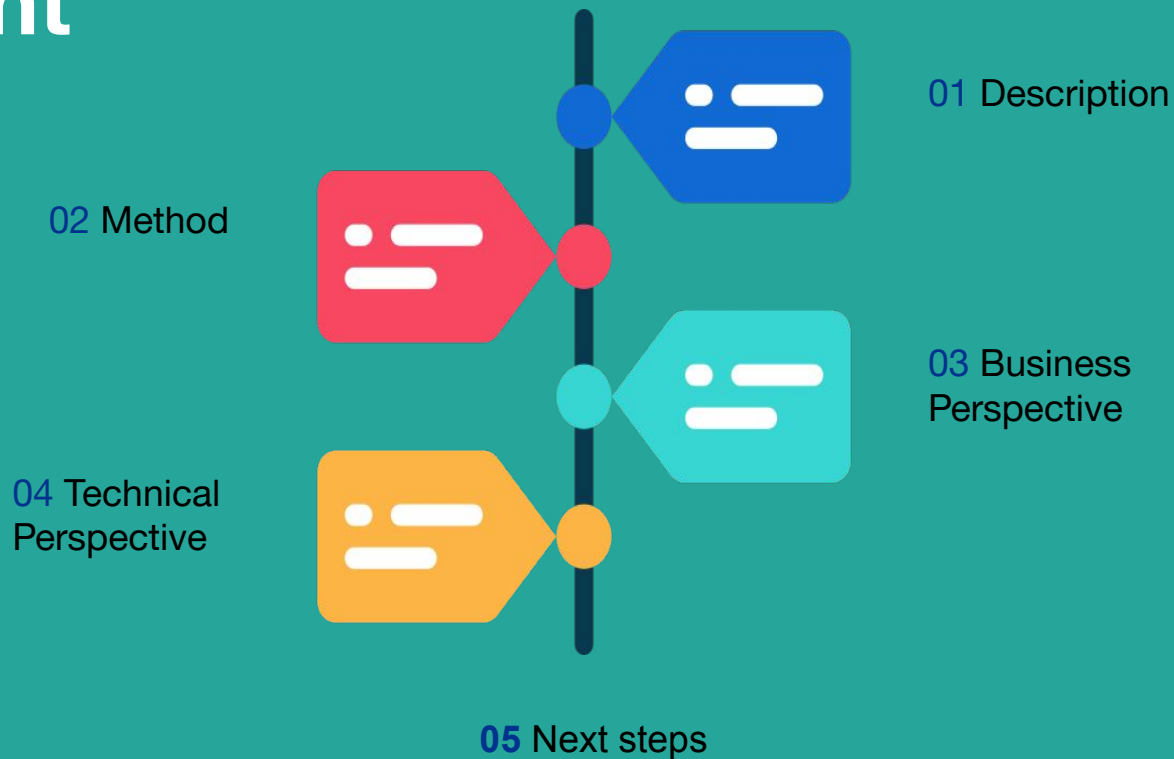


Customer Sentiment Analysis

By: Anika Arevalo 
Jr. AI Data Scientist
(BeCode, Ghent)

What is the overall sentiment based on customer reviews?

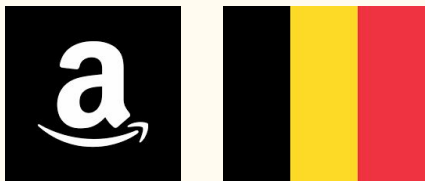
Content



01 DESCRIPTION

The Use Case



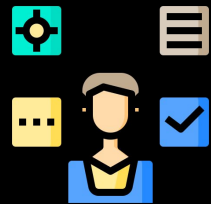


Amazon.BE is coming!

- A shake-up in the online Belgian retail market is underway
- If I were an online Belgian retailer, what can I do?
- **Enhance customer experience** 💡

02 METHODOLOGY

My approach: NLP



Methodology

1. Who needs my service?
2. Where is the relevant data abundant and obtainable?
3. What are the latest, free and open-source software available to accomplish the task?



03 BUSINESS PERSPECTIVE

Enhance customer experience

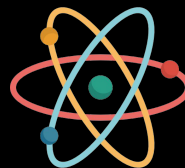


**Improve customer
support by
analyzing
customer feedback
*intelligently***



04 TECHNICAL PERSPECTIVE

A demo of my deep learning app



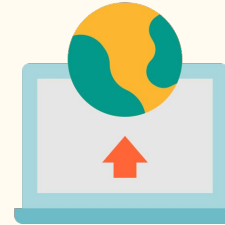
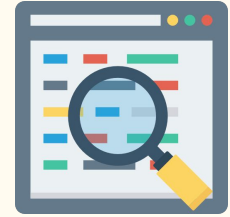
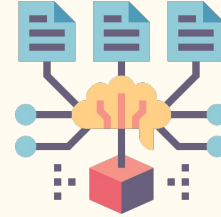
05 NEXT STEPS

Things to do

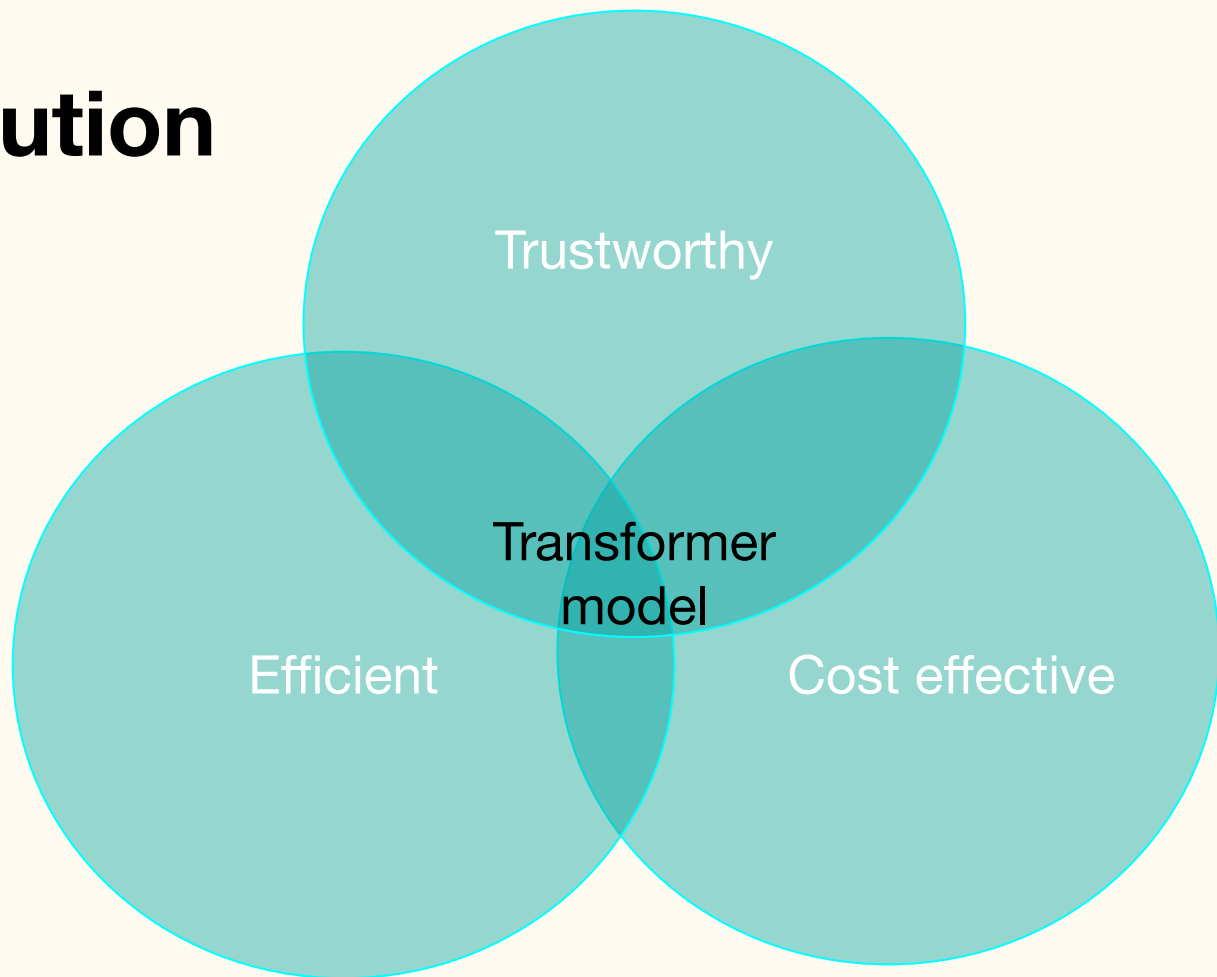


Next Steps

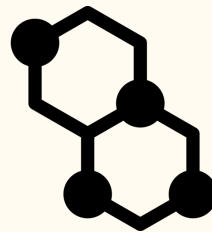
- Automated scraping function
- Extra NLP capability: extracting topics
- Upgrading the app and web deployment



My solution



Please feel free to contact me. Let's collaborate!



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