

# Marketing Analytics – Project Proposal

## Shopify sentiment analysis

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### ❖ Shopify Review (2021)

#### ❖ “Problem Statement”

“How we can analyze the overall response of customers towards the product based on the comments by doing Fine-grained Sentiment Analysis”

There is a huge number of online store building tools now available and choosing the right one for doing business can feel really difficult. Shopify is probably the best-known ecommerce solution currently available, but is it actually the best fit for the new user?

#### ❖ What is Shopify ?



Shopify is a web application that allows user to create there **own online store**. It provides user with a wide range of ‘themes’ that can be customized to meet users own branding

requirements, and allows user to sell either physical or digital products.

- A key aim behind Shopify is to let **beginners build an online store themselves**. i.e., user don’t need to know how to code to use it.

However, the platform also caters for developers, as it provides full access to CSS, HTML and Liquid (Shopify’s template language).

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### ❖ Why I am working on shopify



Because customers are **expressing their thoughts** and feelings more openly than ever before, sentiment analysis is becoming an indispensable tool for monitoring and understanding that sentiment.

Social media conversations, enables brands to learn what makes customers happy or frustrated, For example, using **sentiment analysis to automatically analyse customer satisfaction surveys about your product.**

### ❖ The following are the overall advantages of sentiment analysis:

#### ➤ Sorting Data at a Large Scale

There is simply too much business data to manually process. Sentiment analysis enables businesses to efficiently and cost-effectively process massive amounts of unstructured data.

#### ➤ Analyses in Real Time

Sentiment analysis can detect critical issues in real time, such as whether a social media PR crisis is escalating. Sentiment analysis models can assist you in quickly identifying these types of situations so that you can take immediate action.

### ❖ Information we got from the data

- Each review (row) contains information on user opinion about related app (rating and comment). Also, it contains the response from the developer if presented.

#### ○ Columns

- app\_id
- author
- rating
- posted\_at
- body
- helpful\_count
- developer\_reply
- developer\_reply\_posted\_at

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### ❖ Problem Statement

Sentiment analysis focuses on polarity (positive, negative, neutral) but also on feelings and emotions (angry, happy, sad, etc), urgency (urgent, not urgent) and even intentions (interested v. not interested).

Depending on how the company want to interpret customer feedback and queries, company can define and tailor your categories to meet companies sentiment analysis needs. In the meantime, here are some of the most popular **types of sentiment analysis**:

- Fine-grained Sentiment Analysis
- Emotion detection
- Aspect-based Sentiment Analysis
- Multilingual sentiment analysis

### I choose Fine-grained sentiment analysis

- **Why I choose fine-grained sentiment analysis as a hope with accomplishing the project?**

If polarity precision is important to your business, you might consider expanding your polarity categories to include:

- **Very positive**
- **Positive**
- **Neutral**
- **Negative**
- **Very negative**

This is usually referred to as fine-grained sentiment analysis, and could be used to interpret 5-star ratings in a review, for example:

Very Positive = 5 stars

Very Negative = 1 star

### **“Problem Statement”**

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