

SATISFACTION AND SENTIMENT ANALYSIS BY CONSUMER REVIEWS OF AMAZON PRODUCTS

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DS DIBIMBING BATCH 29

[LINK DASHBOARD](#)

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Data Understanding

DataSet: Consumer Reviews of Amazon Products

Column	Non-Null Count	Dtype	Missing Value
id	34660 non-null	object	0
name	27900 non-null	object	6760
asins	34658 non-null	object	2
brand	34660 non-null	object	0
categories	34660 non-null	object	0
keys	34660 non-null	object	0
manufacturer	34660 non-null	object	0
reviews.date	34621 non-null	object	39
reviews.dateAdded	24039 non-null	object	10621
reviews.dateSeen	34660 non-null	object	0
reviews.didPurchase	1 non-null	object	34659
reviews.doRecommend	34066 non-null	object	594
reviews.id	1 non-null	float64	34659
reviews.numHelpful	34131 non-null	float65	592
reviews.rating	34627 non-null	float66	33
reviews.sourceURLs	34660 non-null	object	0
reviews.text	34659 non-null	object	1
reviews.title	34654 non-null	object	6
reviews.userCity	0 non-null	float64	34660
reviews.userProvince	0 non-null	float64	34660
reviews.username	34653 non-null	object	7

DATA UNDERSTANDING

- Columns:**

- product details:

- id, name, asins, brand, categories, and manufacturer.

- Review :

- reviews.date, reviews.dateAdded, reviews.dateSeen, reviews.rating, reviews.text, reviews.title, and reviews.username.

- Some user-related columns:

- reviews.userCity and reviews.userProvince (both entirely empty).

- Additional fields:

- reviews.numHelpful, reviews.doRecommend, and reviews.didPurchase.

- Missing Values:**

- name and asins

- reviews.didPurchase, reviews.userCity, and reviews.userProvince Sebagian besar kosong

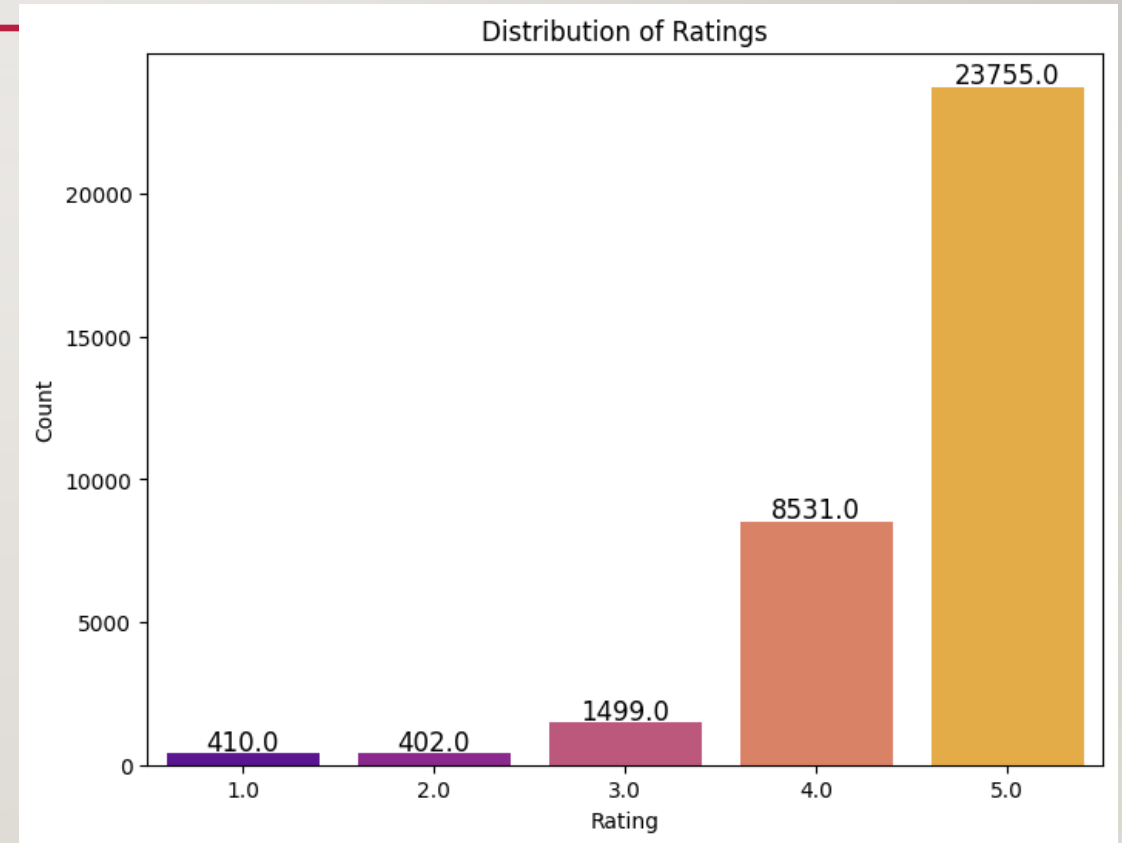
- reviews.dateAdded banyak data yang hialng

METRIK & GOAL

- Metrik :
 - NPS Score
 - CSAT Score
 - Rating Distribution
- Goal
 - Menidentifikasi kepuasan pelanggan
 - Mengidentifikasi sentiment pelanggan.

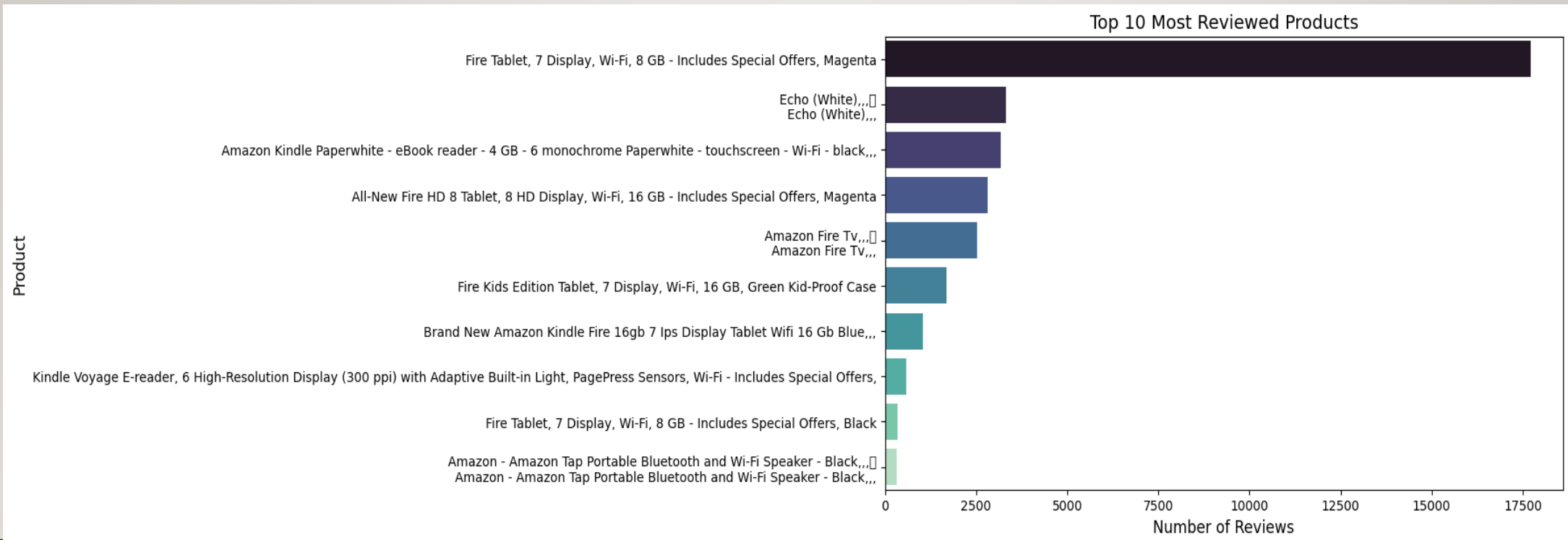
RATING DISTRIBUTION

Distribusi Rating pelanggan dengan range 1-5, rating terbanyak ada pada rating 5. Dimana rating 5 menunjukkan rating pelanggan terhadap produk yang dibeli itu baik. Dan rating rendah (1-3) menandakan masih adanya ketidakpuasan pelanggan terhadap pembelian produk.



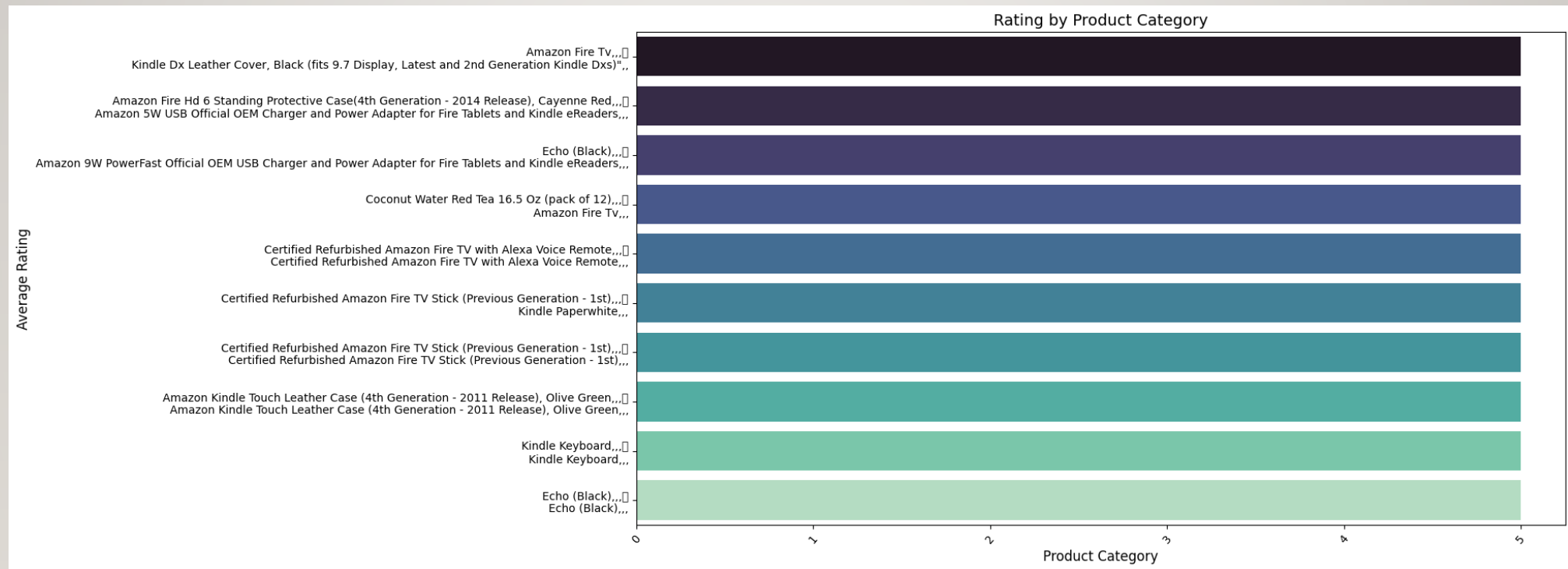
PRODUK PALING BANYAK DI REVIEW

- Product "All-New Fire HD 8 Tablet" review terbanyak
- Amazon mendominasi list, yang mana sesuai dengan dataset yang berfokus pada Amazone product.



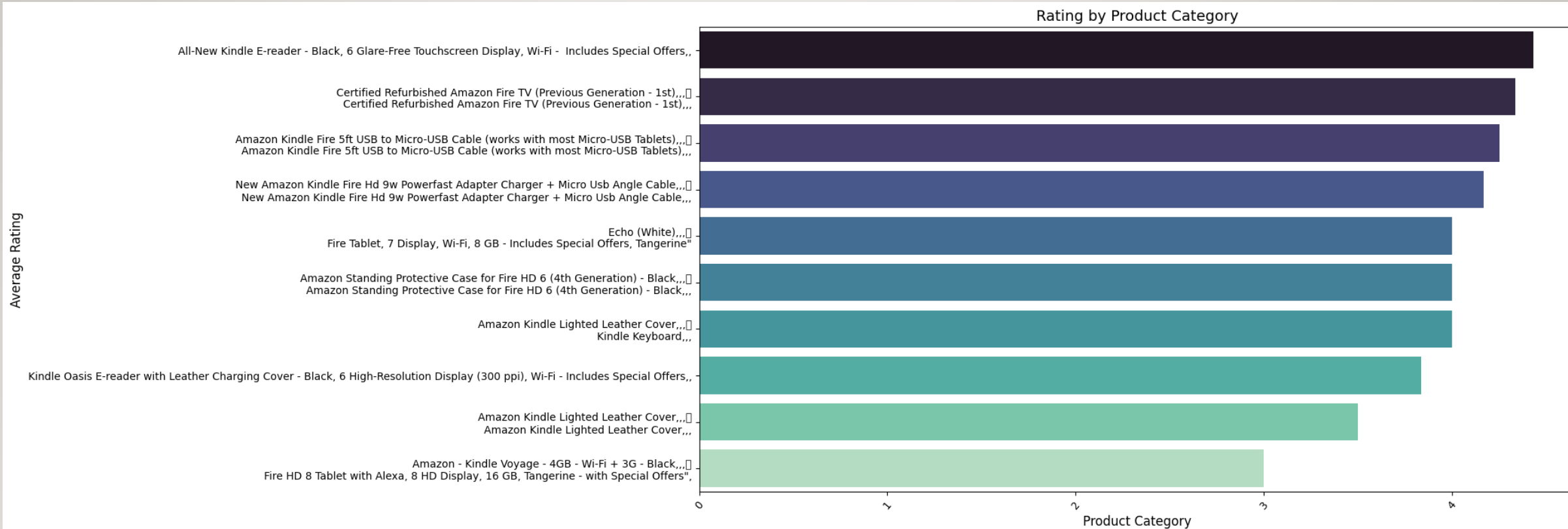
RATING PADA PRODUCT

10 CATEGORY PRODUCT DENGAN RATA-RATA RATING TERTINGGI



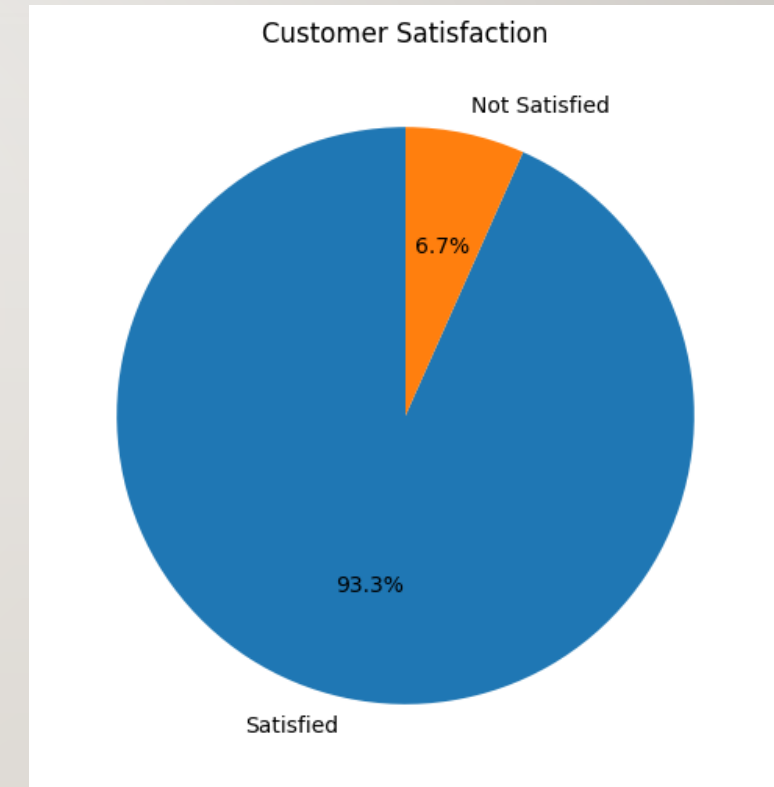
RATING PADA PRODUCT

- 10 Category product dengan rata-rata rating terendah

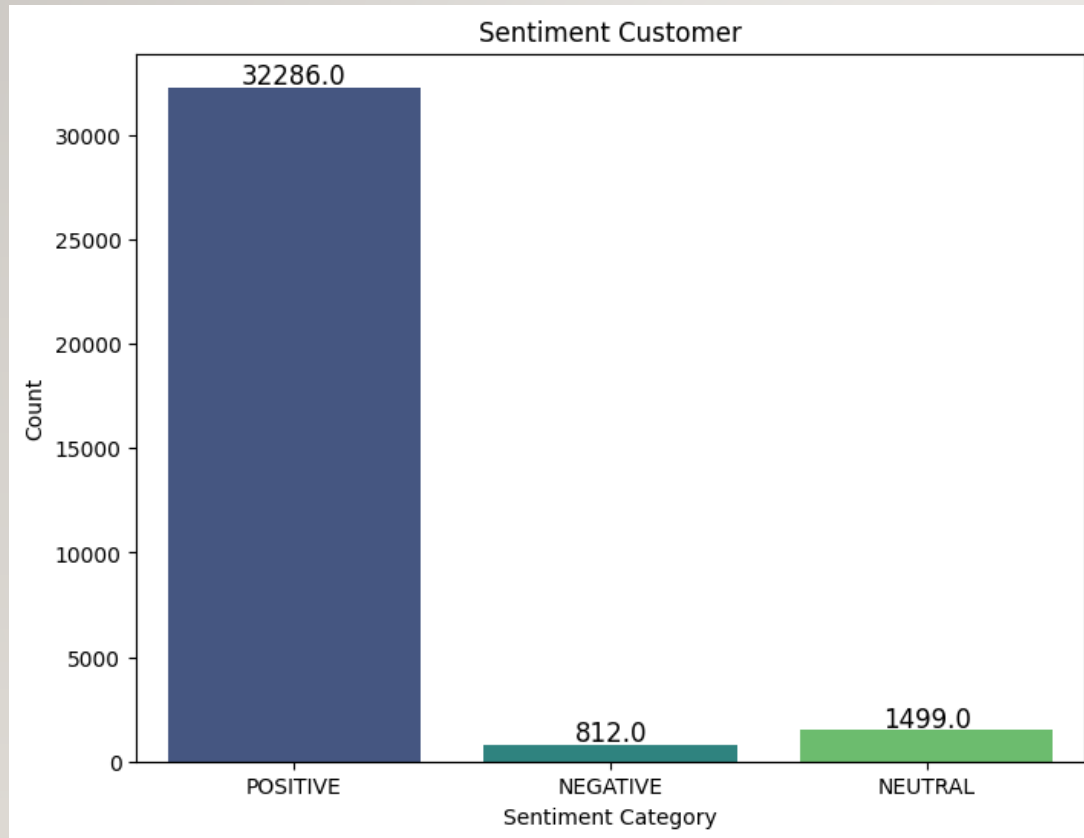


SATISFACTION CUSTOMER

- Dari review dataset didapatkan 93,3% pelanggan yang merasa puas, berdasarkan rating yang diberikan (4-5
- dan 6,7% masih belum puas(Rating 1-3)



SENTIMENT



Dari data sentiment pelanggan yang mendominasi adalah sentiment positif. Sentimen yang didasari rating yang diberikan pelanggan, dimana positif adalah rating tinggi range 4-5 (statisfied), Neutral dengan rating 3 dan Negatif dengan rating 1-2.

COMMENT ON POSITIF REVIEW

id	name	clean_text	sentiment
AV1YE_muvKc47QAVgpwE	Fire Tablet, 7 Display, Wi-Fi, 8 GB - Includes Special Offers, Magenta	You'll never need cable again!! All you have to have is the Internet and depending out what kind of build you put on your fire TV that's all you'll ever need!	POSITIVE
AVphgVaX1cnluZ0-DR74	Fire Tablet, 7 Display, Wi-Fi, 8 GB - Includes Special Offers, Magenta	You won't find a better value. Especially if you are a Prime member, this device is a fantastic basic tablet. Worth every penny.	POSITIVE
AVphgVaX1cnluZ0-DR74	Fire Tablet, 7 Display, Wi-Fi, 8 GB - Includes Special Offers, Magenta	You won't find a better tablet for the price. Tried multiple different tablets in the same price range and the amazon fire outperforms them all in every category. If you want a good tablet and on a budget, this is your tablet!	POSITIVE
AVpf8cLLJeJML43AE3S	Fire Tablet, 7 Display, Wi-Fi, 8 GB - Includes Special Offers, Magenta	You will very quickly learn how to talk to her in a way that she will understand and it's not unlike speaking to a small frustrating toddler. Alexa, when was George Washington born? George Washington was born...blah blah Alexa stop. There were rumors his teeth were wood but these turned out to be false, ALEXA stop speaking! There will be many times she will not understand what you're saying which can be both frustrating and hilarious. Alexa, put tomatoes on my shopping list. I've put potatoes onto your shopping list...Well, guess I'm eatin potatoes. That said, now that I've learned how to speak to the Echo it usually does exactly what I want it to do. I think the echo is well worth the price	POSITIVE
AV1YnRtnqIJLPUI8UjM/V	Amazon Kindle Paperwhite - eBook reader - 4	You will not regret this purchase! The kindle holds a charge for more than a week, is super light weight, easy on the	POSITIVE

Komentar dengan sentiment positif rata-rata berkomentar tentang harga produk dan kualitas produk

COMMENT ON NEGATIVE REVIEW

id	clean_text	Sum of reviews.rating	sentiment
AV1YE_muvKc47QAVgpgwE	After about two weeks I ended up returning this item. It constantly froze and when it was working it was no faster than my fire stick.The voice search was a joke. I'm pretty tied in to the Amazon ecosystem, I love my Echo, but I was disappointed with this device. And for a hundred dollars? No thanks.	2	NEGATIVE
AV1YE_muvKc47QAVgpgwE	After setting up the Amazon Fire it froze on me and I had to return it !	1	NEGATIVE
AV1YE_muvKc47QAVgpgwE	Amazon is at the forefront of 4K content, offering several shows in HDR. Then why isn't their very own streaming player capable of displaying it? And at only 30 fps to boot. This was obviously built to a price but if you've already shelled out the money for a 4K TV wouldn't you want it to be able to display all that it's capable of? The Roku is, at present, the far superior product.	1	NEGATIVE
AV1YE_muvKc47QAVgpgwE	At first, the fire box was great. After two months the remote stopped working. I'd say save some money and just get the fire sticks. I have two of them and no problem. The fire tv box has been nothing but issues.	1	NEGATIVE
AV1YE_muvKc47QAVgpgwE	Barely 4k content and it lags a lot. Not worth it. Returned!	1	NEGATIVE
AV1YE_muvKc47QAVgpgwE	Basically has almost the same content as a Roku 3 would provide, but in a much more clunkier menu. I can get a better Amazon menu layout via the Amazon app on the Roku 3. Also for those that were hoping to pick up some extra football via FOX sports network (FS1), that is not happening. You can add the channel free, but in order to watch any content you will still need a cable or satellite subscription which defeats the whole purpose of adding the app for us cord cutters. There is NO way I am signing back up for cable or satellite. I wish FS1 would get with the program and offer a separate subscription such as HBO and Showtime do. It's a thumbs down for me.	1	NEGATIVE
AV1YE_muvKc47QAVgpgwE	Bought the fire TV excited about the 4K support. The first night it refused to load video content. I could only stream music. Now it refuses to load at all. It has completely stopped responding to the remote. Remote feels cheap.	1	NEGATIVE
Total		122064	

Komentar dengan sentiment negative dan rating rendah, rata-rata komentar atau complain tentang performa produk yang kurang baik.



REKOMENDASI

- Beberapa rekomendasi yang dapat dilakukan untuk meningkatkan kepuasan pelanggan
 1. untuk rating yang rendah, insvestigasi isu /permasalahn yang spesifik, jika dilihat juga dari komentar product quality, usability, harus ditingkatkan
 2. Fokus pada peningkatan kepuasan pelanggan rating redah atau meniru kesuksesan dari produk yang berating tinggi, jika dilihat dari text review rating tinggi dengan sentiment positif sebaian besar m
 3. berikan Reward pada loyal customers (discounts, penawaran khusus) dan mengoreksi permasalahan yang dikritik pelanggan.

TERIMA KASIH