

Brand Preference Analysis using Text Mining

You are expected to assume the role of a brand manager of any one firm and perform brand preference analysis. For the analysis, extract relevant data of three firms (one focal firm and two other competing firms). Analyse customer behaviour patterns and present your recommendations for the management of the focal firm.

You are expected to use at least 500 reviews of each selected firm. It is desirable that you choose firms (datasets) from the ones provided as part of this assignment. You may choose 3 different firms or 3 different units of the same firm. e.g., Taj hotel reviews across 3 different cities (Delhi, Mumbai, Bangalore); or reviews of 3 different hotels (TTC, Taj, Marriott). If you wish to use data from a different domain (e.g., restaurant, laptop, movie etc) for the analysis, write suitable crawlers to collect recent reviews (not more than 18 months old) of 3 different firms.

Prepare a report outlining the steps you have followed while performing customer preference analysis. Your submission should include the actual data sets used for the analysis, data analysis report, along with all the scripts/programs used as part of the analysis.

Deadline: 12 Jan 2022 23:59:59 hrs