

# Analyzing Garnier Product Reviews

## Objectives:

1. Explore insights gained from sentiment analysis and topic modelling on verified customer reviews scraped from the Official Garnier store on Jumia <https://www.jumia.co.ke/mlp-garnier-store/>
2. Understand the distribution of positive, neutral, and negative sentiments in customer feedback.
3. Identify key themes emerging from customer reviews
4. Provide L'Oréal with data-driven insights to inform product enhancements.
5. Help L'Oréal better meet the needs of their target audience by aligning product offerings with customer expectations



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# Sentiment Analysis Methodology

## 1 Natural Language Processing

Leveraging advanced NLP techniques to analyze the language and sentiment expressed in customer reviews.

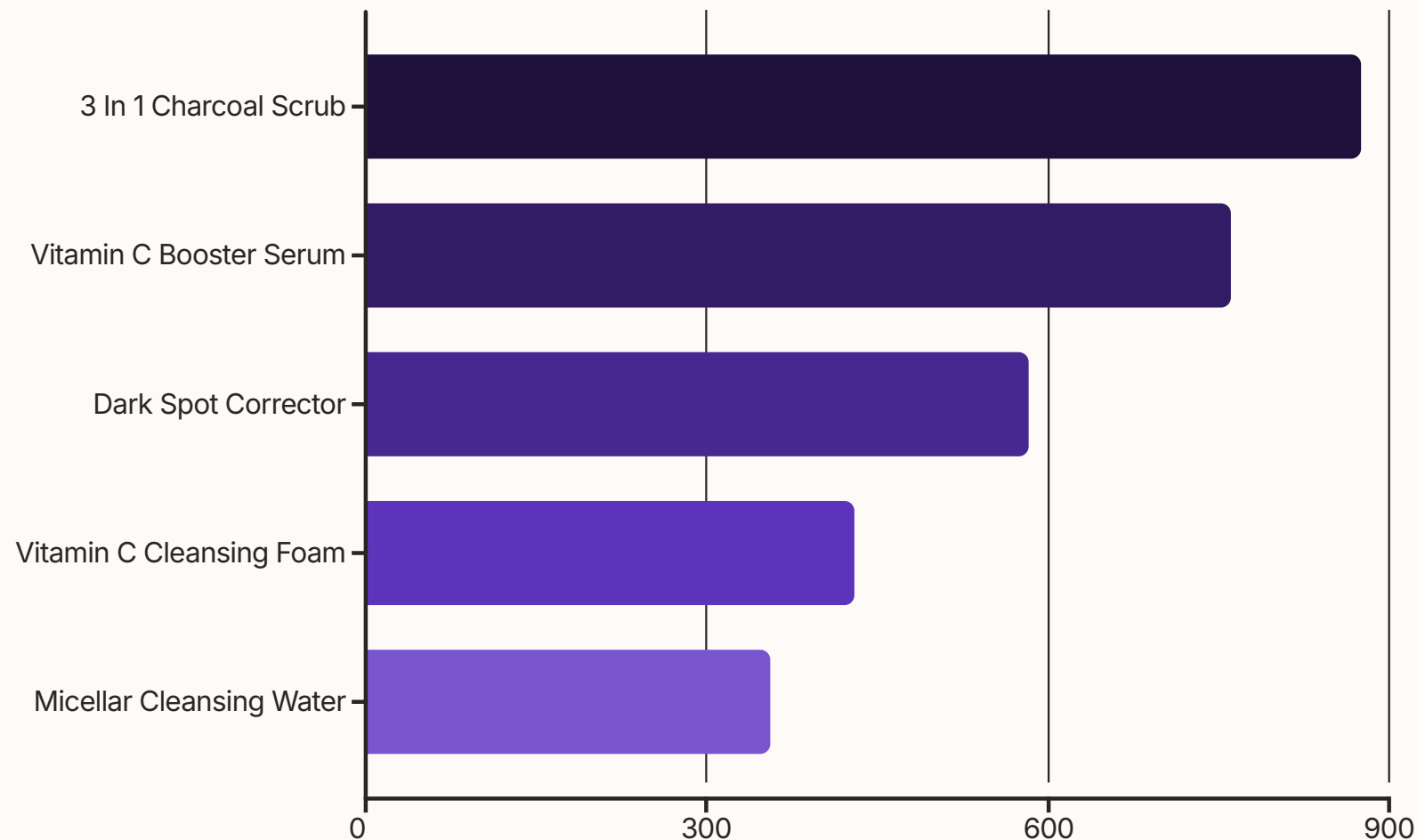
## 2 Quantitative Analysis

Measuring the prevalence of positive and negative sentiments to identify key trends.

## 3 Qualitative Insights

Examining the contextual nuances and customer perspectives behind the sentiment data.

# Top 5 products by Overall number of reviews



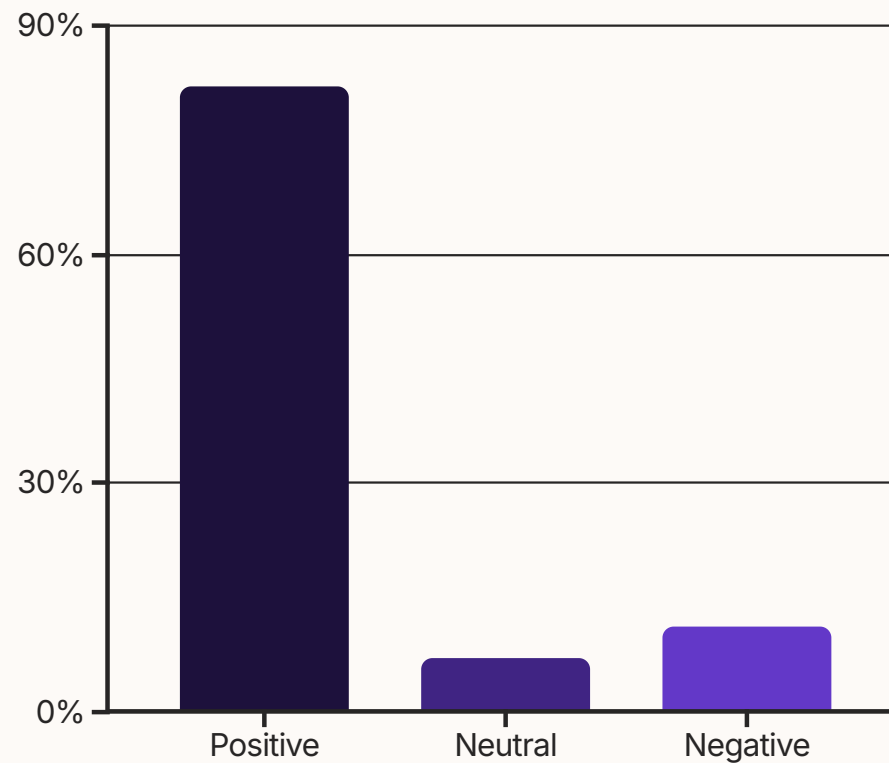
## Number of Reviews

During this study, i've gathered over 5,000 reviews across 54 products, covering a span of six years (from May 2018 to July 2024).

## Top 5 products by number of reviews

1. Pure Active 3 In1 Charcoal -150ml
2. Vitamin C Booster Serum 30ml
3. Even & Matte Dark Spot Corrector
4. Vitamin C Cleansing Foam
5. Micellar Cleansing Water - 400ml

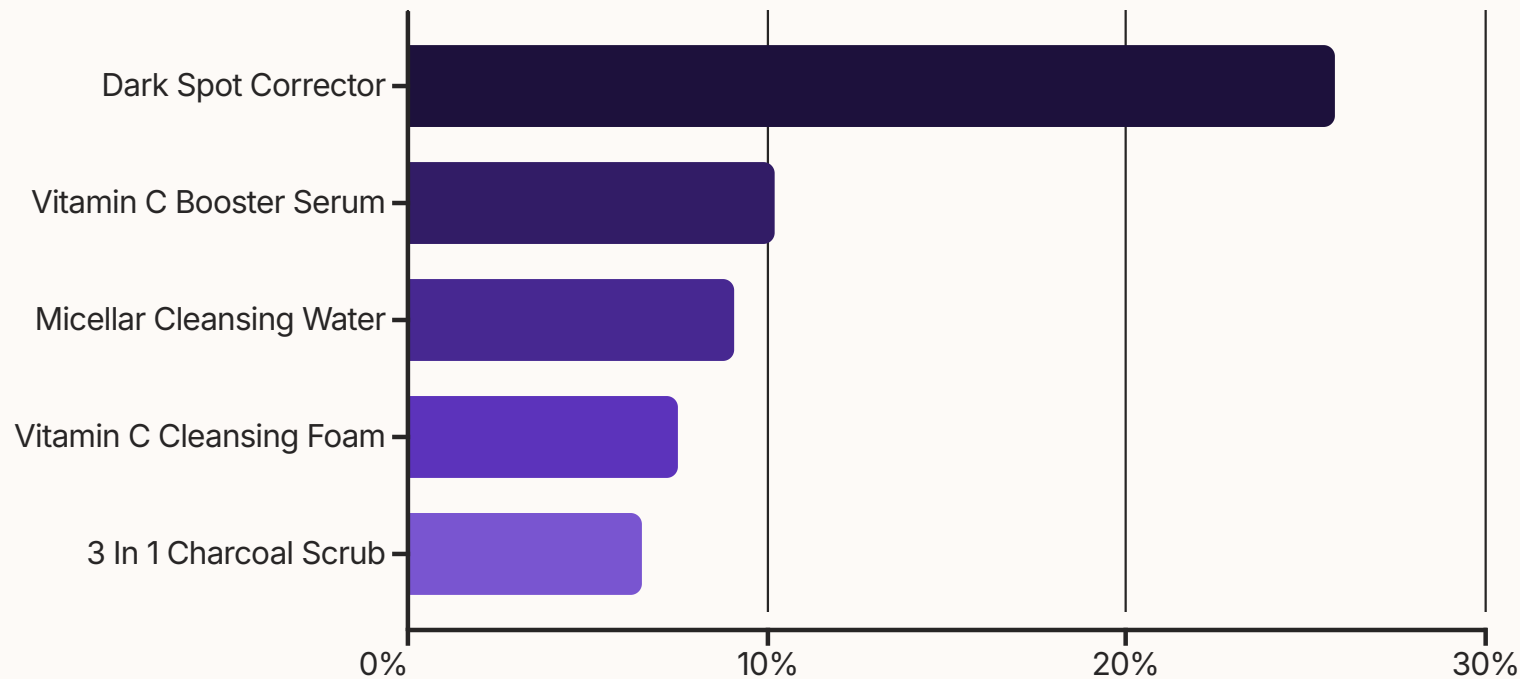
# Sentiment Analysis Overview



## Overall sentiment insights:

The sentiment analysis for Garnier products reveals a predominantly positive response, with 82% of reviews reflecting positive sentiment. Negative sentiment accounts for 11%, while neutral sentiment represents 7% of the total feedback.

# Top 5 Garnier Products by percentage of Negative reviews.



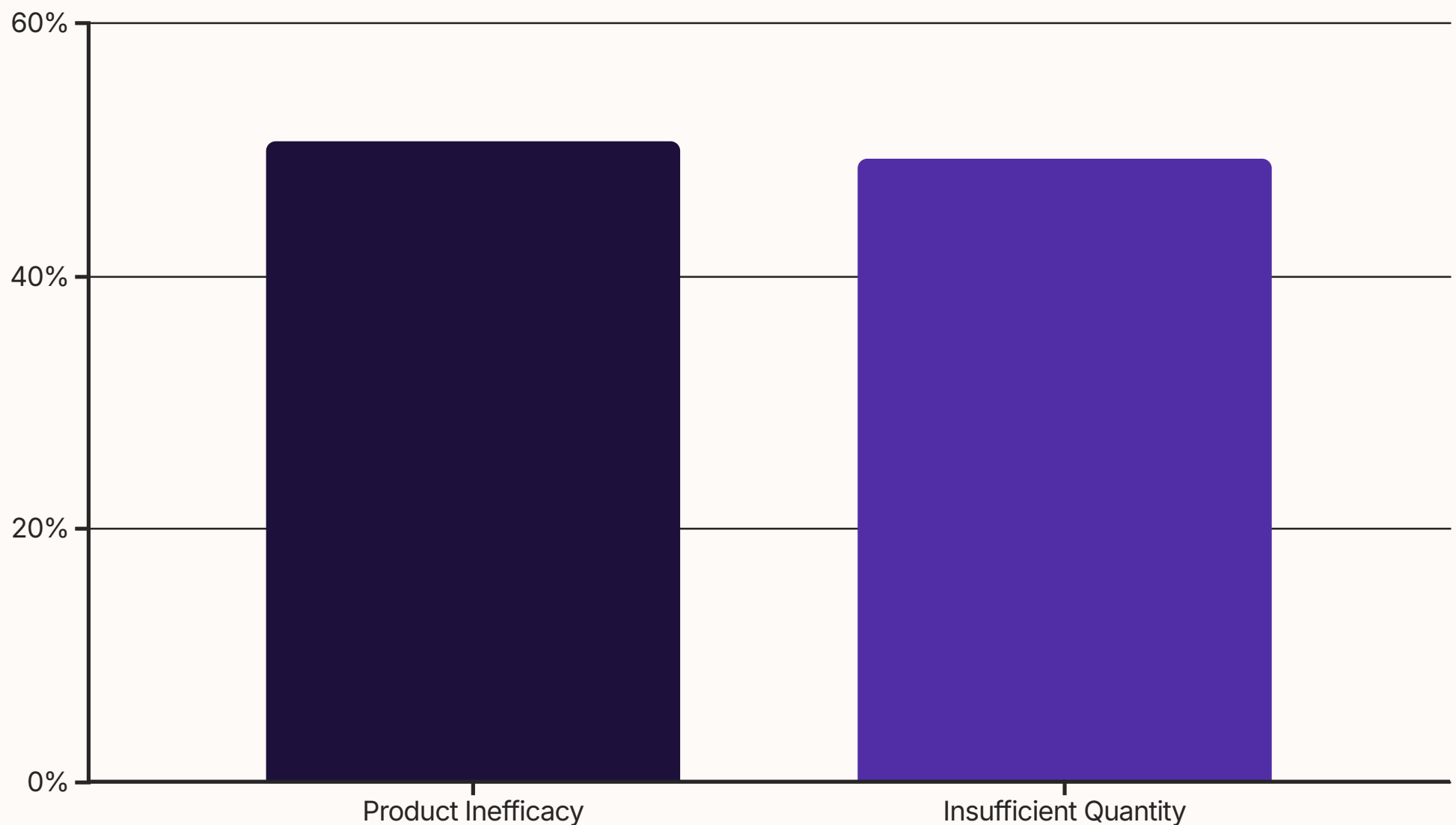
## Comparative Analysis of Negative Sentiment:

**1. Garnier Even & Matte Dark Spot Corrector:** has the highest percentage of negative reviews among the top 5, at 25.6%, despite a relatively strong average rating of 4.0. It suggests that while the majority of users are satisfied, there is a significant portion of the customer base expressing dissatisfaction.

**2. Garnier Pure Active 3 In 1 Charcoal Anti-Blackhead:** has the lowest percentage of negative reviews among the top 5, at 6.5% with an average rating of 4.4, indicating that it is generally well-received by users



# Topics in Garnier Even & Matte Dark Spot Corrector's Negative Reviews



## Insights on the negative Sentiments of Dark Spot Corrector:

The topic modelling of negative reviews for the Garnier Even & Matte Dark Spot Corrector reveals two key areas of customer dissatisfaction:

### 1. Product inefficacy:

- **Topic Representation:** The most common complaint, with 50.7% mentions, revolves around the product being ineffective. Customers express disappointment that the dark spot corrector does not deliver the expected results, with key phrases like "doesn't work," "didn't work," and "ineffective."
- **Sentiment:** This highlights a significant concern about the product's ability to meet its primary purpose of correcting dark spots, leading to frustration among users.

### 2. Insufficient Quantity:

- **Topic Representation:** The second most prevalent issue, with 49.3% of mentions pertains to dissatisfaction with the product quantity. Customers feel that the tube or packaging is inadequate, often describing it as "empty", "little quantity" & "filled with air".
- **Sentiment:** This suggests that users are not only concerned with the product's performance but also with the perceived value for money, as they feel they are not getting enough product for the price they pay.



# Implications for Product Development

1

## **Strengthen Product Quality**

Conduct research and development to ensure consistently high-quality formulations and address any identified performance or ineffectiveness issues.

2

## **Review and Adjust Packaging**

Conduct an evaluation of Garnier's Even & Matte Dark spot corrector current packaging to ensure that it meets customer expectations. If feasible increase product quantity without significantly raising costs to enhance perceived value.

# Conclusion and Recommendations

## 1 Actionable Insights

Artificial Intelligence through sentiment analysis and topic modeling has uncovered valuable insights that can guide L'Oréal's product development and marketing strategies.

## 2 Competitive Advantage

By addressing the key pain points, L'Oréal can differentiate itself in the market and strengthen its position as a trusted and innovative brand.

