

Evaluating Customer Satisfaction in Fast Fashion and Mass Marketing Brands

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GitHub Repository: <https://github.com/amanzanares410/DS4002-CS3>

Context

With the rise of e-commerce, the shopping experience has been revolutionized. Traditionally brands relied on personalized, in person customer service to build relationships with consumers. However, the shift to online shopping has transformed the way customers interact and perceive these brands [1]. Fast fashion companies in particular have embraced the digital marketplace by prioritizing convenience, affordability, and trendy styles. This evolution raises the important question, what truly drives customer satisfaction in this new era of shopping?

Some mass-market brands exceed customer expectations, providing trendy and budget friendly options, while others fall short on quality or consistency. These variations directly impact customer satisfaction in a highly competitive market, where a brand name doesn't always guarantee a positive experience [2]. In this project, your mission is to dive into customer review data to uncover whether specific fast fashion and mass-market clothing brands consistently deliver experiences that resonate with their customers.

Task

You will be provided with datasets containing customer reviews for two distinct clothing brands. Using these datasets, your task is to:

1. Conduct a sentiment analysis of the text reviews to understand how customers perceive these brands
2. Identify categories (quality, price, shipping, etc.) that you'll use to segment the datasets
3. Compare sentiments across these categories to determine if one brand excels in specific areas over the other

You may then choose how you present your findings, by creating visuals that clearly display sentiment comparison across brands and categories.

Deliverable

Successful completion of this case study will include the following components:

- 1) Both datasets segmented into meaningful categories
- 2) Sentiment analysis results for each brand and category
- 3) Visuals comparing sentiment scores across brands and categories
- 4) A brief explanation of the insights and conclusions drawn from your analysis

[1] Evans, M. (2024). *Top E-Commerce Trends Changing How We Shop In 2024*. Forbes.

<https://www.forbes.com/sites/michelleevans1/2024/01/25/top-e-commerce-trends-changing-how-we-shop-in-2024/>

[2] *Mass Market: What It Is and How to Promote Such Products*. (2024). Altcraft.

<https://altcraft.com/glossary/mass-market-what-it-is-and-how-to-promote-such-products>