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

Insights
Sentiment Pattern & Trend

Data
usernames, ratings, review texts

Method
Python web scraping

Source
Flipkart iPhone 15 Pro reviews

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

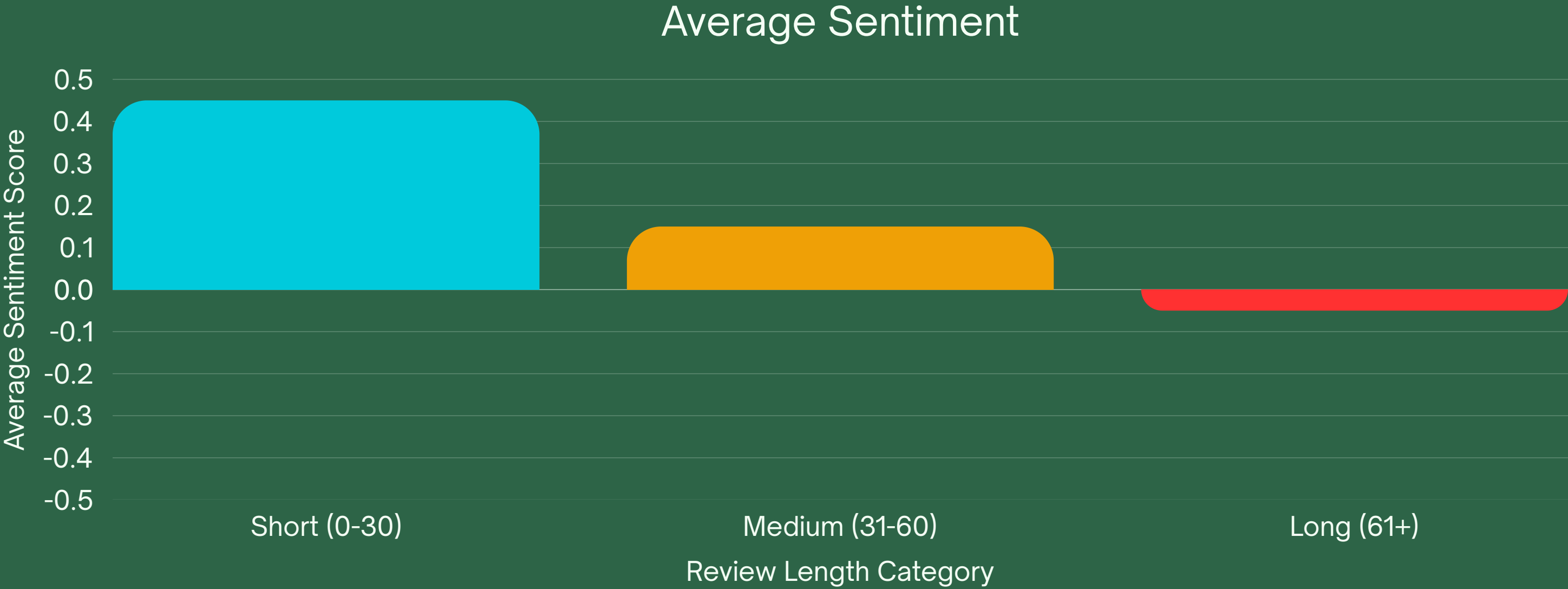# Not every 5-star means happiness

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

Average Sentiment

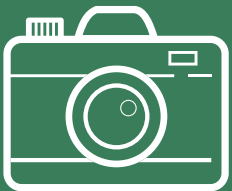Average Sentiment Score vs. Review Length Category

Review Length Category	Average Sentiment Score
Short (0-30)	~0.45
Medium (31-60)	~0.15
Long (61+)	~-0.03

Key Insights at a Glance

01 Ratings ≠ true sentiment

02 Love: camera and performance

03 Pain points: Wi-Fi and heating

04 Length hints at emotional intensity
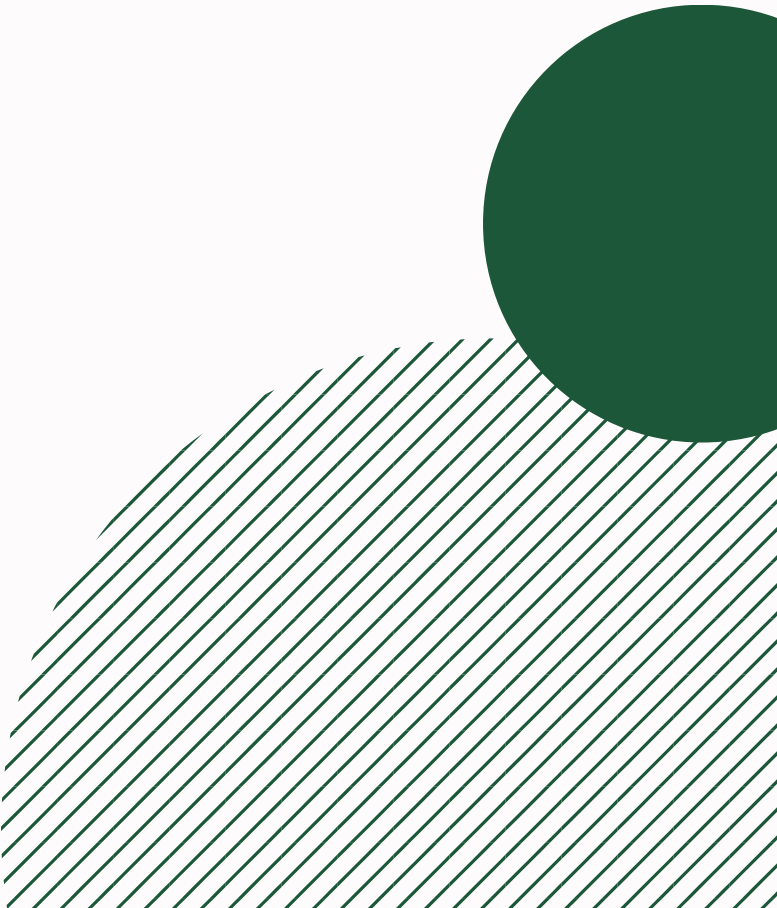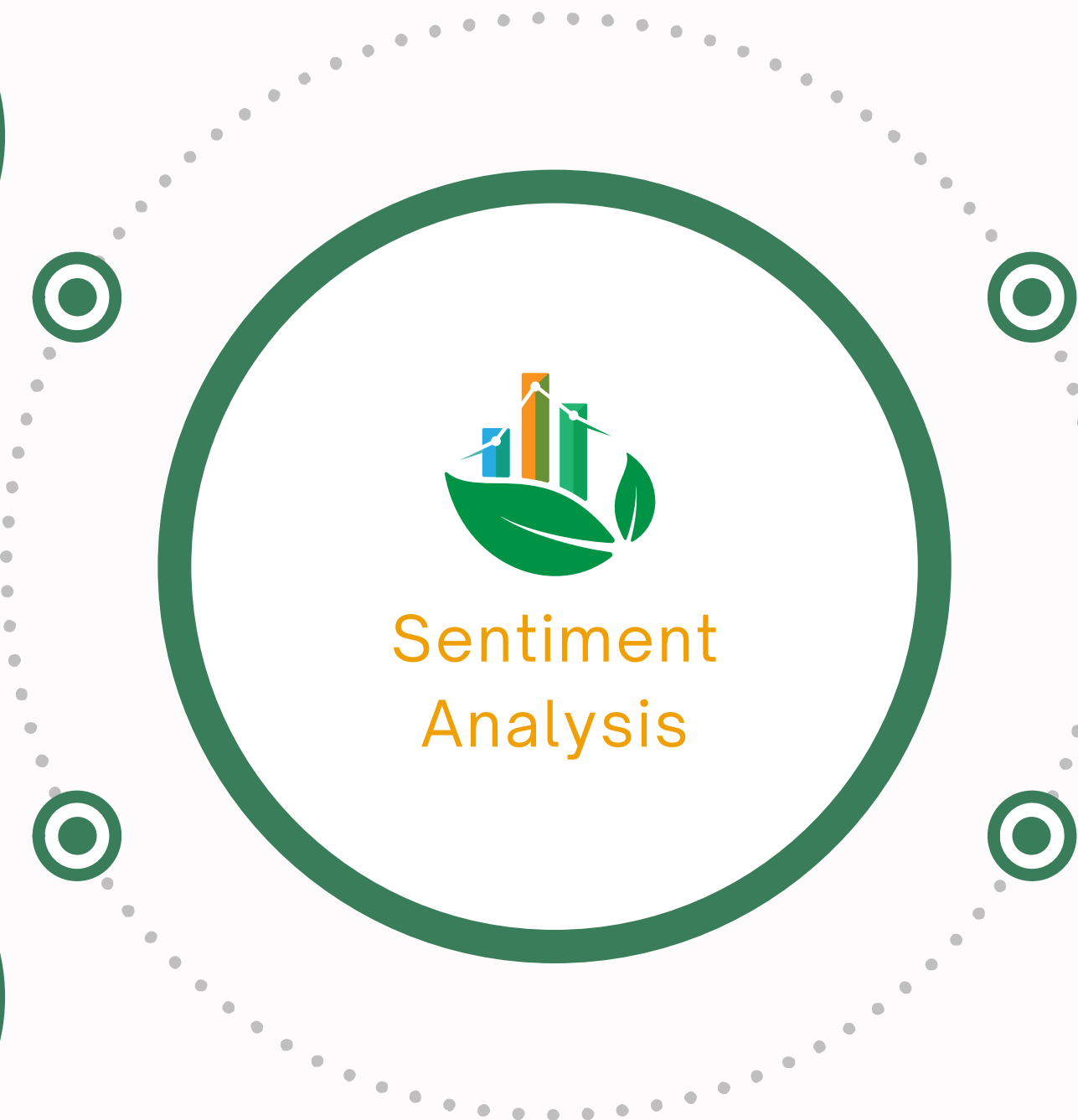
So What?

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

Sentiment Analysis

Why This Project Matters

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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