



Sentiment  
Analysis

# What Do Customers Really Think About iPhone 15 Pro?

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# 5-STAR RATINGS DON'T ALWAYS TELL THE FULL STORY...

Why sentiment analysis matters

- Ratings are blunt instrument
- Text reveals true emotions
- Guiding product & CX decisions

# Our Data Journey



**Source**  
Flipkart iPhone 15 Pro  
reviews



**Method**  
Python web scraping



**Insights**  
Sentiment Pattern &  
Trend

# FROM RAW TEXT TO CLEAN INSIGHTS

Before

“Battery drains too fast!!! Very disappointed 😞 WiFi issues automatically dropping connection...”



After

**“battery drains fast disappointed wifi issues dropping connection”**

Lowercasing

Punctuation Removal

Stopwords filtering

# How We Analyzed Sentiments

Tool: **TextBlob** polarity and subjectivity

Polarity  $\in [-1, 1]$  | Subjectivity  $\in [0, 1]$

Example:

*"Amazing camera quality, love the ProRAW feature!"*

Polarity: 0.34      Positive

Negative

Neutral

Positive

# WHAT CUSTOMERS LOVED ❤

camera

performance

display

awesome

amazing

excellent

fantastic

incredible

outstanding

beautiful

great

love

best

# WHAT CUSTOMERS COMPLAINED ABOUT



Signals that need action

wifi

heating

poor

battery

issues

drains

hot

warm

problem

disappointing

drops

connectivity

automatically

# Not every 5-star means happiness

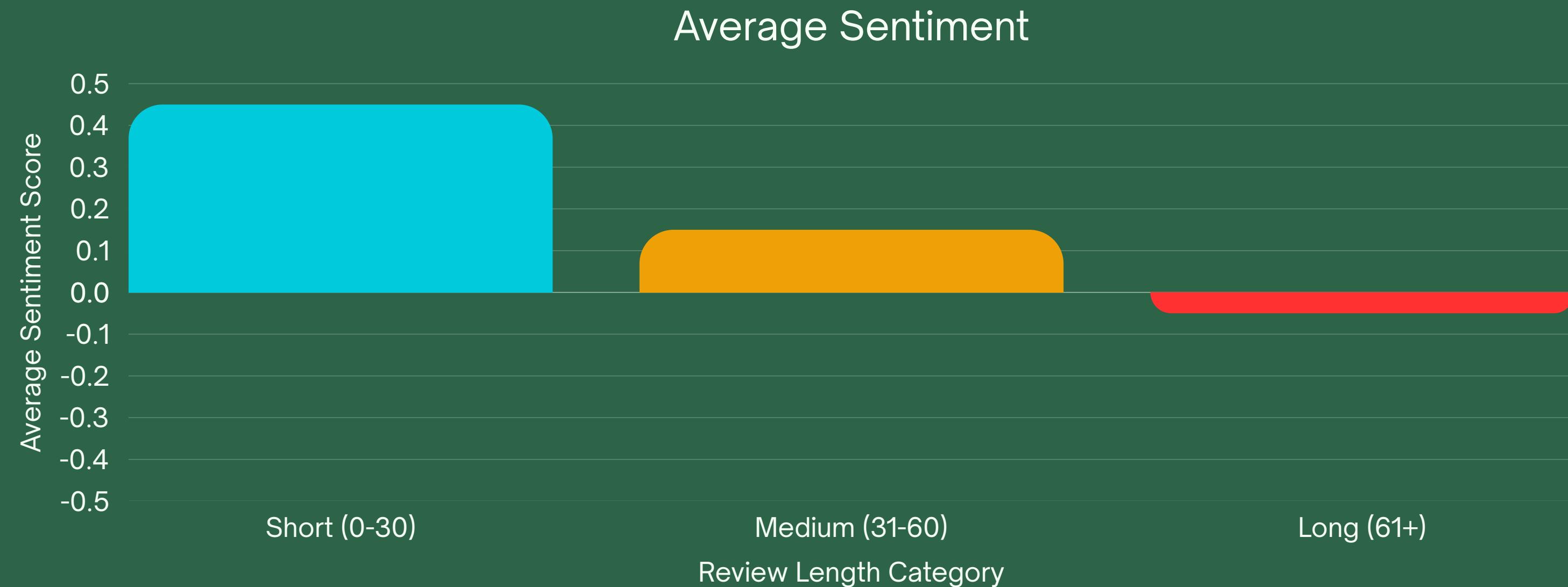
Weak rating–sentiment correlation (~-0.12)

Rating Vs Sentiment



# The shorter the review, the stronger the emotion

Short reviews = extreme emotions, long reviews = neutral detail



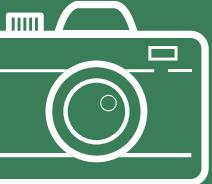
# Key Insights at a Glance

01



Ratings ≠ true  
sentiment

Love: camera and  
performance



02

03



Pain points: Wi-Fi  
and heating

Length hints at  
emotional intensity



04

# So What?

Recommendations for Action

 **Combine rating + sentiment  
for accurate CX metrics**

 **Address Wi-Fi/heating  
reports in next product cycle**

 **Add sentiment-driven review  
filters in e-commerce UX**



# Why This Project Matters

Portfolio Value

## Skills Demonstrated

- Python
- NLP
- Web Scraping
- Data Visualization

## Tools & Libraries

- Pandas
- Matplotlib
- WordCloud
- BeautifulSoup
- TextBlob

## Value Proposition

Demonstrates  
data storytelling  
+ technical  
depth



Python  
Project

# THANK YOU



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