

CS – Evaluating Customer Satisfaction in Fast Fashion and Mass Marketing Brands

DS 4002 – Fall 2024

Due: TBD

Submission format: GitHub repository (submitted by link to Canvas)

Individual Assignment

General Description: Submit to Canvas a link to your GitHub repository

Preparatory Assignments: None

Why am I doing this? This case study allows you to apply concepts and tools learned in the course to analyze real-world data. You will tackle the challenge of extracting meaningful insights about customer satisfaction using advanced data analysis techniques. This assignment also provides practical experience in interpreting and presenting data analysis results in an actionable manner.

What am I going to do? Begin by reading the introduction document to understand the context and objectives of the study. Using the datasets provided, you will segment the data into categories, perform a sentiment analysis on customer reviews, and create visuals to compare sentiment scores across brands and categories. Finally, you'll analyze the results to identify patterns and trends, and relate your findings to real world implications for customer satisfaction in the fast-fashion and mass-market industries.

Tips for success:

- Ask the professor/TA any questions ahead of time to clarify expectations
- Follow the rubric closely to ensure all required components are completed

How will I know I have Succeeded? You will meet expectations on CS - Evaluating Customer Satisfaction in Fast Fashion and Mass Marketing Brands when you follow the criteria in the rubric below.

Formatting	<ul style="list-style-type: none">• The GitHub Repository should contain the following<ul style="list-style-type: none">o README.md fileo LICENSE.md fileo Data foldero Scripts foldero Output foldero Written Conclusion document
README.md	<ul style="list-style-type: none">• Goal: Offers an overview of the repository and its purpose• It should include the following sections<ul style="list-style-type: none">o Title, Date, Authoro Documentation Map

	<ul style="list-style-type: none"> ▪ Outline of the repositories hierarchy <ul style="list-style-type: none"> ○ Reproduction instructions for analysis
LICENSE.md	<ul style="list-style-type: none"> ● Goal: Explains terms of use and citation for the repository <ul style="list-style-type: none"> ○ The MIT license is usually appropriate
Data	<ul style="list-style-type: none"> ● Goal: Folder containing the data needed to complete the case study ● Include the original customer review datasets for both brands ● If you don't include the cleaned datasets, ensure the scripts provided can reproduce them
Scripts	<ul style="list-style-type: none"> ● Goal: Folder containing all code necessary to complete the case study ● Exploratory Data Analysis <ul style="list-style-type: none"> ○ Analyze datasets to determine the categories for segmentation ● Sentiment Analysis <ul style="list-style-type: none"> ○ Perform sentiment analysis on text reviews segmented by category and brand ● Visualizations <ul style="list-style-type: none"> ○ Create clear visualizations comparing sentiment scores across brands and categories
Output	<ul style="list-style-type: none"> ● Goal: Folder containing the output generated from the analysis ● Should at least include the visuals that compare sentiment scores across brands and categories <ul style="list-style-type: none"> ○ The choice of graph type is at your discretion but should clearly illustrate comparisons
Written Conclusion	<ul style="list-style-type: none"> ● Goal: Document explaining key insights and conclusions drawn ● Should include what categories you chose to segment the datasets into and why ● Discuss key takeaways from results and visuals ● Provide insight to how these conclusions may be used in a business scenario ● Discuss any potential biases in your results ● Should be no longer than 1 page
References	<ul style="list-style-type: none"> ● All references should be listed at the end of the document ● Use IEEE Documentation style

Acknowledgements: Special thanks to Jess Taggart from UVA CTE for coaching on making this rubric. This structure is pulled from [Streifer & Palmer \(2020\)](#).