Accenture Strategy Connect

Season 3

Industry : Software And Platform

Theme : Reinvention in the Age of Generative AI

▶ **VIDEO LINK** 🔍

Presented by **Team Igniter**

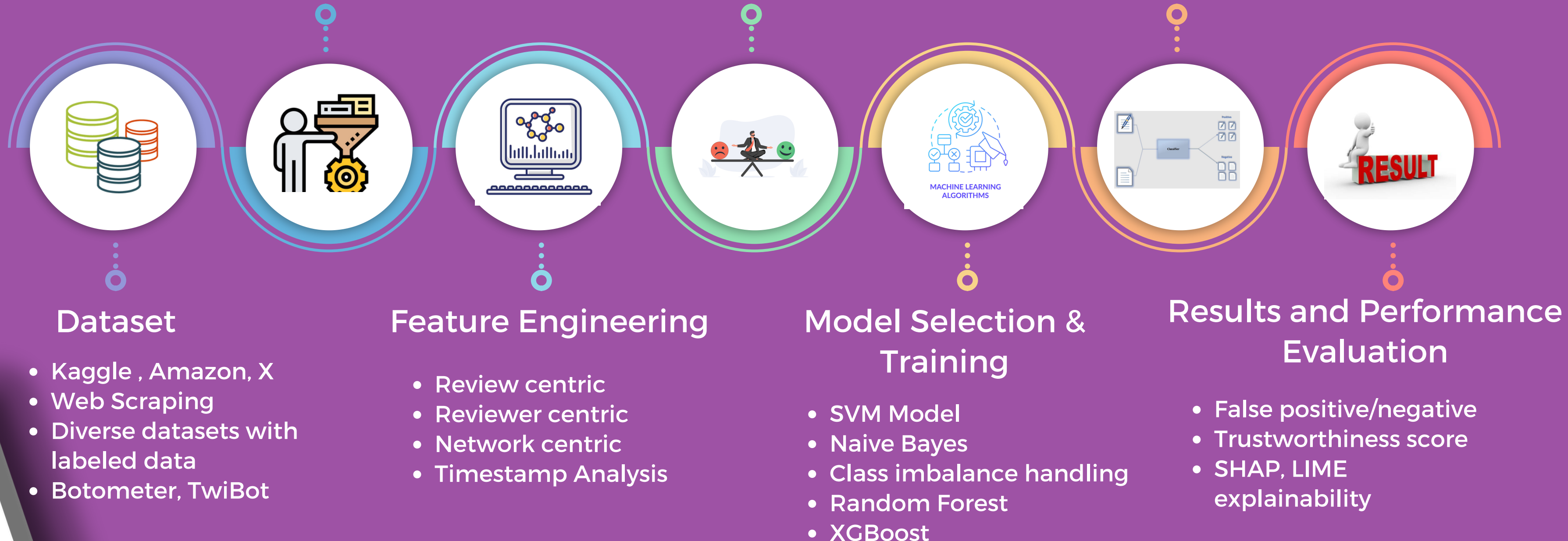# PROPOSED SOLUTION

Data Processing

- Metadata Analysis
- Tokenization
- Stop-Words Cleaning
- Text cleaning

Sentiment & Anomaly Analysis

- VADER
- Text anomaly detection
- BERT-based Models

Evaluation and Validation

- Cross-validation
- Precision-Recall AUC
- F1 Score

Dataset

- Kaggle , Amazon, X
- Web Scraping
- Diverse datasets with labeled data
- Botometer, TwiBot

Feature Engineering

- Review centric
- Reviewer centric
- Network centric
- Timestamp Analysis

Model Selection & Training

- SVM Model
- Naive Bayes
- Class imbalance handling
- Random Forest
- XGBoost

Results and Performance Evaluation

- False positive/negative
- Trustworthiness score
- SHAP, LIME explainability

DELIVERABLES AND OUTCOMES

1. **Increased Customer Trust**

2. **Sustainable Revenue Growth**

3. **Elastic Search with Review Integration**

4. **Enhanced Brand Reputation**

5. **Enhanced Customer Engagement**

92.4% of respondents say reading a trusted review makes them more likely to purchase a B2B product

74% of consumers say that reviews increase trust in a company

Displaying online reviews increases conversion by **270%**

THANK YOU!

Open for Questions!

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