

Customer Sentiment Analysis

Approach:

- Scrape Data From Google Play Store
- Analyze user sentiment of popular apps in the industry using a machine learning approach, leveraging pre-trained models from Azure in MS Excel or Hugging Face in Python.

Data Source :

Google Play Store Reviews (Sample \approx 15000 Reviews Post 2023)

Link: [SentimentData](#)

Apps for Analysis:

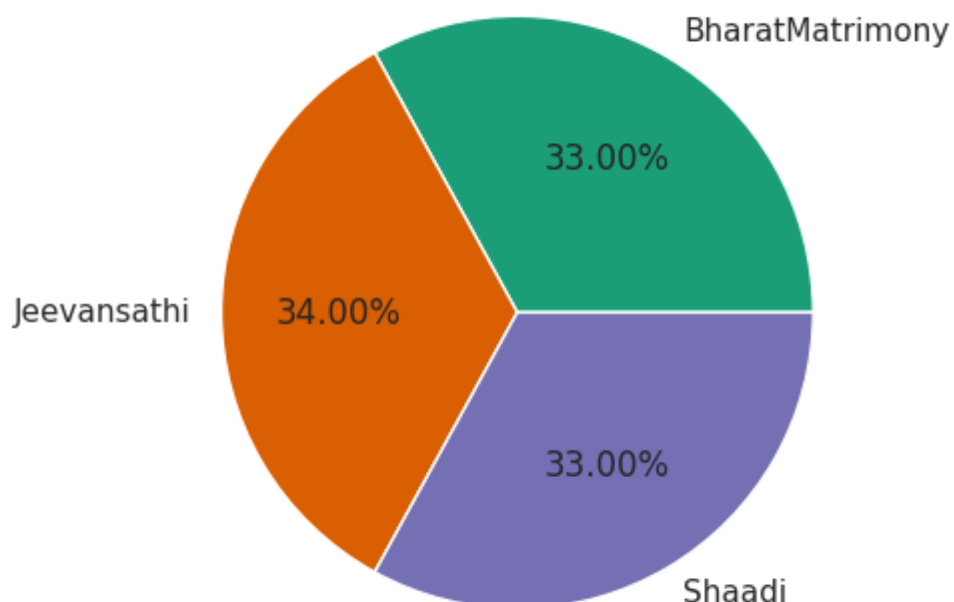
As of 2024, matrimonial apps in India remain highly popular for individuals seeking marriage partners. Here are 3 of the top matrimonial apps that are widely used:

- Shaadi.com - One of the oldest and most well-known matrimonial platforms in India.
- Bharat Matrimony - Offers a range of services and has a strong regional presence.
- Jeevansathi.com - Known for its comprehensive profiles and user-friendly interface.

Visualizations

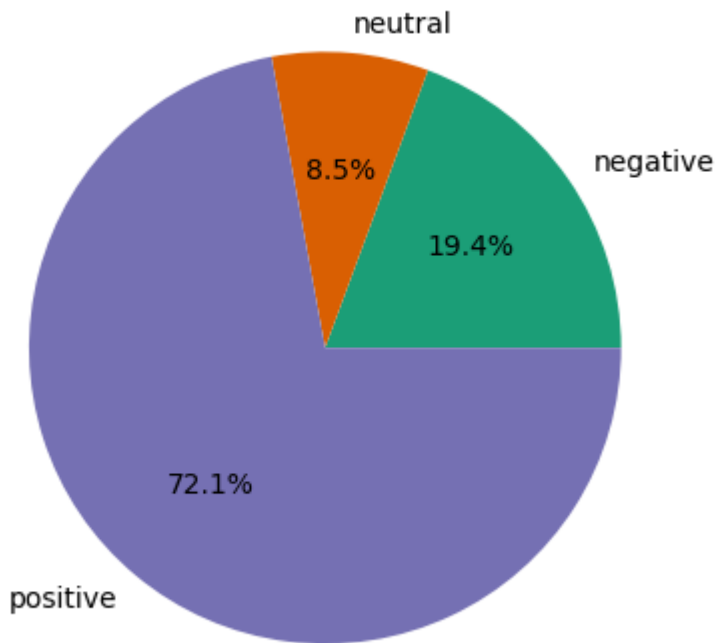
- Distribution of Apps in the Data

Stratified Sampling Technique was used to obtain the following distribution as data for Bharat Matrimony was minimal as compared to others, leading to skew



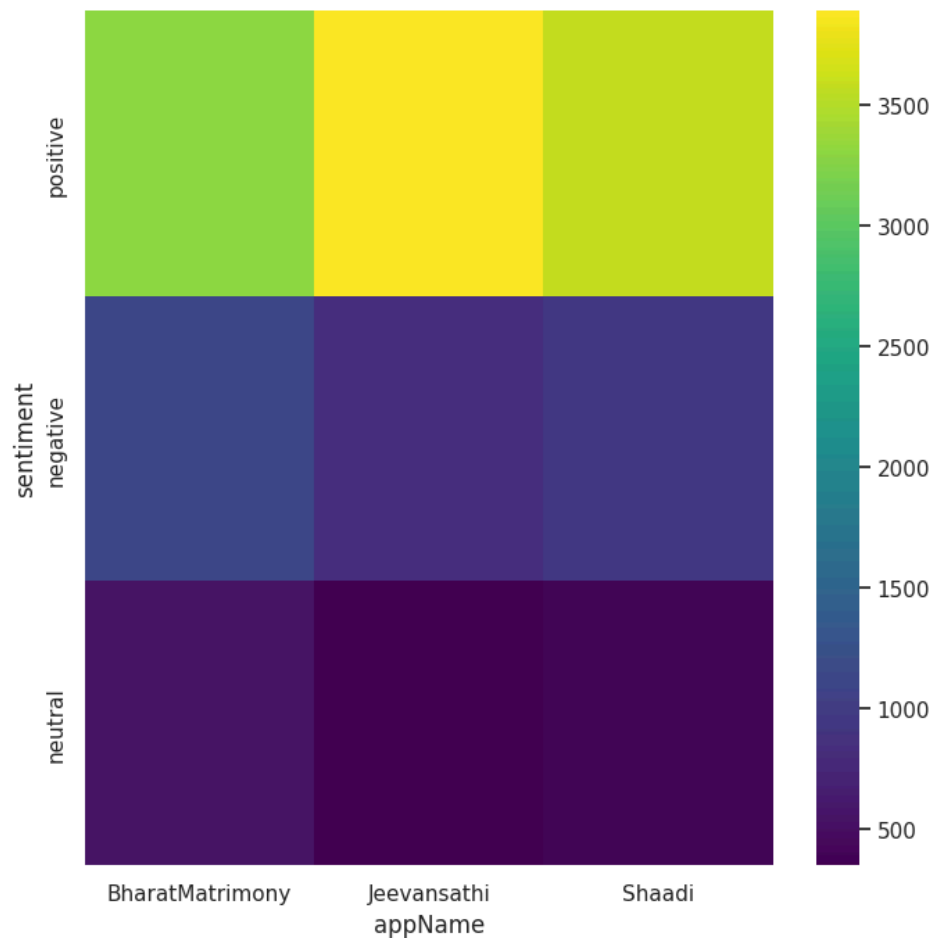
● Sentiment Overview

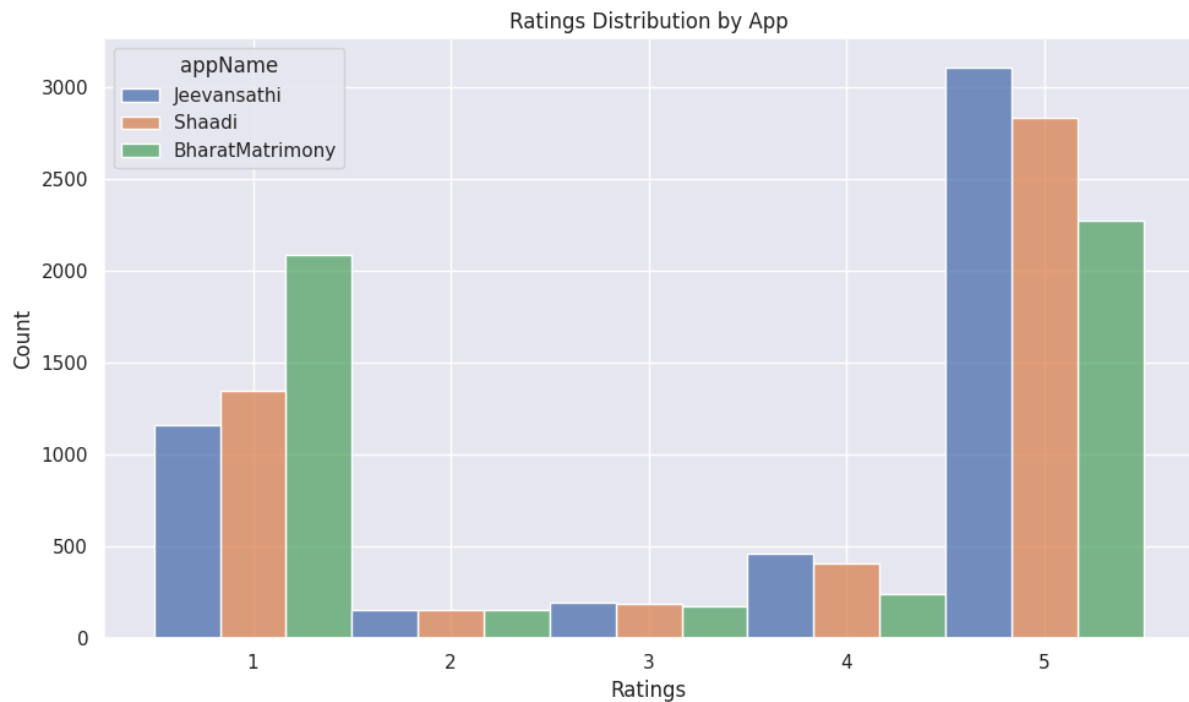
The mean sentiment quantified is 62% where 100% would indicate a perfectly positive sentiment in the market, which shows that the users are happy with the performance of the apps



● Polarity of Sentiment

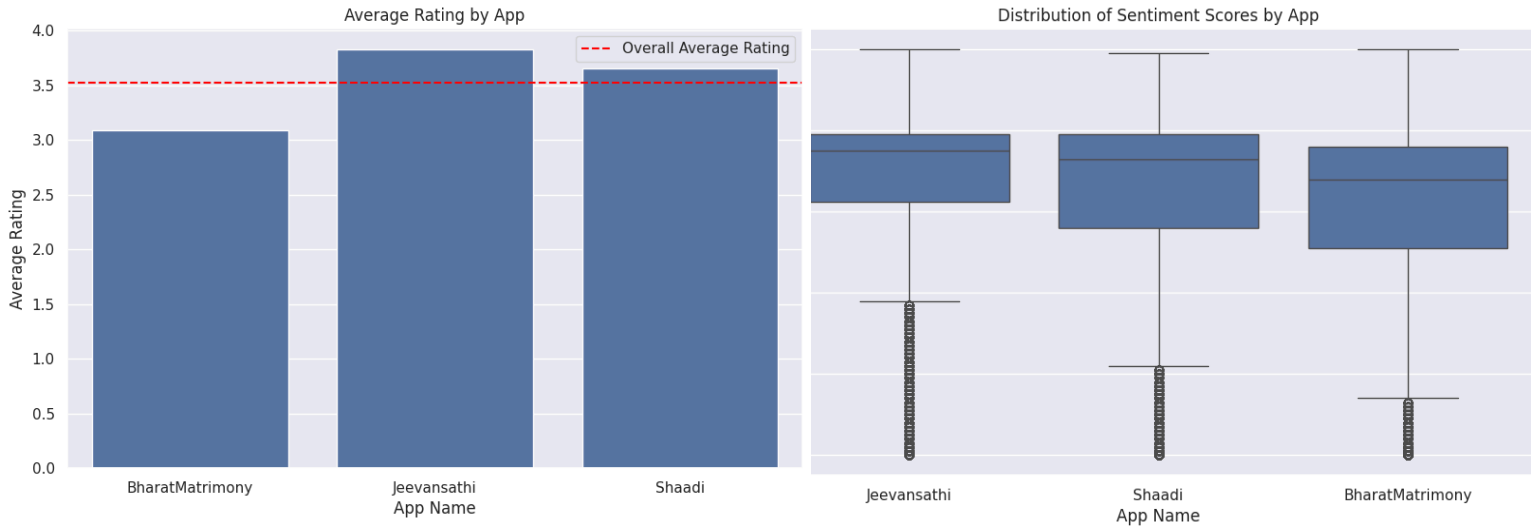
This Heatmap indicates that there was a polarity of sentiment even though the reviews majorly had a positive sentiment, there were very few neutral reviews and there were significantly severe negative sentiments (which even though few in number affected the average)





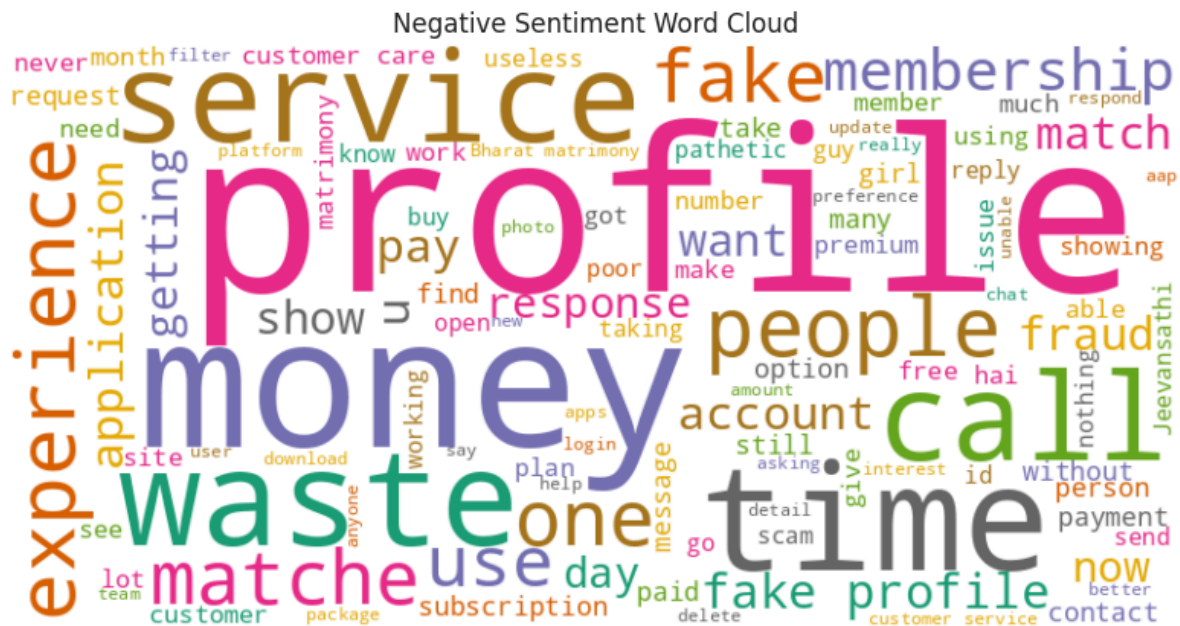
This is also evident from the above graph

● Other Relevant Insights



It is evident from the above graphs that JeevanSathi is the market leader when it comes to public sentiment, they have also garnered more reviews than others and consequently customers, thus there is a need to study the business model and strategy of JeevanSathi.

In Depth Analysis of Negative Sentiment:



Major Issues:

- **Trust and Authenticity:** The words "fake", "fraud", "scam", and "fake profile" suggest that users are concerned about the authenticity of profiles and the potential for deception. This highlights the importance of robust verification processes and user trust-building mechanisms.
- **Mismatched Expectations:** Words like "waste", "mismatch", and "disappointment" point to a common problem in matchmaking: users have unrealistic expectations, leading to frustration and a feeling of wasted time and effort. Clear communication, realistic expectations, and proper matchmaking algorithms are crucial.
- **Poor Customer Service:** The presence of words like "service" and "customer service" suggests that users are dissatisfied with customer support. This means a strong focus on responsive, helpful customer service is essential.
- **Payment Concerns:** Words like "payment", "money", and "paid" highlight that users are wary of financial aspects of the service. Transparency and clear pricing models are crucial to building trust.
- **Limited Success:** Words like "nothing", "unable", and "issue" indicate a perception that these services don't deliver successful matches. The company needs to demonstrate a strong track record and a high success rate to attract users.

Opportunities:

- **Building Trust:** The company can leverage this concern by emphasizing robust profile verification processes, incorporating background checks, and using technologies like facial recognition for enhanced security.
- **Managing Expectations:** Focus on educating users about realistic expectations and offering personalized matchmaking solutions that cater to diverse needs and preferences.
- **Excellent Customer Service:** Provide responsive, personalized customer support. Offer multiple channels of communication and prioritize resolving user issues quickly and effectively.
- **Transparent Pricing:** Be upfront about all fees and offer flexible payment options.
- **Focus on Success Stories:** Showcase real-life success stories of couples who found love through the service.

By focusing on the above mentioned aspects we could leverage the negative sentiment for our benefit and create a foundation in the Industry for our company.