



lululemon product reviews

Deriving actionable insights from customer feedback



Actionable insights from customer reviews?

★★★☆☆ Sophie USA · 3 months ago

Tight lower band

I bought two energy bra in the past and they both true to size and fit very well. Then I bought the third one (black) last year but it fit very tight. I recently bought this one (white) and it fit tight again! For both tight bras I went to the store and tried to get an exchange, but all the energy bras of same size had the same tight fit. I could not move to a larger size as the cup would be too big. I compared them with the old ones I had and the lower bands did seem shorter. I am not sure whether Lululemon decided to make this change intentionally or what. I will definitely not buy any other energy bra anymore unless the fit is adjusted.

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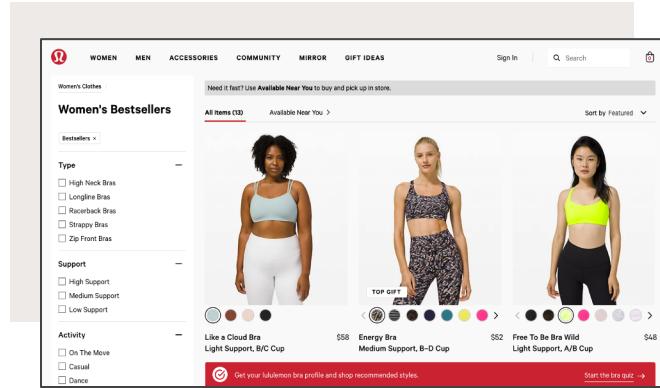
Two major impediments:

1. Majority of data is text, unstructured, cannot be analyzed en masse
2. Numeric rating systems are unable to convey specific information

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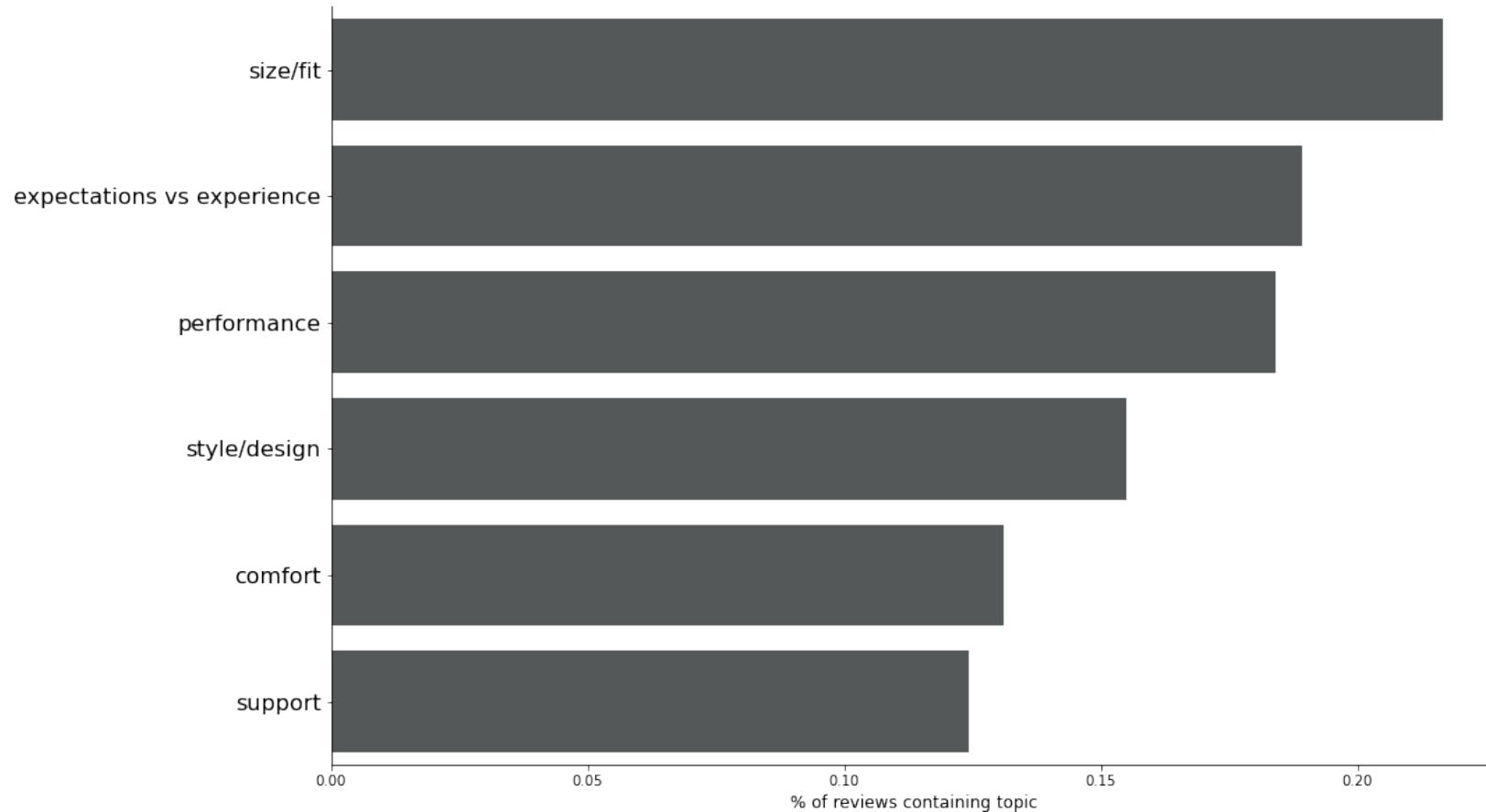
Use Selenium to collect
9,000+ reviews for all 13
of lululemon's best selling
sports bras

Discover latent features
in the review texts to
derive actionable insights

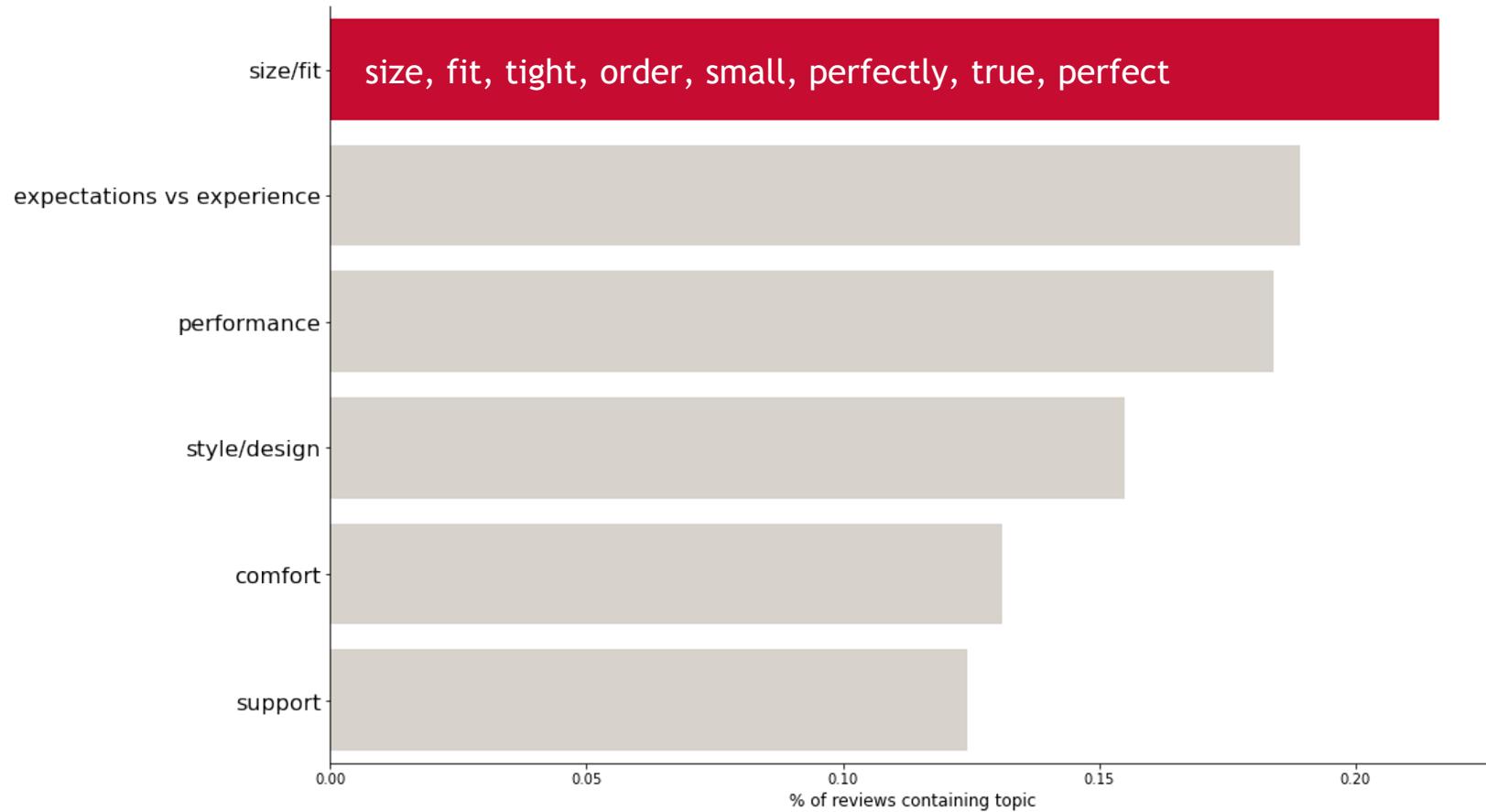


Prepare data for natural
language processing using
Spacy, Tf-IDF and NMF

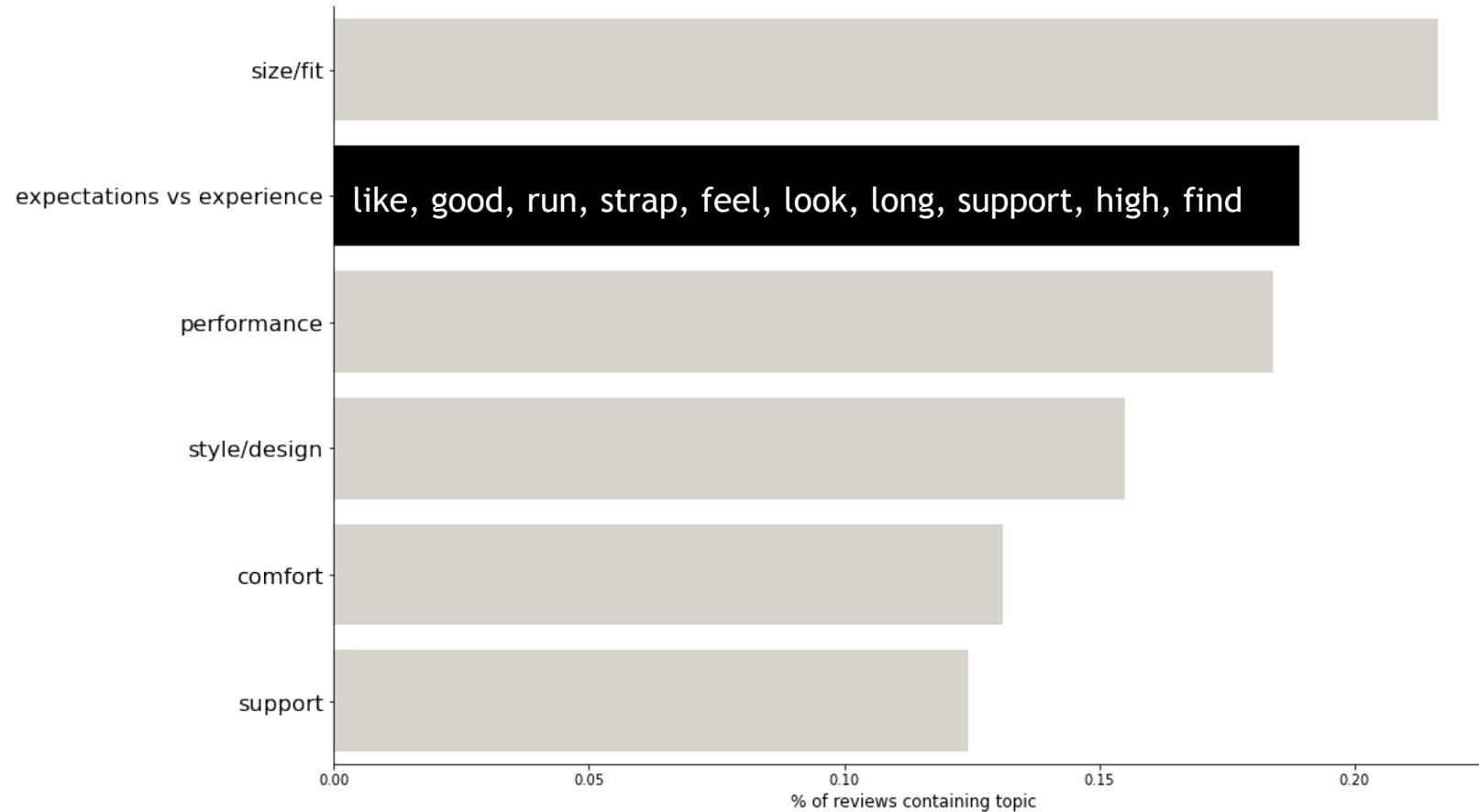
Core set of 6 common topics across all reviews



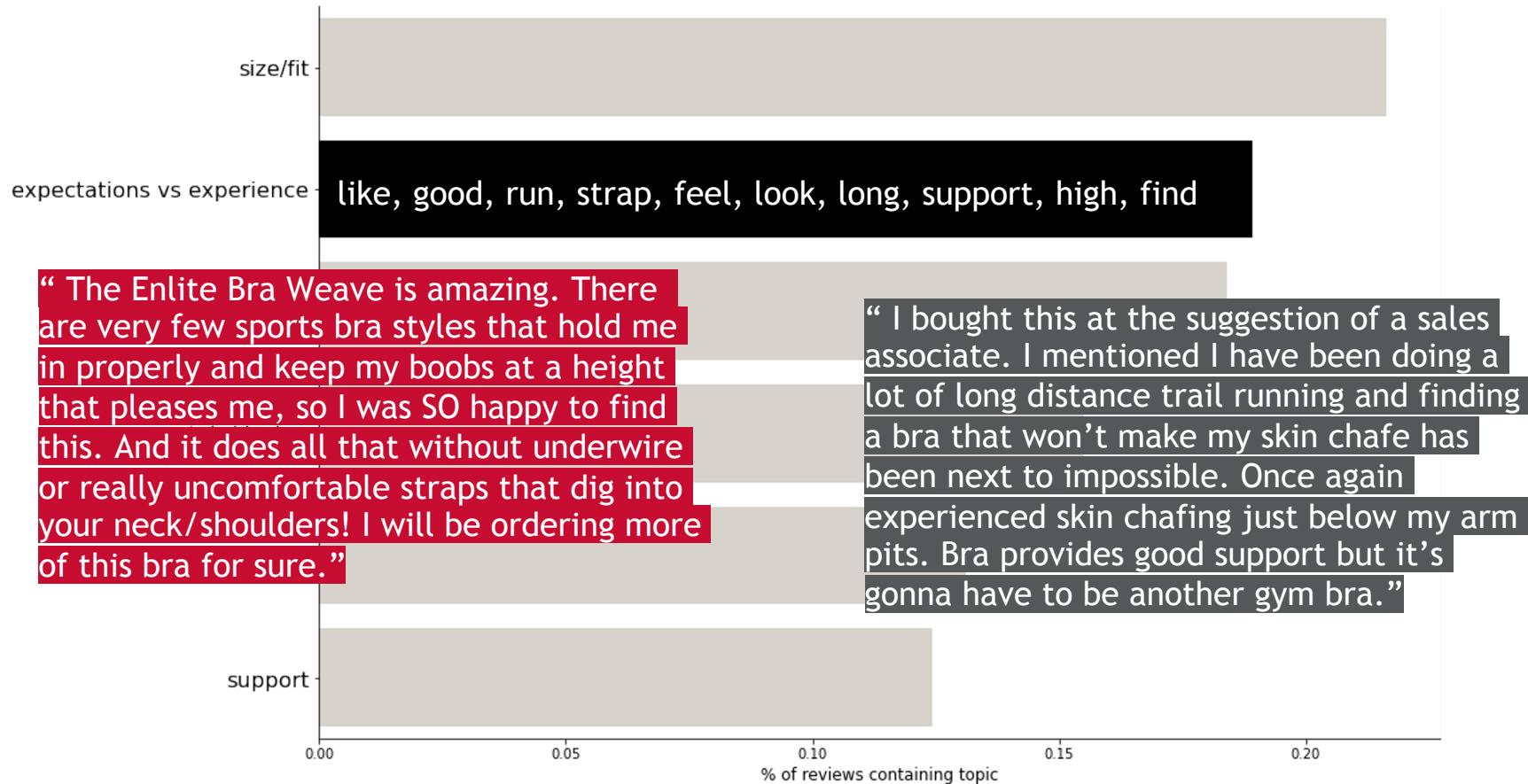
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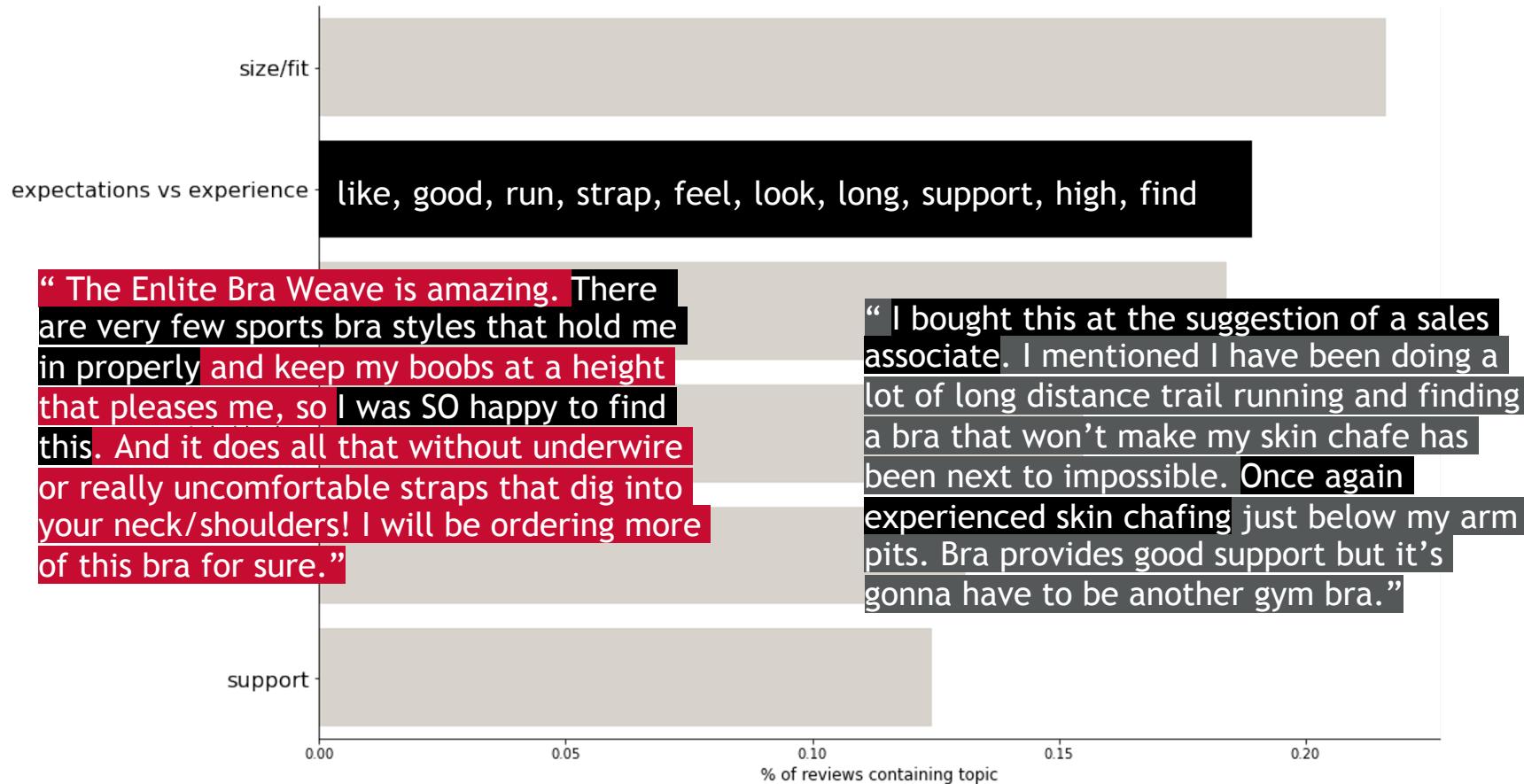
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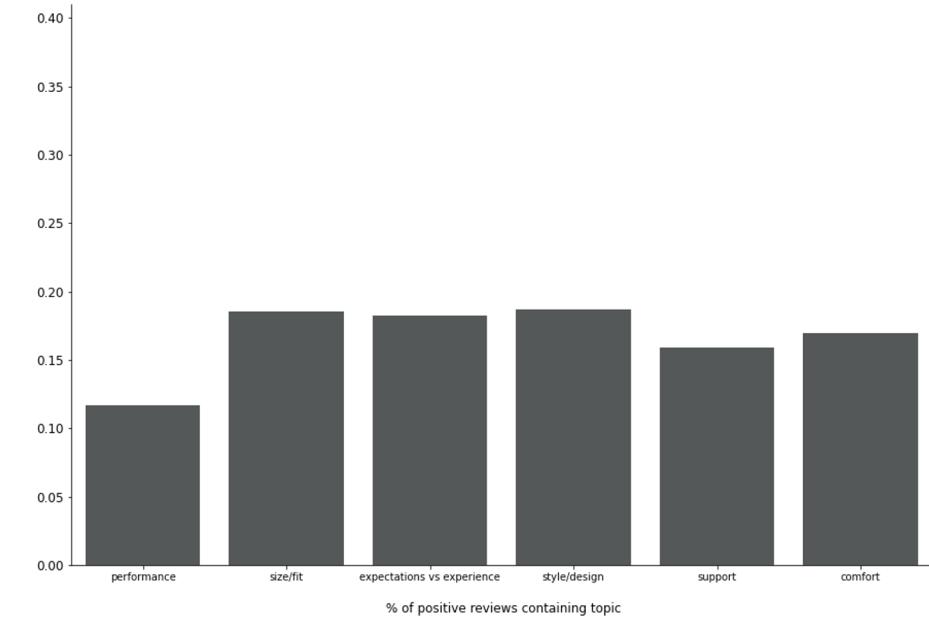
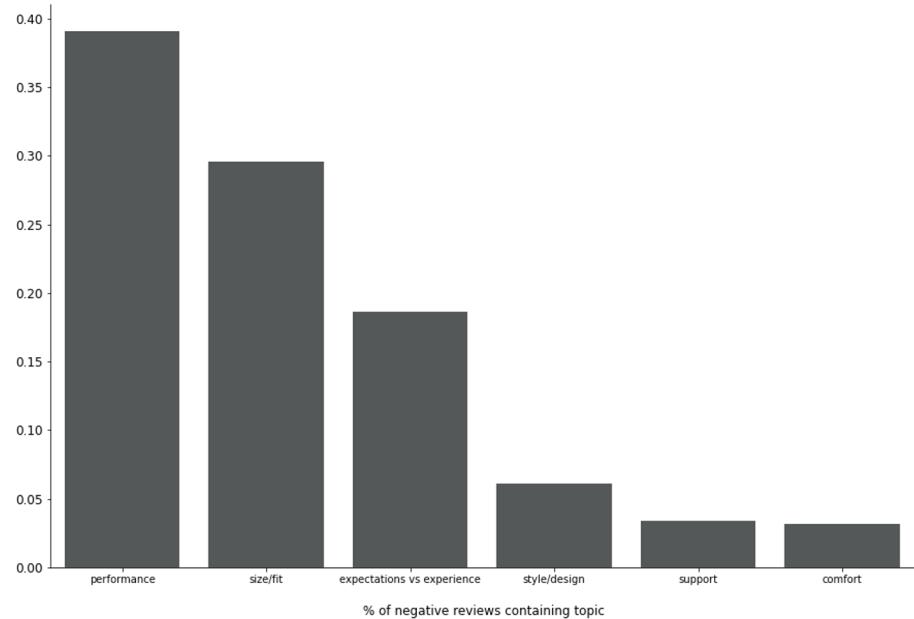
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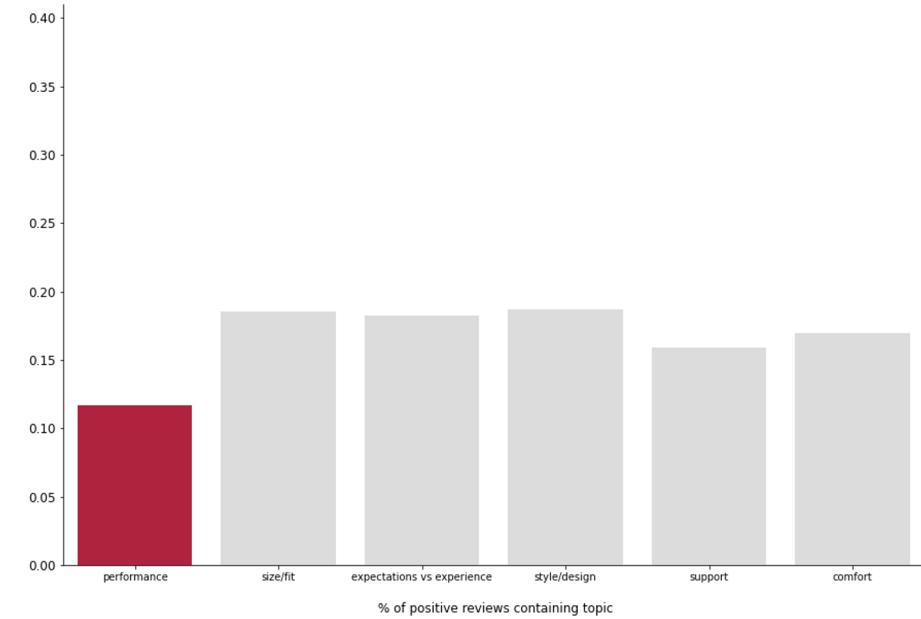
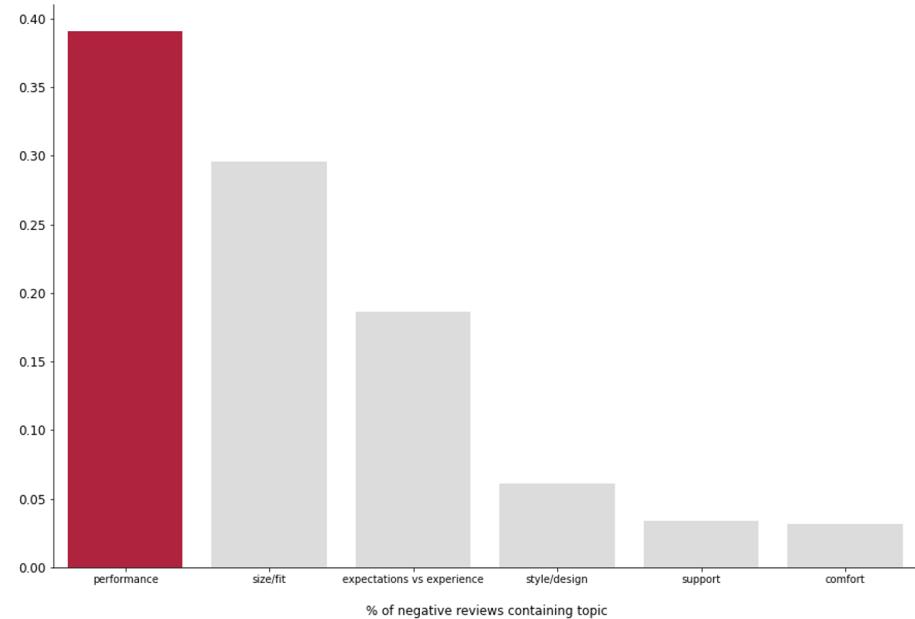
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Topics by sentiment: negative vs. positive reviews



Topics by sentiment: negative vs. positive reviews



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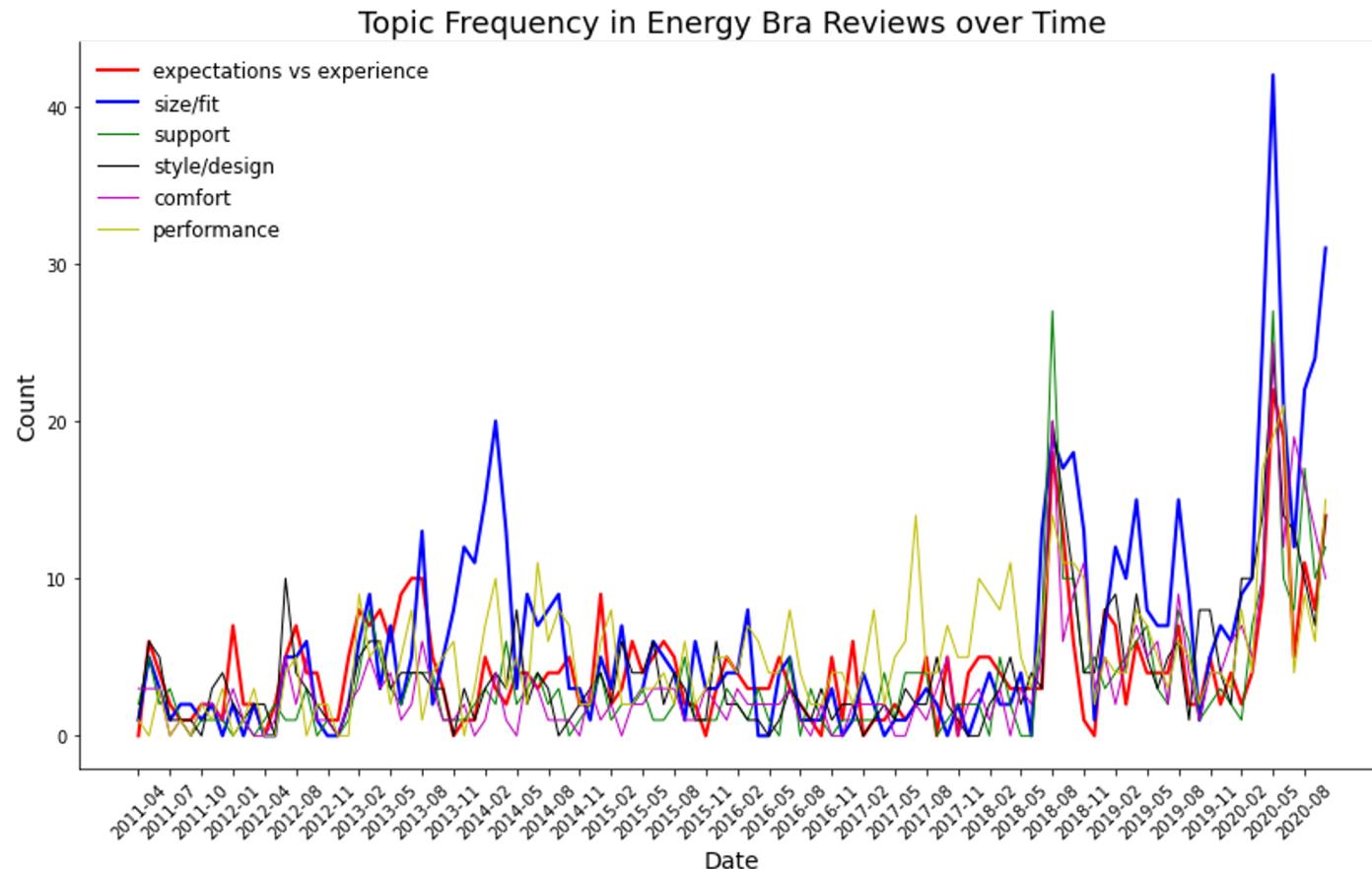
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Topic appropriately identified as “size/ fit”

Topic Variation Across Time in Energy Bra Reviews



Customer Facing use of Review Insights



Lululemon Review Curator

Reading reviews is an integral part of the online shopping experience.

Yet sifting through hundreds of reviews written by customers whose needs differ from yours is a time consuming process. Welcome to lululemon review curator which provides a curated collection of reviews specifically tailored to your product needs.

To get started, please select one of lululemon's best-selling sports bras from the dropdown list below.

Product:

Like a Cloud Bra Light Support, B/C Cup

Compared to the average person, how important are the following topics for your product needs?

Size/Fit :

1: about the same importance

Support

1: about the same importance

Conclusions



Six clearly identifiable topics across all reviews of all 13 best selling sports bras

Positive reviews have an equal distribution across all topics while negative reviews are overwhelmingly concerned with product performance, size/fit as well as how the customer's experience with the product compares with their expectations.

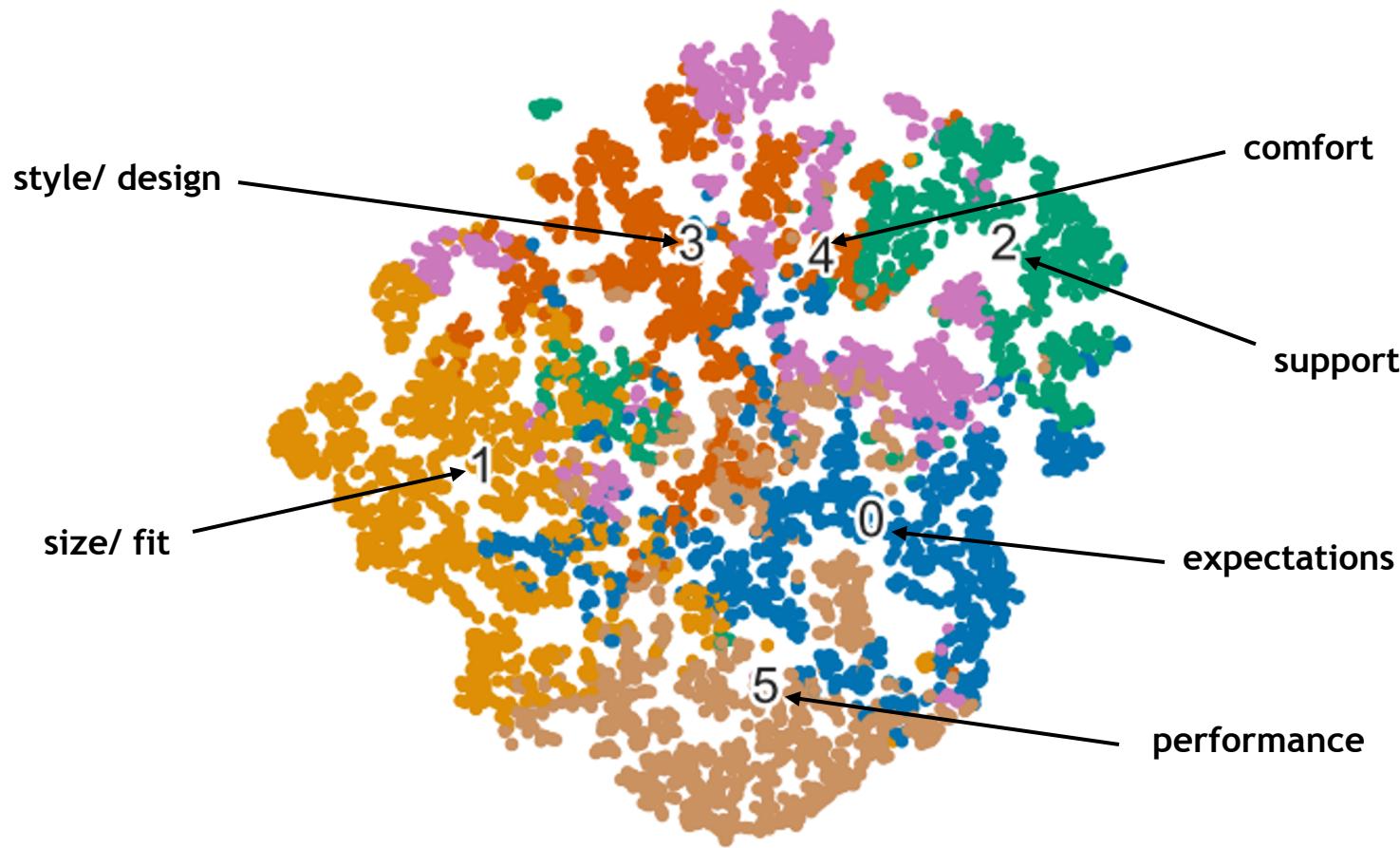
Value added for product team as well as customer experience



Thank you!



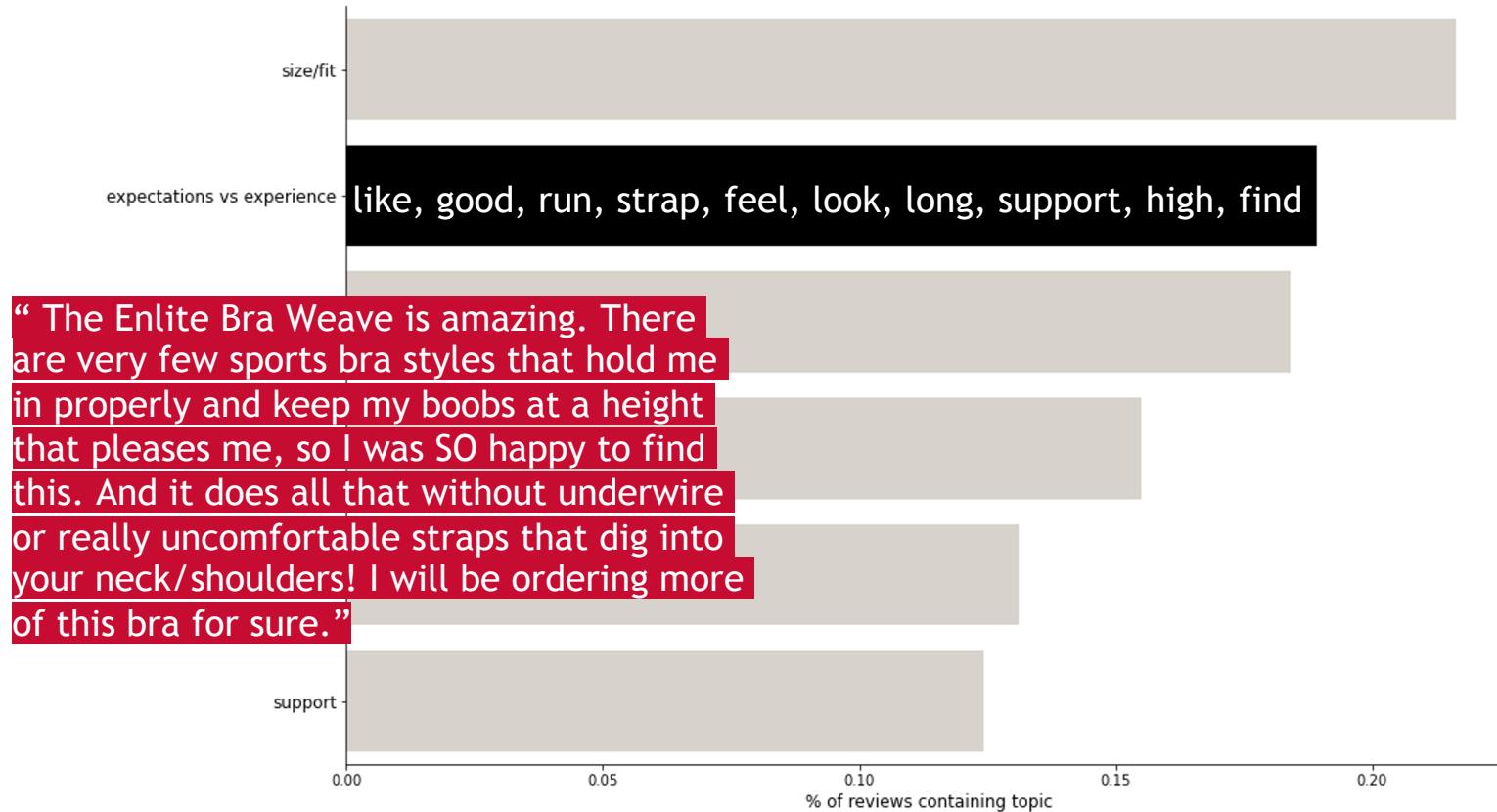
Appendix: Core set of common topics across all reviews



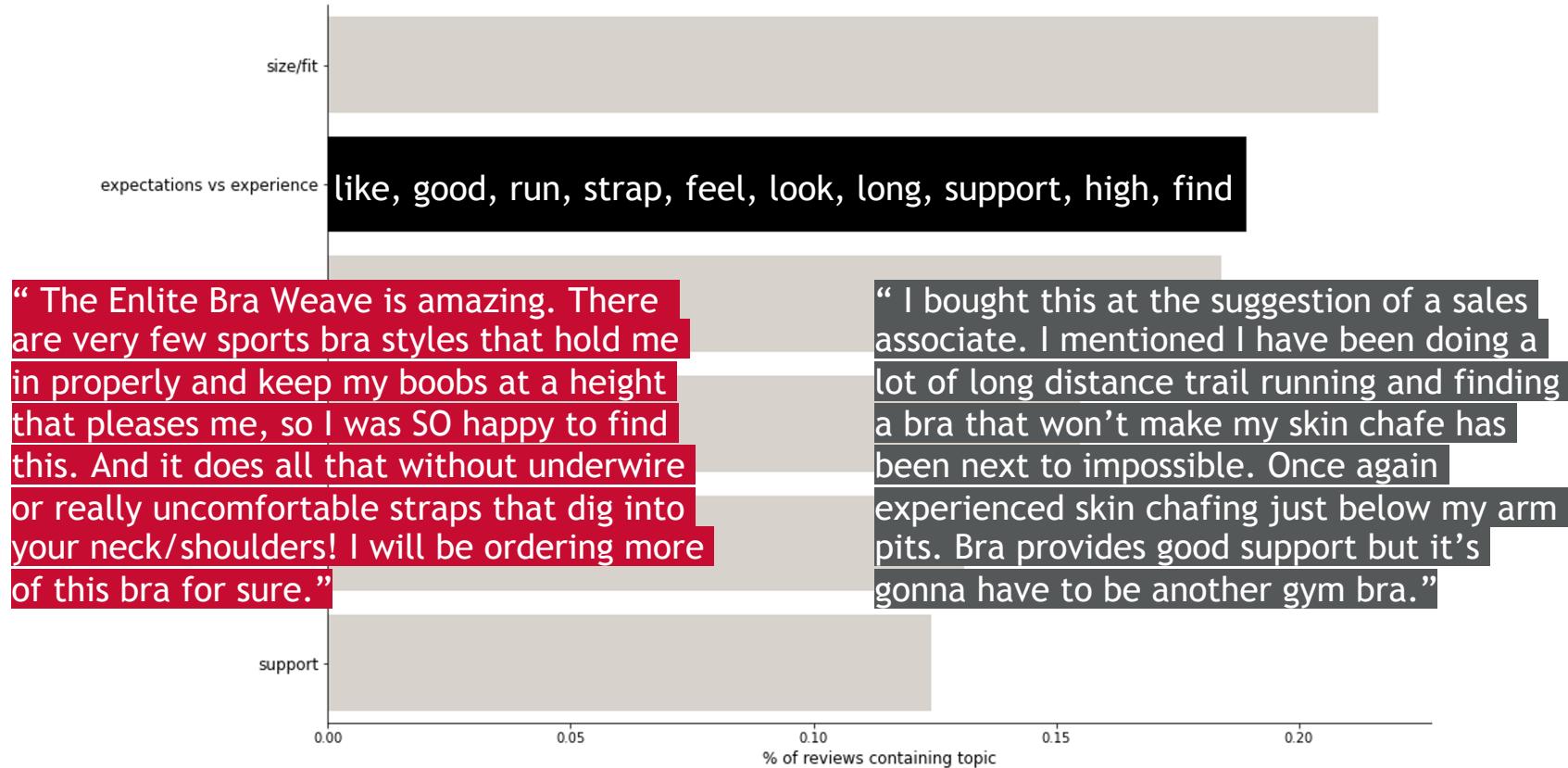
Appendix: Core set of common topics across all reviews

size/ fit	support	style/ design	comfort	performance	expectations
size	great	love	comfortable	wear	like
fit	support	color	supportive	buy	good
tight	fit	perfect	super	time	run
order	provide	fit	cute	stretch	strap
small	look	absolutely	soft	wash	feel
perfectly	run	energy	run	disappoint	look
true	workout	different	flatter	day	long
perfect	good	style	favorite	purchase	support
band	favorite	design	workout	lulu	high
return	coverage	favorite	definitely	month	find

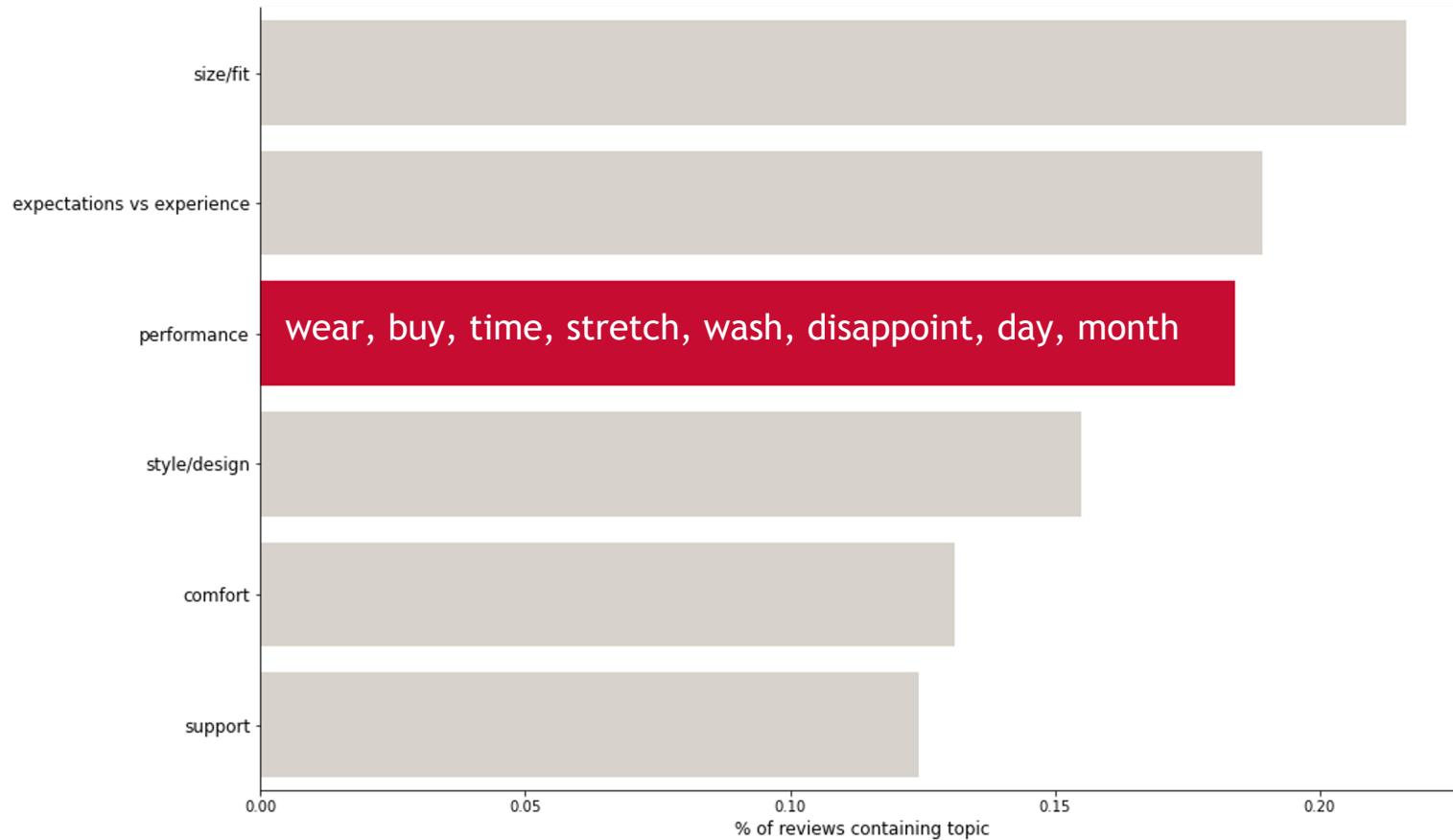
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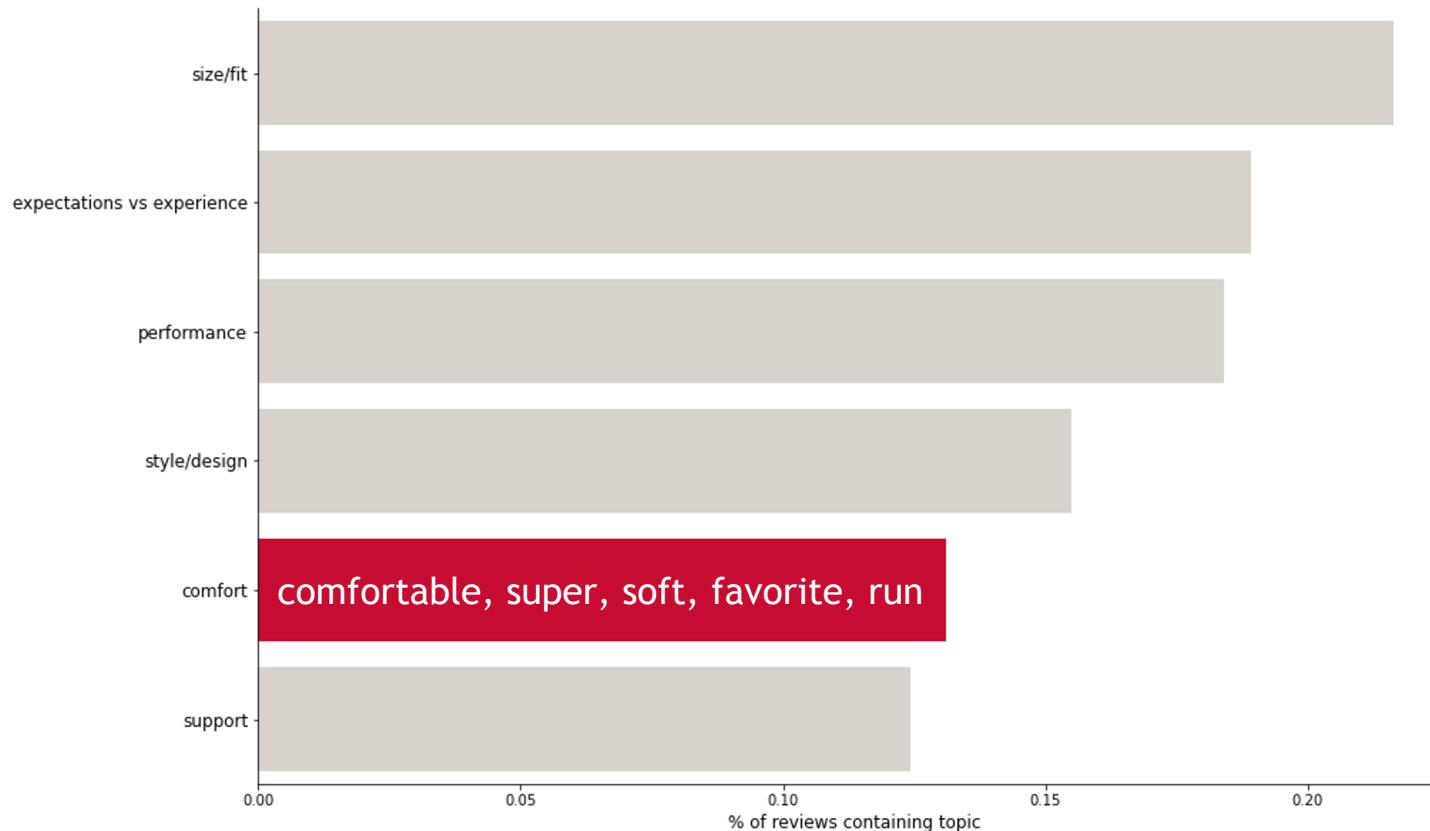
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Appendix: Top 3 Topics for All Products

Product	Top 3 Topics
Like a Cloud Bra Light Support, B/C Cup	comfort, performance, expectations
Energy Bra Medium Support, B-D Cup	size/fit, performance, expectations
Free To Be Bra Wild Light Support, A/B Cup	size/fit, performance, style/design
Invigorate Bra Long Line Medium Support, B/C Cup	expectations, style/design, size/fit
Flow Y Bra Nulu Light Support, B/C Cup	size/fit, performance, expectations
Ebb to Street Bra Light Support, C/D Cup	size/fit, style/design, expectations
Enlite Bra Zip Front High Support, A-E Cups	performance, expectations, size/fit
Energy Bra Long Line Medium Support, B-D Cup	style/ design, expectations, size/fit
Ebb To Street Bra Light Support, A/B Cup	size/fit, expectations, performance
Run Times Bra High Support, B-E Cups	expectations, support, comfort
Energy Bra High Neck Medium Support, B-D Cup	expectations, style/design, size/fit
Free To Be Serene Bra Long Line Light Support, C/D Cup	size/fit, expectations, style/design
Enlite Bra Weave High Support, A-E Cup Online Only	performance, expectations, size/fit

Appendix: Topics by products

A screenshot of a product page for the "Enlite Bra Weave". The page features a woman in a black sports bra and dark pants. The product title is "Enlite Bra Weave High Support, A-E Cup Online Only" with a price of \$98.00 USD. Below the title are color swatches for Black, with the Black option selected. A "Select Size" section shows a grid of size options from 30 C to 40 E.

A screenshot of a product page for the "Run Times Bra". The page features a woman in a black sports bra and dark pants. The product title is "Run Times Bra High Support, B-E Cups" with a price of \$68.00 USD. Below the title are color swatches for Black, with the Black option selected. A "Select Size" section shows a grid of size options from 32 B to 40 DD. At the bottom right, there is a "Size Guide" link.

Enlite topics	Review Freq	Run Times topics	Review Freq
performance	30%	expectations	30%
expectations	16%	support	18%
size/fit	15%	comfort	17%

100 most common words across all reviews

A word cloud visualization showing the 100 most common words from product reviews. The words are arranged in a grid-like pattern, with larger words indicating higher frequency. The colors of the words range from light pink to dark red, creating a visual gradient.

The words include:

- big thing
- look know fit good
- thing perfect purchase
- try usually long line
- feel hope want size size
- fit little black cut
- good pretty actually
- lululemon tank amaze sure
- love pad start free shirt way
- work design lot day issue super cute
- cup tight new unfortunately fit perfectly
- comfortable wash quality colour
- size fit
- material nice
- definitely fit great
- cup tight new unfortunately fit perfectly
- comfortable wash quality colour
- energy hold store
- time flatter favorite need return
- size cute small
- lulu run amaze sure
- run year
- strap come find white
- think stretch fabric
- band style
- support doo
- bit boob
- recommend coverage
- place supportive order size
- wish girl gym
- absolutely love
- uncomfortable
- big thing
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- thing perfect purchase
- try usually long line
- feel hope want size size
- fit little black cut
- good pretty actually
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- love pad start free shirt way
- work design lot day issue super cute
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- recommend coverage
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- wish girl gym
- absolutely love
- uncomfortable

Appendix: Comparing language of positive and negative reviews

