

Customer Analytics

A comprehensive and detailed approach using Machine Learning

Customer analytics is a process by which data from **customer** behavior is used to help make key business decisions via market segmentation and predictive **analytics**. This information is used by businesses for direct marketing, site selection, and **customer** relationship management.

Case study Background

An International E-Commerce company(Electronic goods) wants to use some of the most advanced machine learning techniques to analyse their customers with respect to their services and some important customer success matrix. They also have future expansion plans to India.

They have some specific key insights to be found out from their existing customer database.



Problem Statement

- Since the company also wants to start their operations in India, they want you to do a Sentiment analysis(Positive or Negative) of their competitors such as:

1. Amazon India
2. Flipkart
3. Snapdeal

Perform the below steps

1. Extract twitter data for each of the competitors (Min tweets per competitors - 3000)
2. Remove stop words and Perform positive and negative tweet analysis.
3. Create a word-cloud
4. Analyse for which products what are the sentiments.

You can use twitter sentiment Analysis to solve this problem.



Thank You.