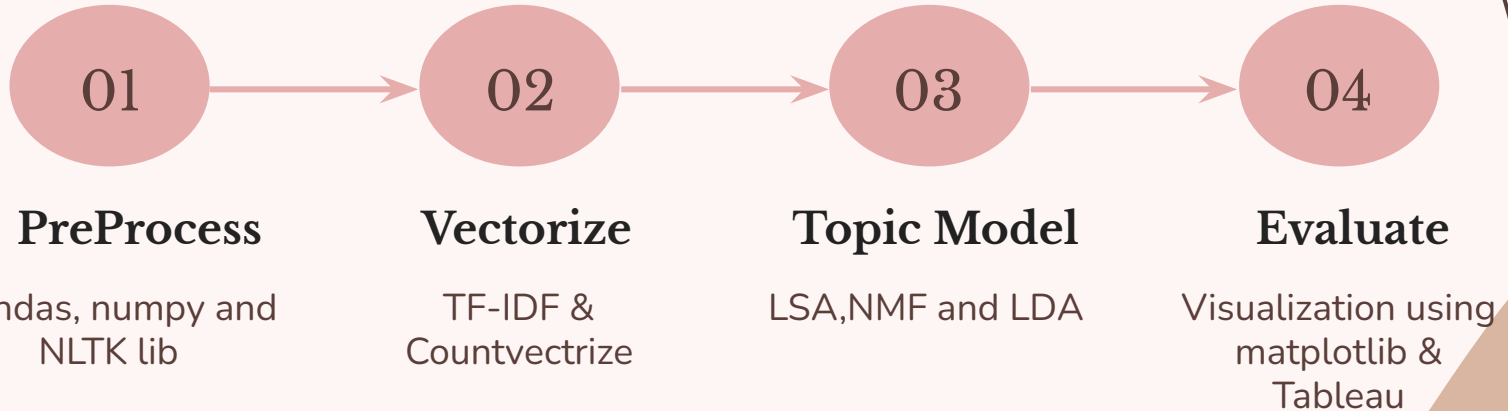


Data

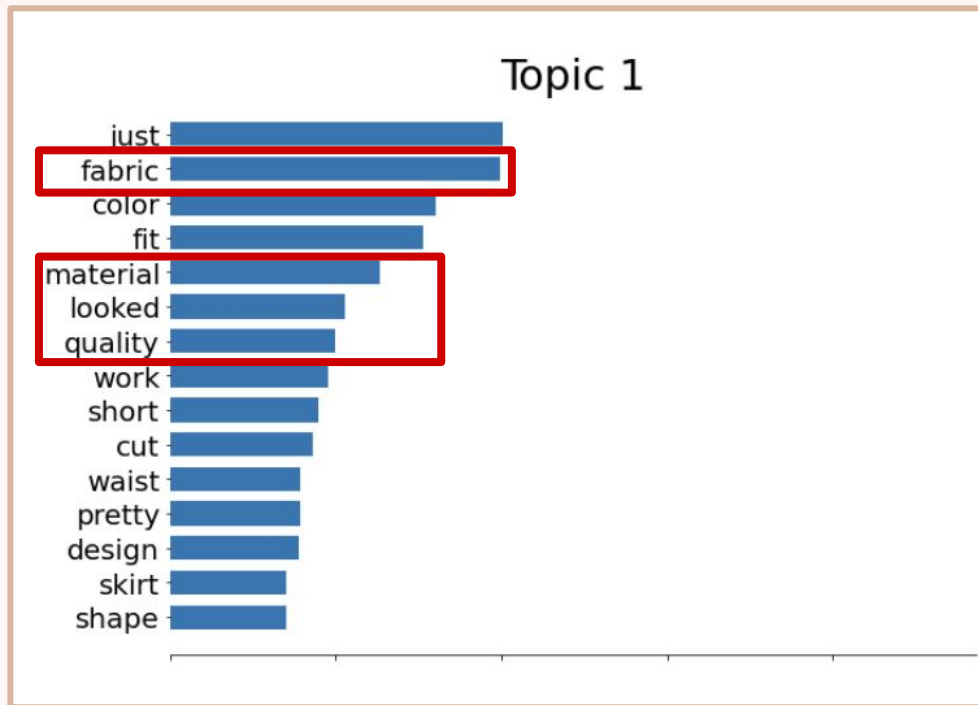


- Women's Clothing E-commerce dataset from kaggle.
- 23,486 customer reviews.
- Used customer reviews having rating below 4.

Methodology



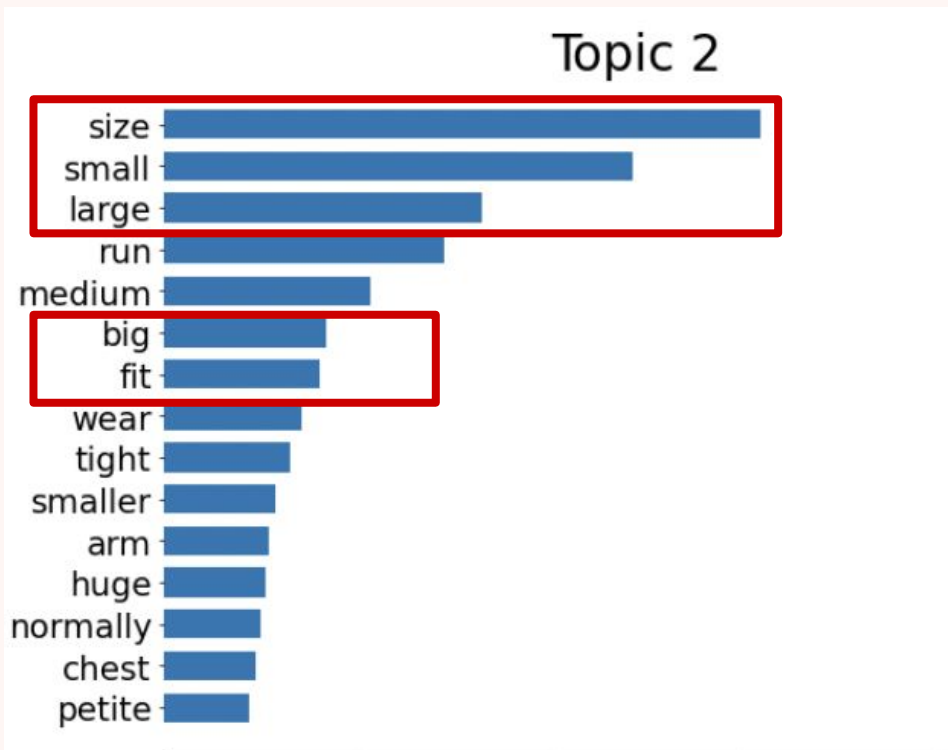
Topic1: Fabric Quality



Recommendation:

- Choose high quality fabric
- Describe the cloth material properly in the description box

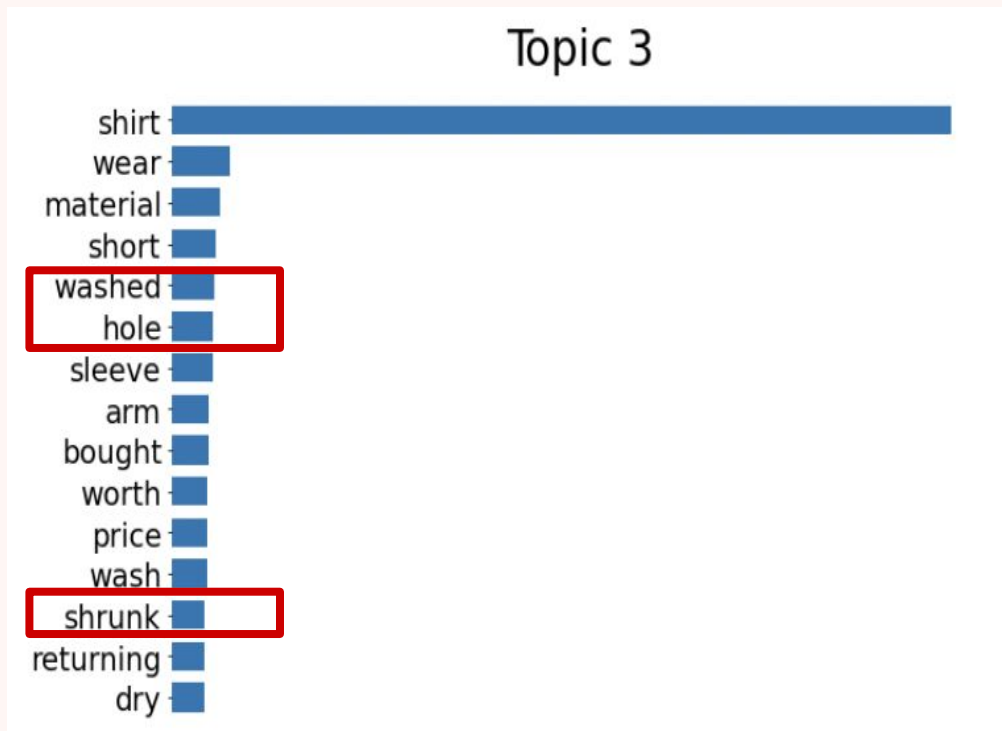
Topic 2: Fitting issues



Recommendation:

- More detailed fitting guidelines in the description box
- Customised size options

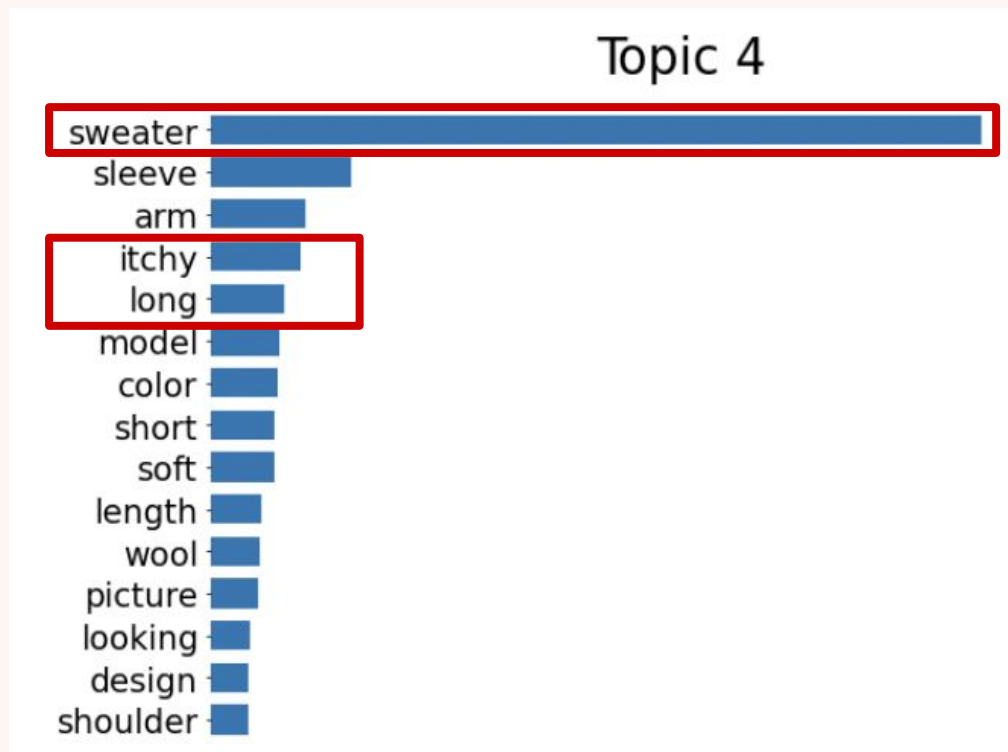
Topic 3: Spoiled after wash



Recommendation:

- Give proper washing guidelines
- Test before delivery

Topic 4: Issues with woolens

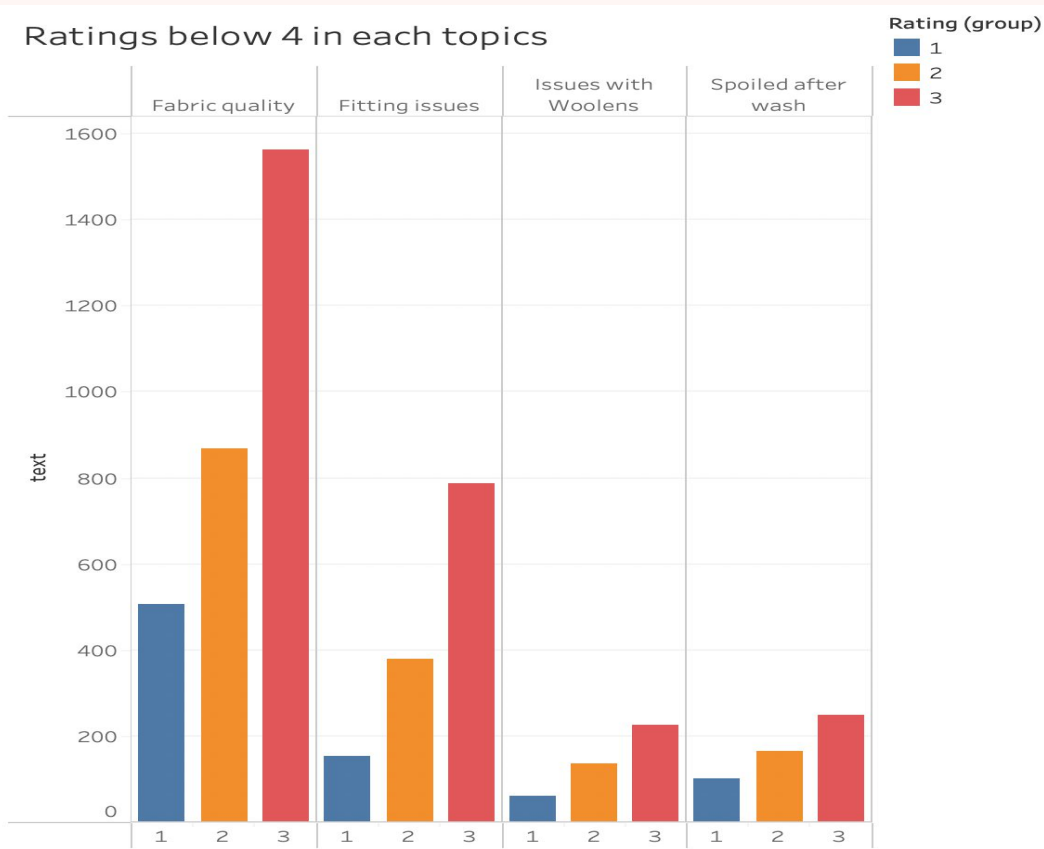


Recommendation:

- Warnings to people sensitive to woolens/furs cloths
- Separate fitting guidelines for woolens.

Topics with ratings

Ratings below 4 in each topics



Topic evaluation:

- Approx. 80% of the review are about fabric quality and size.
- Most of the problem will be solved if addressed these topics properly.

Takeaways



Majority of the problems will be solved if the company deals with the fabric and fitting problem



May be some people are sensitive to woolens. Warnings in the description box can help.



Proper gilding on usage of each product can give good customer experience.

Future Work

- Further tuning NMF and adding more business words in the stop word list
- Clustering techniques for topic validation.





Thank You

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