

**Shark | NINJA**

# Customer Reviews Analysis

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# Purpose

- Deep-dive into Amazon customer reviews
- Create word clouds for reviews to detect key sentiments
- Count key word occurrence from reviews to find insights
- Double check by analyzing reviews manually



# Product

I choose "**Shark Rocket Corded Bagless Stick Vacuum for Carpet and Hard Floor Cleaning with Swivel Steering (HV302), Gray/Orange**" on Amazon because it's a popular product (Amazon's choice) and has many reviews (4,458).

Droplist this item  
Get price drop alerts

Roll over image to zoom in

Shark Rocket Corded Bagless Stick Vacuum for Carpet and Hard Floor Cleaning with Swivel Steering (HV302), Gray/Orange

Brand: **SharkNinja**

★★★★★ 4,458 ratings

Amazon's Choice for "stick vacuum corded"

Best Deal

List Price: \$199.99

Price: **\$149.99** & FREE Returns

You Save: **\$50.00 (25%)**

Get \$100 off instantly: Pay **\$49.99** \$149.99 upon approval for the Amazon Prime Rewards Visa Card. No annual fee.

Available at a lower price from [other sellers](#), potentially without free Prime shipping.

Brand	SharkNinja
Surface Recommendation	Dual Action, Hard Floor, Upholstery, Carpet
Color	Orange
Model Name	Shark Rocket Corded Bagless Stick Vacuum
Power Source	Corded Electric

# A snapshot on customer reviews

- The majority of reviews are 5-star (75%), only 8% are negative reviews (5% 1-star and 3% 2-star).
- Top positive review: good to use on both hardwood floors and carpeted areas.
- Top negative review: concern about customer service.



## Top positive review

[See all 2,993 positive reviews](#) ▾



Joel Huggins

★★★★★ I've had this now for a couple months and LOVE it. We bought it primarily b/c we got ...

Reviewed in the United States on January 25, 2018

Yes, this device has a cord but I'm not spending \$400 on a cordless stick vac that may or may not have as much power as this one or a run time of 15 mins per 4 hour charge - gimme a break. I've had this now for a couple months and LOVE it. We bought it primarily b/c we got a puppy and while her hair isn't that bad yet we always track in grass/debris from taking her outside so often, so it is primarily used on our hardwood floors and our carpeted living room area. This product is exactly what I needed and I'm very happy with the purchase. It's versatile, powerful and

[Read more](#)

309 people found this helpful

## Top critical review

[See all 614 critical reviews](#) ▾



Jonathan

★★★★★ broken part and crappy customer service Go with Dyson or someone reputable!

Reviewed in the United States on December 5, 2018

This was a good and very convenient product until the flexible tube on the base broke, as can be seen by other reviews, and even though someone on here said that rocket replaced the entire vacuum for them. The customer service rep I spoke with told me that my 5 year warranty will replace parts and in the event where they do not have the part, they will replace the entire thing, however the part I needed apparently isn't covered under warranty, so they would have to charge me (at a discount) for the base. This makes no sense. They will offer to replace the

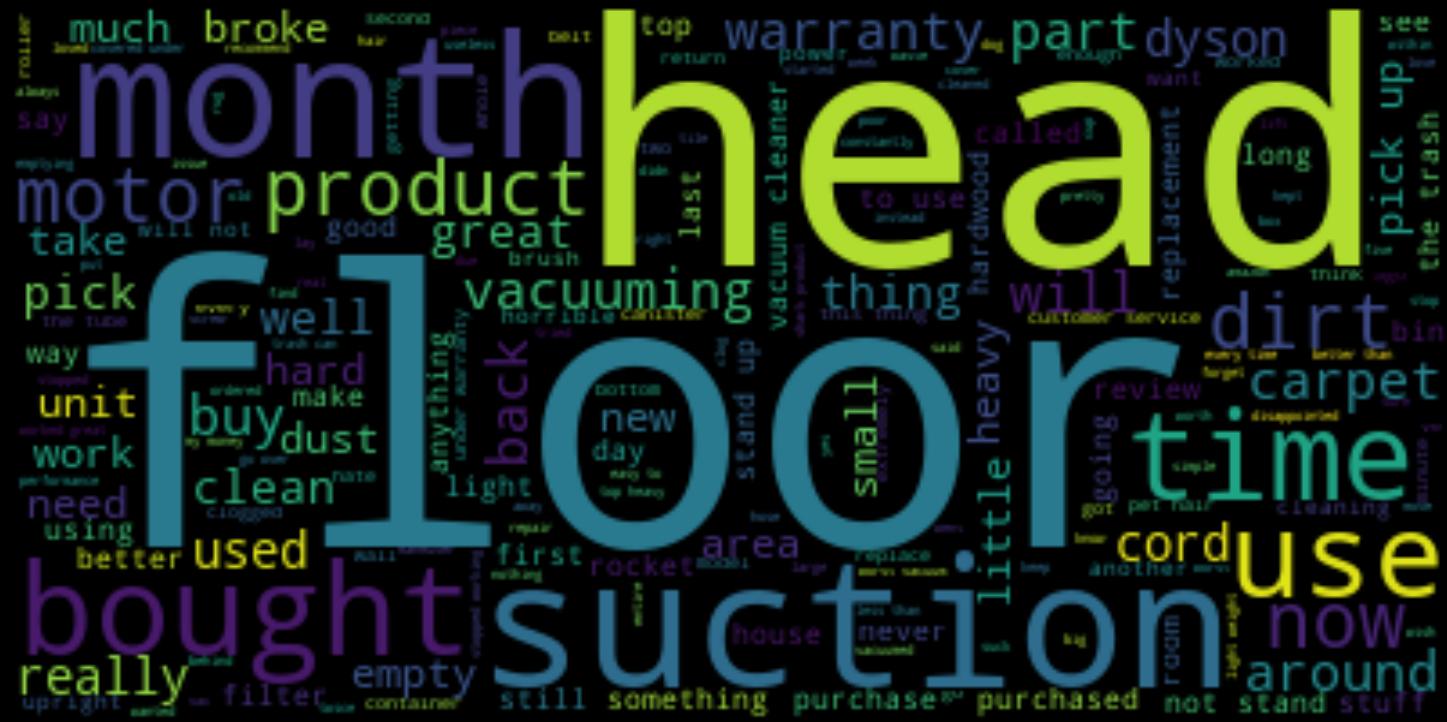
[Read more](#)

366 people found this helpful



# Collect Reviews

- I used Python to **scrape** US reviews from the Customer Review page.
- Distribution of reviews collected (randomly selected by scraping algorithm):
  - 1-star: 90 reviews
  - 2-star: 46 reviews
  - 3-star: 90 reviews
  - 4-star: 91 reviews
  - 5-star: 900 reviews
- I excluded “stop words”. E.g.: vacuum, shark, the, etc.
- Then, I created 5 word clouds for 5 types of reviews to detect key sentiments from those reviews.



# Word cloud on 1-star reviews

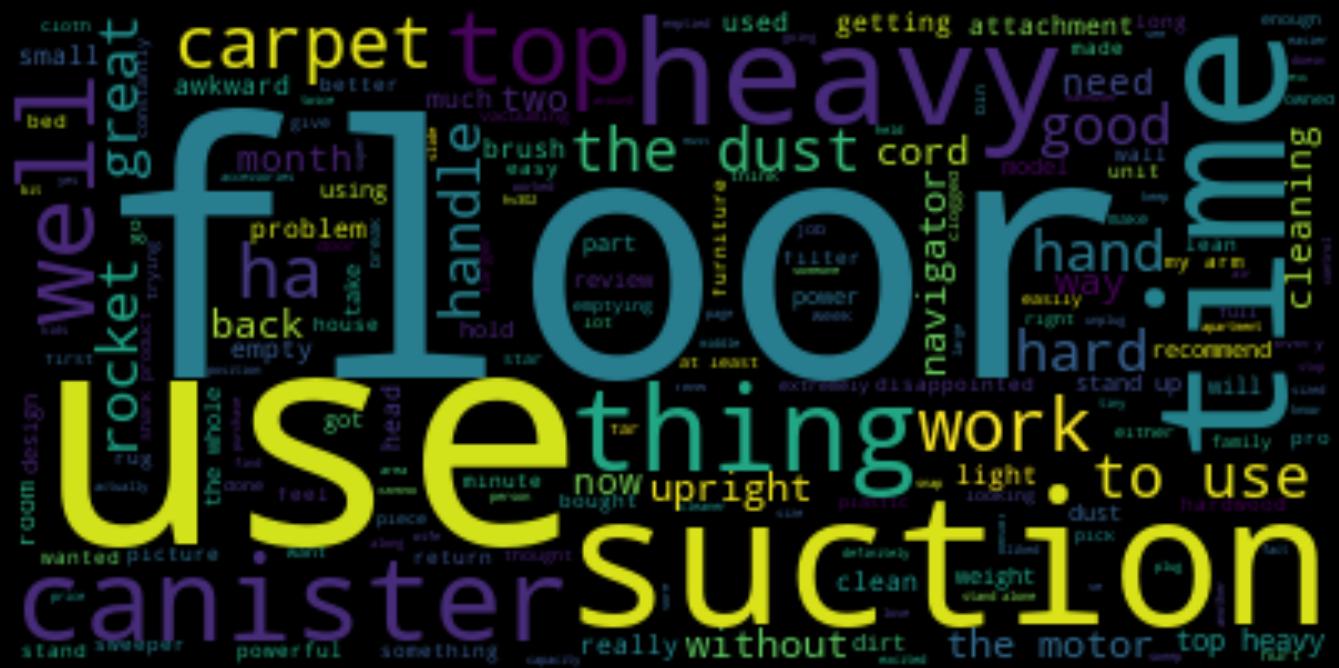
Noticeable key words:  
floor, time, broke, dirt,  
carpet, pick up, dust,  
time, head, suction.

# What can we learn from 1-star review key words

- “head”: The power head might not work properly?
- “floor” & “carpet”: It cannot work properly on some floor or carpet types?
- “broke”: There are some broken parts?
- “time”: It is time consuming or it might have problem after a few times using?
- “dirt”, “dust”, “pick up”: Some dirt & dust that has not been picked up?
- “suction”: The suction is not working properly?

# Word cloud on 2-star reviews

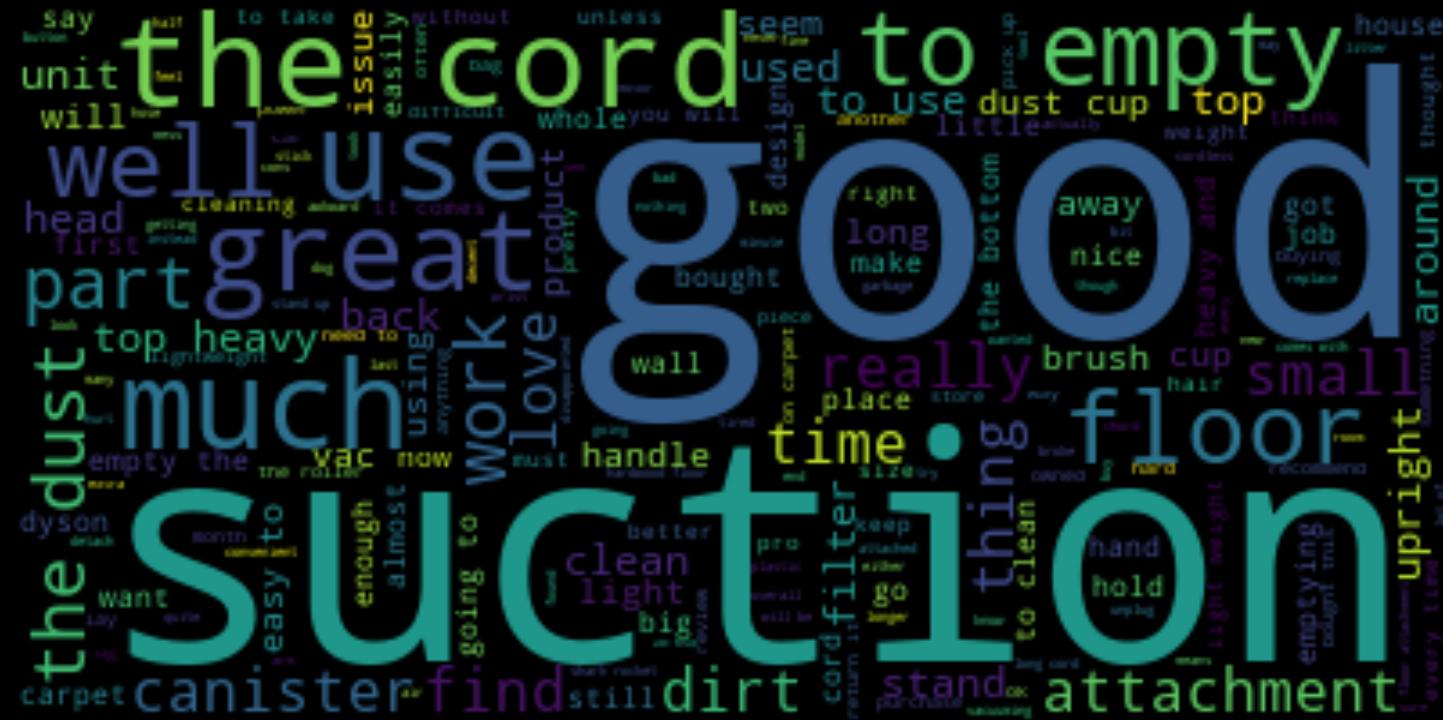
**Noticeable key words:**  
floor, use, suction, time,  
dust, canister, navigator.



# **What can we learn from 2-star review key words**

Besides the same key words from 1-star reviews, here are what we can learn from 2-star reviews:

- “canister”: Are customers trying to make comparisons with canister vacuums?
- “navigator”: Are customers trying to make comparisons with Shark Navigator?



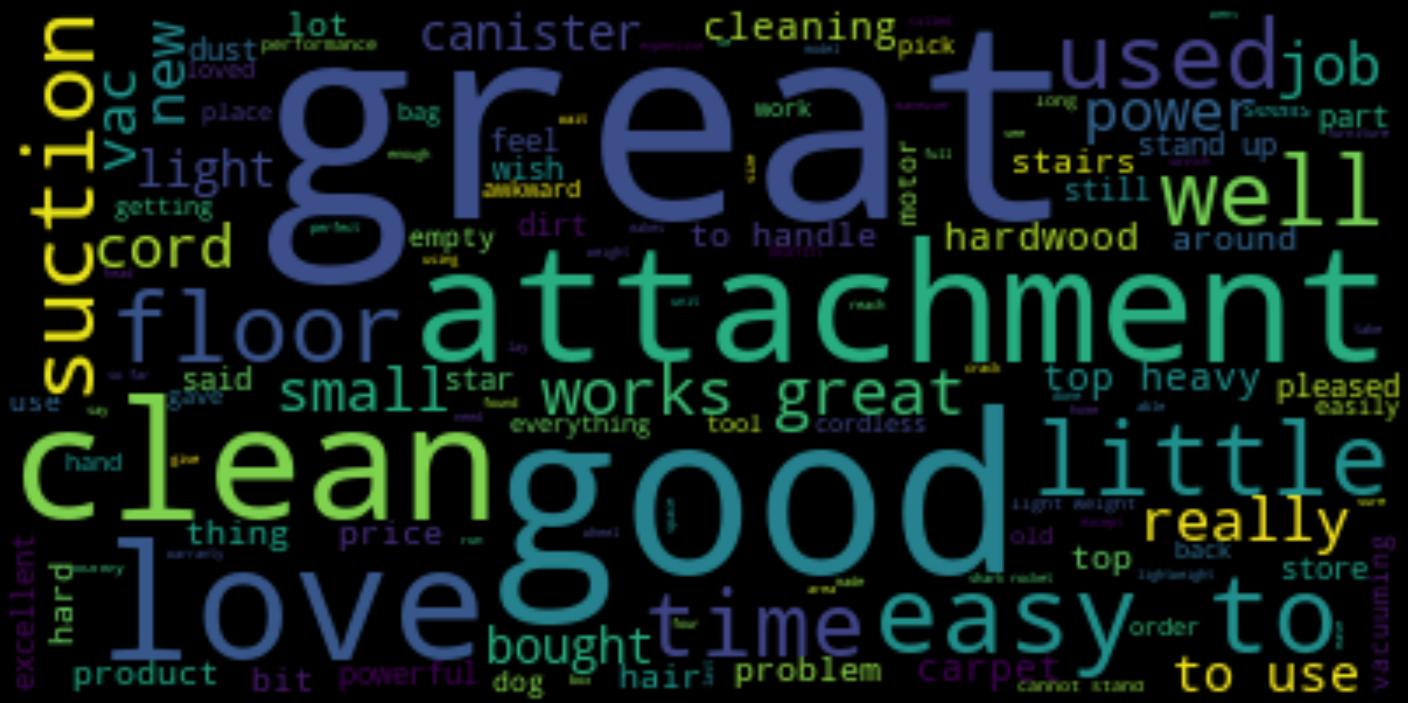
# Word cloud on 3-star reviews

Noticeable key words:  
good, suction, floor, time,  
great, dust, dirt,  
attachment, canister,  
work, empty, cord.

# What can we learn from 3-star review key words

More positive key words appear, such as “great” and “well”. Besides similar previous keywords, here are what we can learn:

- “attachment”: Do they find the attachments helpful?
- “empty”: Do they find any issue with the emptying process, or do they find it quick to empty the dirt container?
- “cord”: Do customers have any issue with the cord?



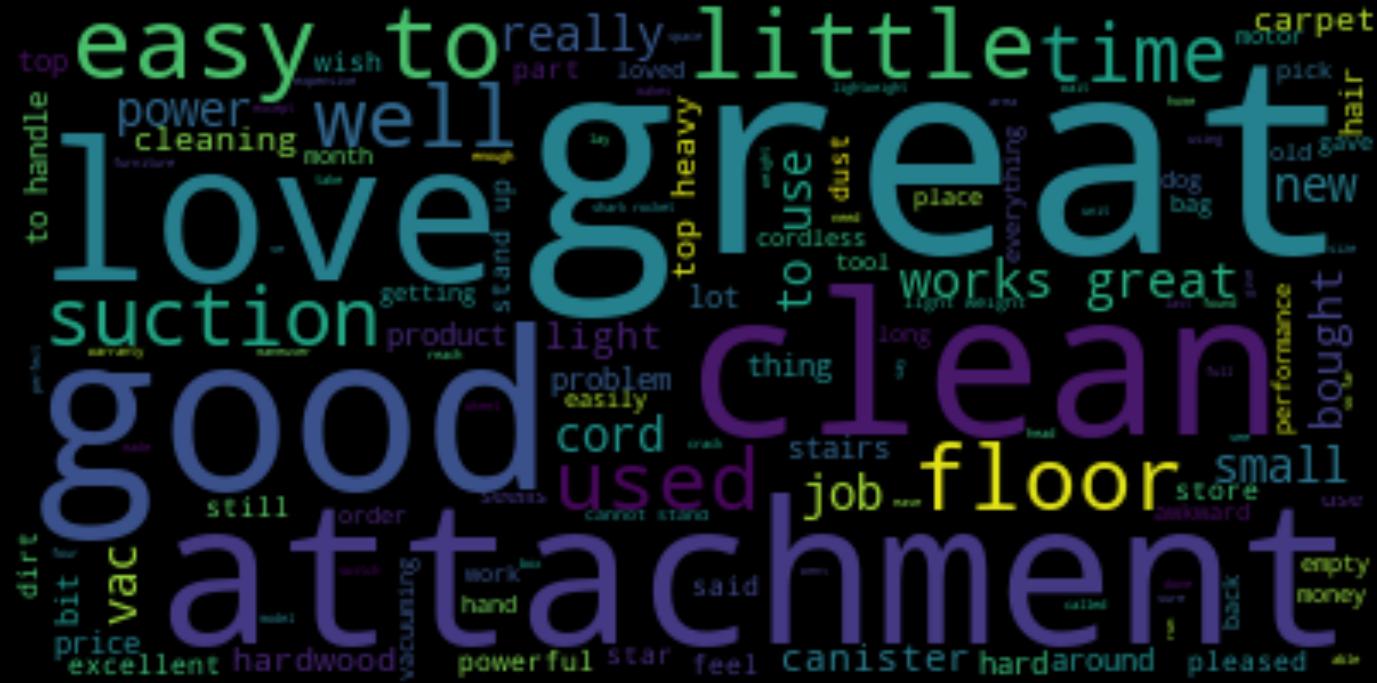
# Word cloud on 4-star reviews

Noticeable keywords:  
clean, good, great, love,  
easy, works great,  
attachment, easy to use,  
power, stairs, suction,  
cord, hardwood.

# **What can we learn based on 4-star review key words**

A lot of positive key words: “clean”, “good”, “great”, “easy”, etc.

- “clean” & “easy”: The main benefits that this product provides are clean and easy to use.
- “hardwood”: Working well with hardwood may be a key benefit that customers appreciate from this product.



# Word cloud on 5-star reviews

Noticeable key words:  
love, great, good, clean,  
attachment, easy,  
powerful, little time,  
works great, carpet.

# **What can we learn based on 5-star review key words**

- Besides other great benefits, “powerful” is something that attach to customers’ minds when thinking of this product.
- “carpet”: They may find this product works great with carpet too.



# Find sentiments from word occurrences

- I zoomed in the 1-star reviews to find out what else we can do to improve our product.
- I sorted the occurrences of each word in descending order.
- A few key words that stood out:
  - “warranty”: 17 times
  - “broke”: 9 times
  - “service”: 11 times
- Indeed, when manually checking, there are many reviews focusing on customer service.

# Follow-ups

So, what can we do about it?

- Product features:
  - Create focus groups to learn in-depth about customer concerns regarding product features.
  - Work with Product team to find and implement action items.
- Customer service:
  - Review customer support processes.
  - “Secret shopper”: to find room of improvement from customer support.

