

What Really Matters?

Leveraging Online Customer Reviews to
Analyze Product Features

Project 4
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Motivation

- Customer reviews assess different features of a product
- Improve customer experience & provide business insights
- Sheer number of reviews can be overwhelming
- Amazon Kindle & Fire Tablet

What do the Reviews tell us?

Sample Review

My tablet is \$40 so I had to buy it and try it out. I found this tablet to be a lot thicker than I had imagined and the display quality really isn't all that great, but I am really happy with the battery life.

What exactly is the customer talking about?

Sample Review

My **tablet is \$40** so I had to buy it and try it out. I found this tablet to **be a lot thicker** than I had imagined and the **display quality** really isn't all that great, but I am really happy with the **battery life**.

Product Feature Extraction

Pre-processed Reviews



LDA

Topics Inferred

Fire HD

1. Battery Life
2. Price
3. Screen Size
4. Games
5. Apps

Kindle

1. Battery Life
2. Screen
3. Back Light
4. Light Weight
5. Ebook Selection

How do customers feel about the product features?

Sample Review

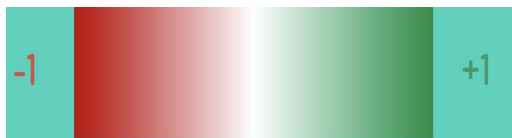
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Sentiment Analysis

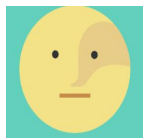
Reviews



Sentiment Intensity
Analyser

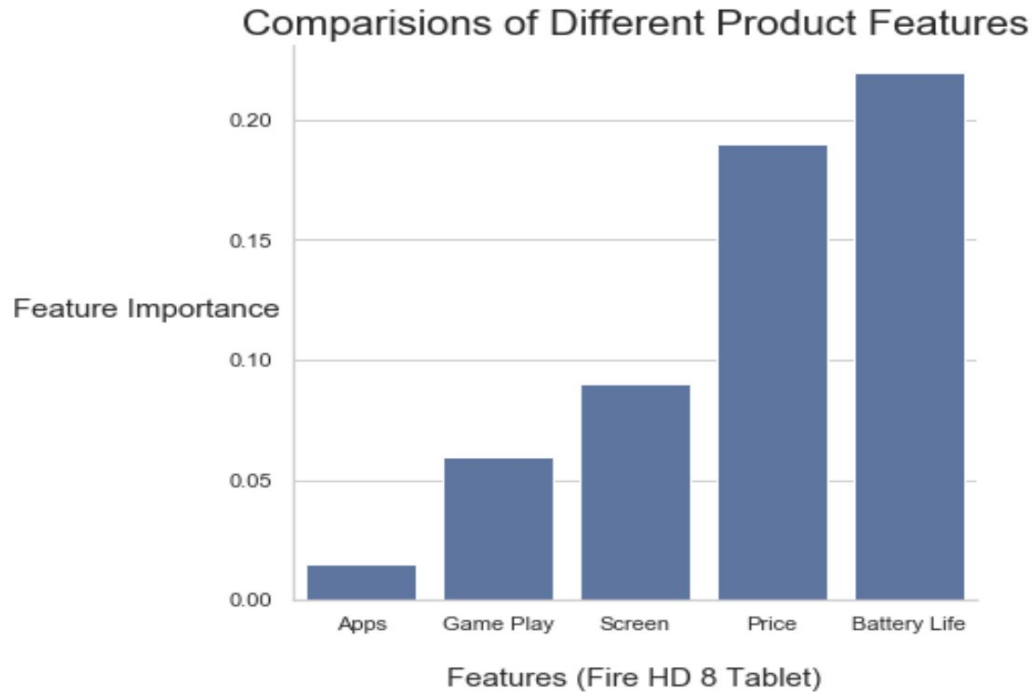


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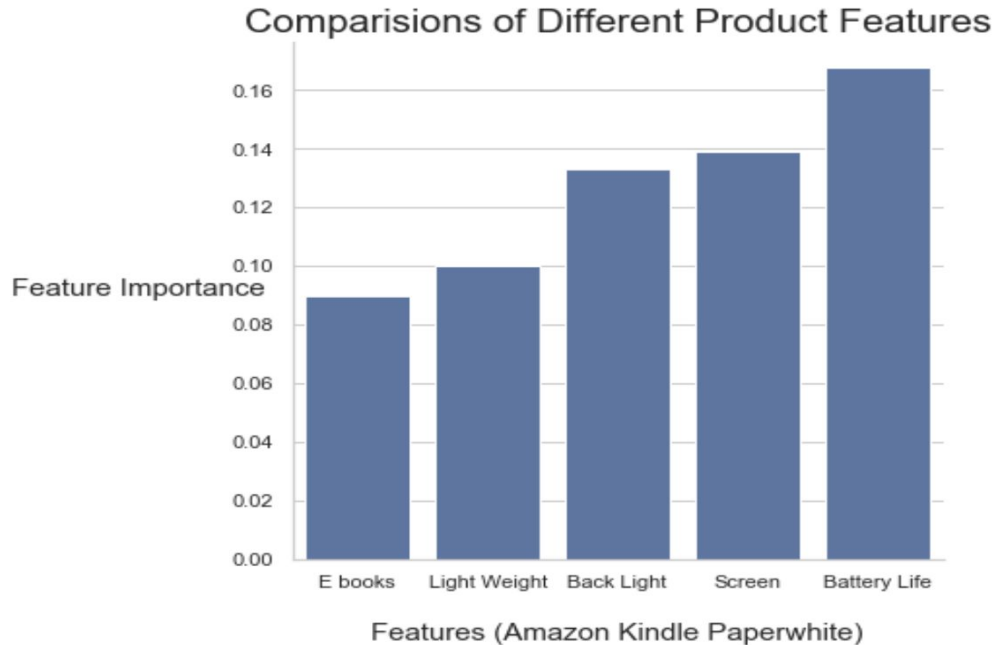
What Product Features Really Matter?

- Amazon Fire Tablet

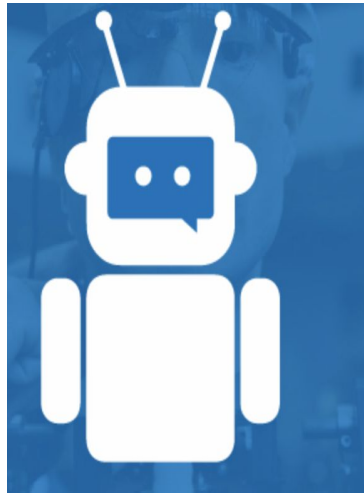


What Product Features Really Matter?

- Amazon Kindle Paperwhite



Chatbot



Future Work

- More Data
- Compare Apples with Apples
 - ❖ Amazon tablet with iPad 2



THANK YOU!