Brief Summary Insight

Customer Sentiment Analysis – The Sleep Company Stores

1. Objective

The objective was to analyze customer feedback from Google Reviews for The Sleep Company retail stores, covering sentiment classification and key metrics generation using Python and Power BI.

2. Review Collection and Processing

- **20 store locations** were initially selected.

- **~100 reviews** were targeted; after scraping and processing, **51 valid and clean reviews** were retained.

- Sentiment labeling was performed using a **pre-trained Transformer model** (DistilBERT) to ensure objective, high-quality classification.

3. Key Metrics Overview

- **Total Reviews Analyzed:** 51

- **Positive Reviews:** 47 (~92%)

- **Negative Reviews:** 4 (~8%)

- **Neutral Reviews:** 0

- **Average Star Rating:** ~4.9 out of 5

4. Store-wise Insights

- Majority of stores achieved **100% Positive Reviews** and **5-Star Ratings**.

- A few stores like **Golf Course Road**, **Lajpat Nagar**, **Model Town** and **South Ex** showed some **Negative Sentiment (~33%)**, indicating minor dissatisfaction among a small section of customers.

- **Top-performing stores** included:
  Jail Road, Indirapuram, Ghitorni, Gaur City, Dwarka Sec-12, Bandra Linking Road, Aria Mall Sec-68 Gurugram, South Ex *, Preet Vihar, Noida Sec 17, Model Town, Kirti Nagar* — maintaining consistent 5-Star feedback.

- Despite 5-star ratings for South Ex and Model Town stores, text analysis revealed minor negative feedback, emphasizing the value of reviewing written comments alongside ratings.

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5. Overall Sentiment Distribution

- Pie Chart analysis revealed that **Positive Sentiment dominates the customer feedback**.

- Very few instances of Negative Sentiment were observed, suggesting high customer satisfaction overall.

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6. Entity-Level Sentiment Insights (Bonus Analysis)

- Target entities analyzed: **mattress**, **delivery**, **service**.

- **Mattress**: Mostly positive feedback; however, 2 negative reviews were found related to the mattress purchase experience.

- **Delivery** and **Service**: Received overwhelmingly **positive mentions** with minimal or no negative sentiment.

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7. Business Recommendations

- **Maintain Excellence**: Focus on maintaining high service standards and product quality across all stores.

- **Minor Improvements Needed**: Investigate minor concerns around mattress-related experiences (especially purchase or delivery processes) to further enhance customer satisfaction.

Conclusion

The Sleep Company stores have built a **very strong positive brand image** among customers based on the Google reviews analyzed. Minor targeted improvements can further boost customer loyalty and satisfaction.

Deliverables Submitted

- Python Notebook (Scraping + Sentiment Analysis)

- Reviews Dataset (Cleaned and Labeled)

- Store-wise Metrics Dataset

- Entity-Level Sentiment Analysis Dataset

- Power BI Dashboard (.pbix)

- Summary Report (This document)

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