

Google Play Store Reviews

For Carousell
By Russell Quah



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Carousell

Aim to get second hand as the first choice

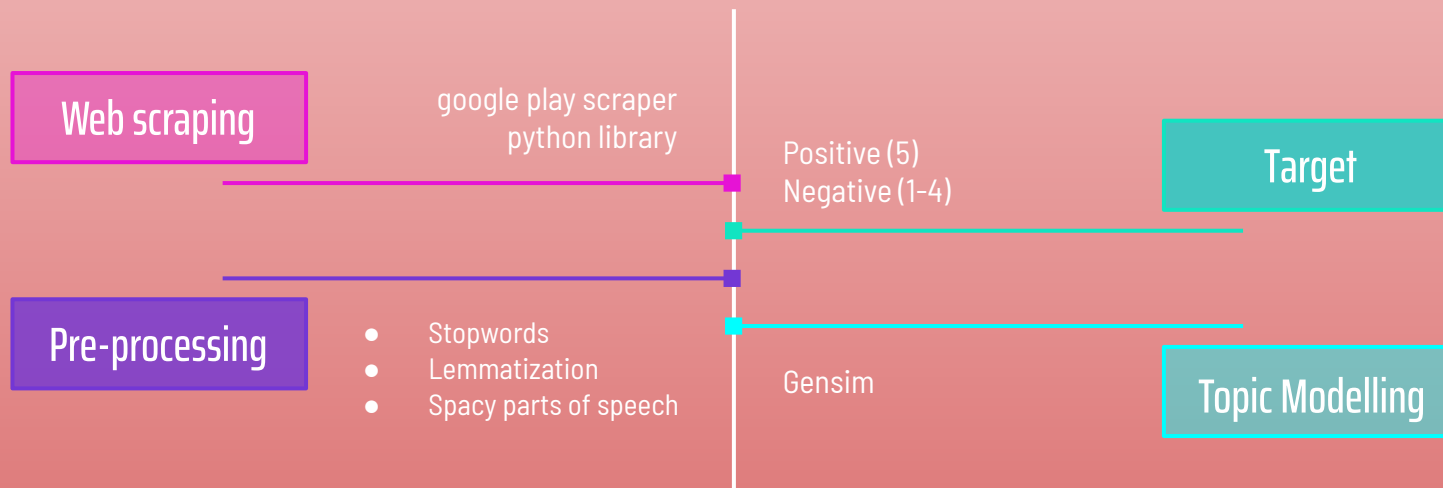
- Advertising
- Premium visibility products
- Subscription packages (car dealers/ property)



Problem Statement

Web scrape the google play store to identify pain points among Carousell customers

Project Flow



EDA

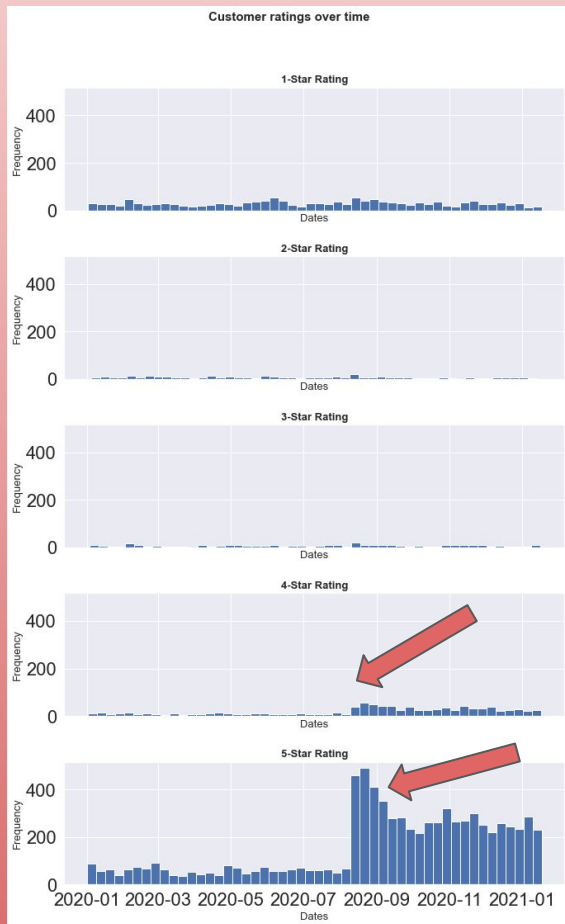


Negative class (1-4):
28.3%
n=3180

Positive class (5):
71.7%
n=8055

EDA

Changing frequency of ratings in August of 2020



Topic Modelling: 1. Selling of items



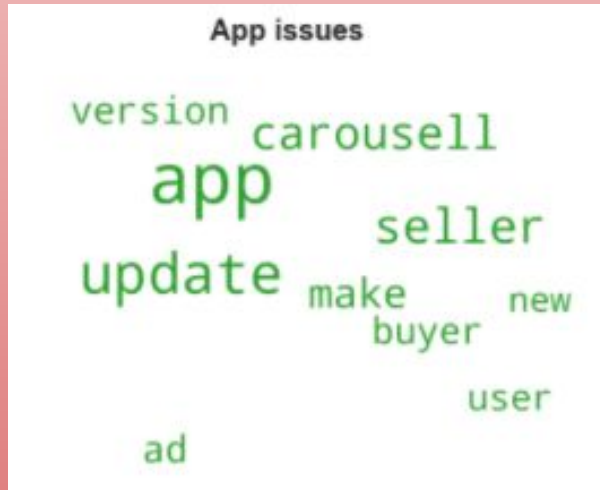
- 'Very lousy update! After update, when I try to list **item** to **sell**, when selecting photo, they just show my whole gallery, how do I find my photo? I have 5000 photos. Poor update.'
- 'Everyone is listing their **item** for either RM0 or RM1. They won't state the actual price unless you check their description'
- I can't **post** my **item** every time I click submit nothing happens so I uninstall it

Topic Modelling: 2. Accounts/ scammers



- "App is good but with users abusing the keywords and spamming them, it makes it difficult to reliably find anything. Also, Carousell warned me that my **account** could be suspended if I kept reporting keyword spam abuse too quickly, but literally every other post is an abuse of the system"
- "Too muchhhh of suspended **account** which leads to fake, liar scammer!!! Fixed it .. !!! If can, just erase all their data permanently to avoid others seller or buyers being lied of! Attention to all buyers and seller, if receive those suspended **account** in your message, THATS TRULY FAKE !!! Fixed it carousel to avoid more negative feedbacks!"

Topic Modelling: 3. App Issues



- "This is my first time using this apps but i can't upload any pictures. Uninstalled"
- "I am using the **version** before this latest **update**, the upload photos function sucked "Big Time" because it no longer allows me to select photos from my phone albums!!! Instead it just only allows u to select photos to upload which is simply not practical as you cannot search photos by albums or from phone/memory cards...it is such a near impossible task to find your stored photos for uploading! Please revert back to the previous version whereby u are able to browse your individual folders for photos uploading for selling items, then i will consider giving you the rating this app deserves"

Recommendation

1. Selling of items

- Users are turned away from the app after an update causing them to not be able to upload photos. Have an FAQ walkthrough in addition to the “Photo Tips” to help customers.

2. Account/ Scammers:

- Issue revolves around fake accounts and scammers. Additional layers of verification could help alleviate scammers e.g. OTP to the registered mobile number in order to post an item for selling, or an OTP to the facebook account linked.

3. App Issues:

- Similar vein to issue 1, where users are unable to upload photos of items they want to sell. Perhaps more testing done on new versions before updates can be done.

THANKS



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