
Sentiment Analysis

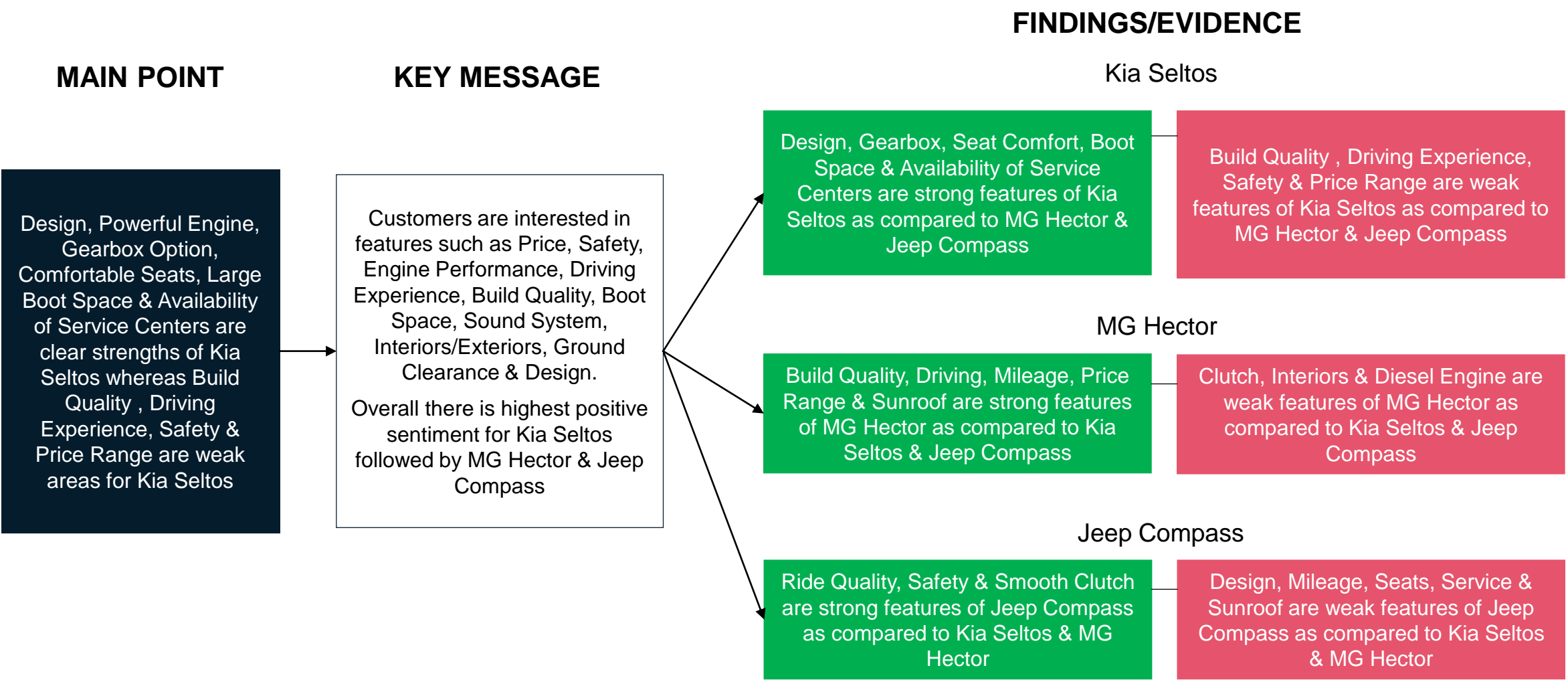
Kia Seltos, Jeep Compass & MG Hector

Deepanshu Goyal | January 06, 2020

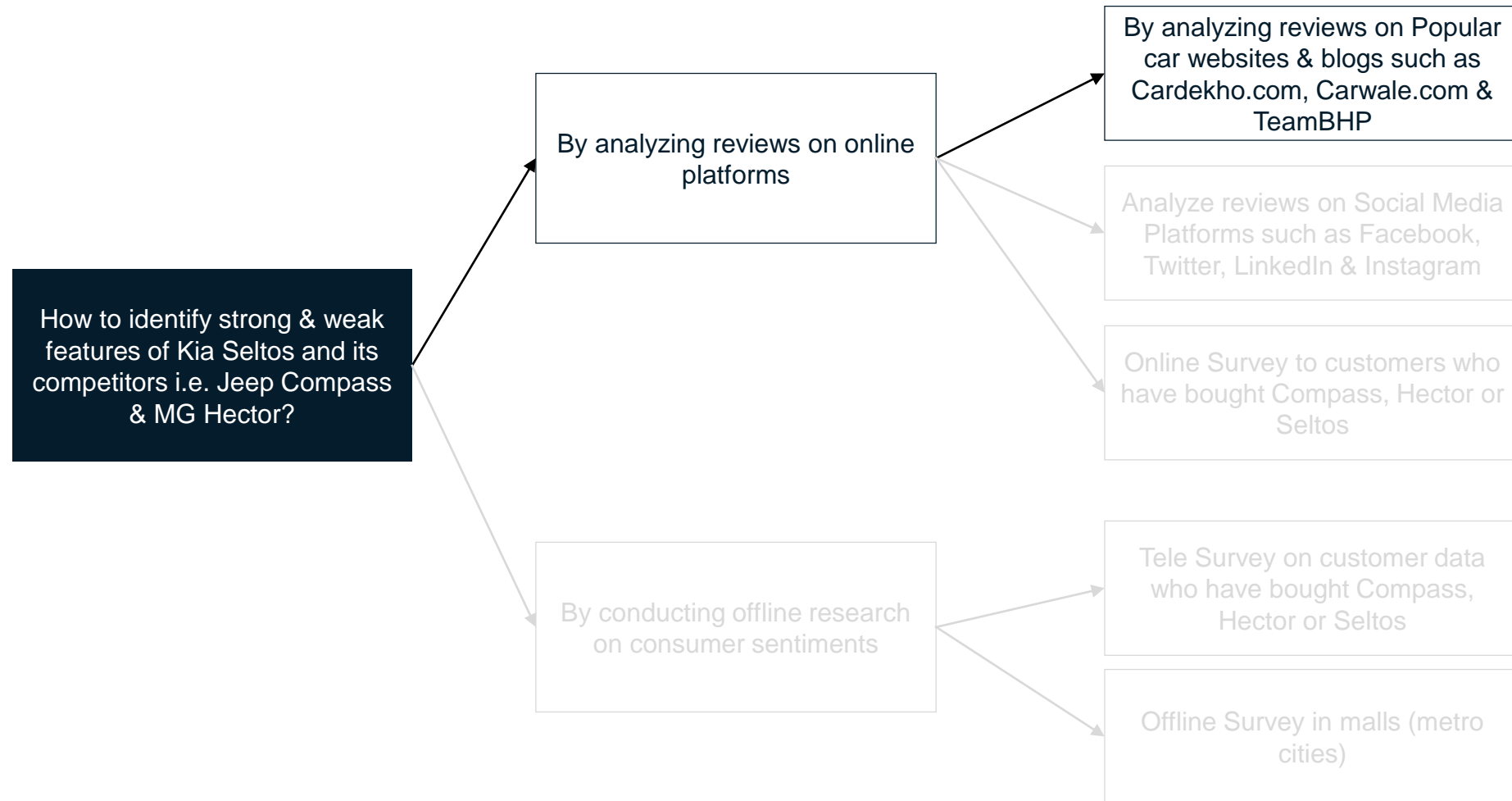
Knowing strong & weak features of Kia Seltos & its competitors can increase sales & improve features of upcoming Kia SUV models

Situation	Complication	Key Question	End Use
In India, liking for SUV cars have increase in recent times. From pure number perspective, sales in the compact SUV segment has seen a growth of 18%. To reap the benefits of an emerging market, new automobile companies are venturing into India with their best-in class SUV models.	Because of this, there is a huge competition among existing and new companies to increase their market share in the SUV segment. Also, in the era of design thinking it is utmost important for companies to build customer centric products.	What are the strong & weak features of Kia Seltos and its competitors i.e. Jeep Compass & MG Hector?	Strong features will be leveraged by sales & marketing team in the promotional activities. Whereas product team will work on the weak features and make improvements in the subsequent models. Overall objective is to improve Kia market share by 10%

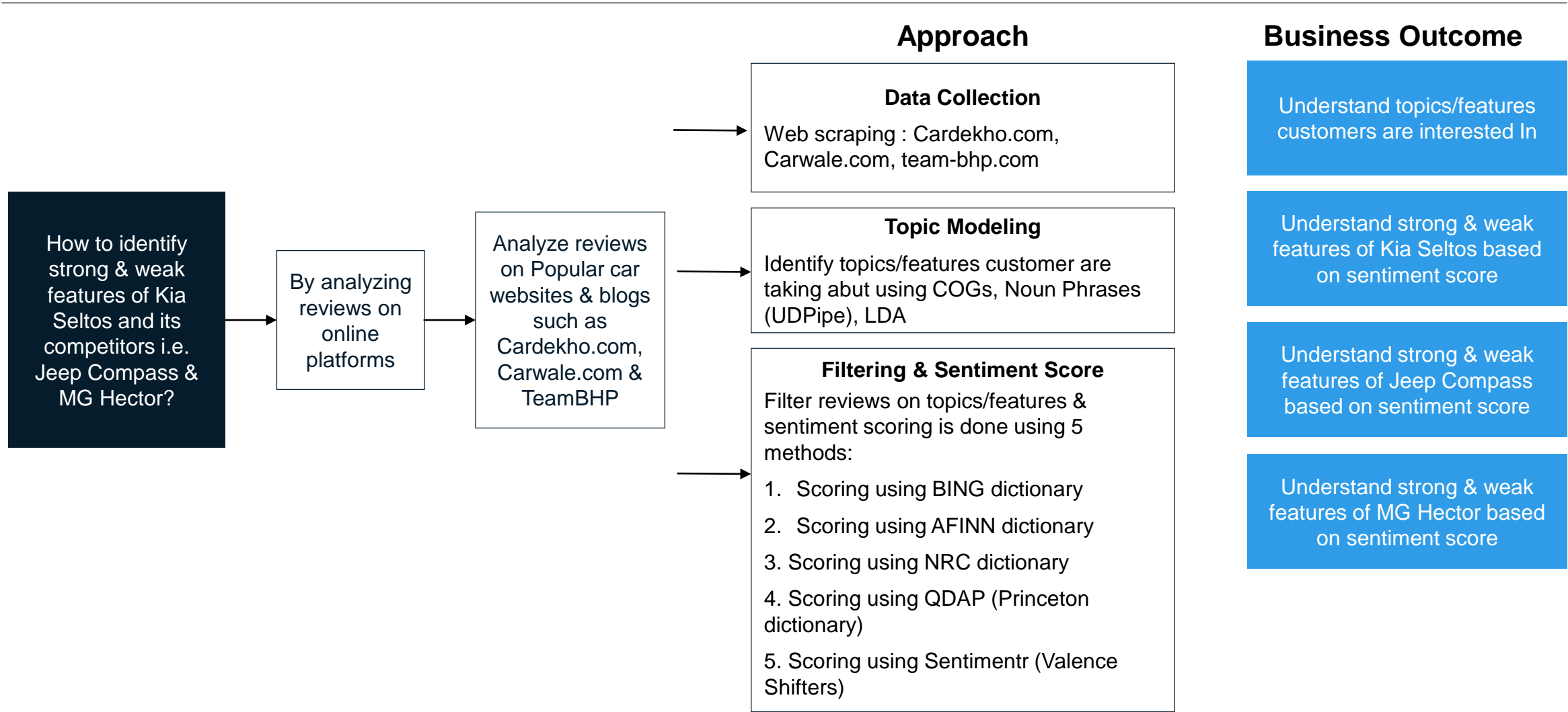
Design, Powerful Engine, Gearbox Option, Comfortable Seats, Large Boot Space & Availability of Service Centers are clear strengths of Kia Seltos whereas Build Quality, Driving Experience, Safety & Price Range are weak areas for Kia Seltos



Customer reviews on popular car websites is used to understand the consumer sentiments

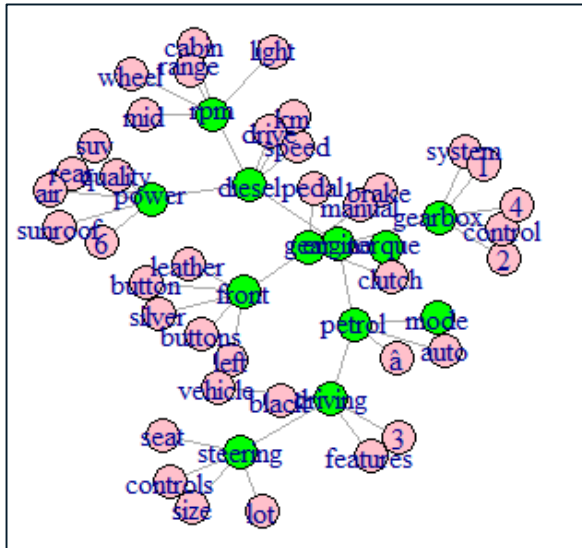


Positive, Negative words & valence shifters are used to calculate the sentiment score



Customers are interested in features such as Price, Safety, Engine Performance, Driving Experience, Build Quality, Boot Space, Sound System, Interiors/Exteriors, Ground Clearance & Design

Co-occurrence Graphs (COGs)

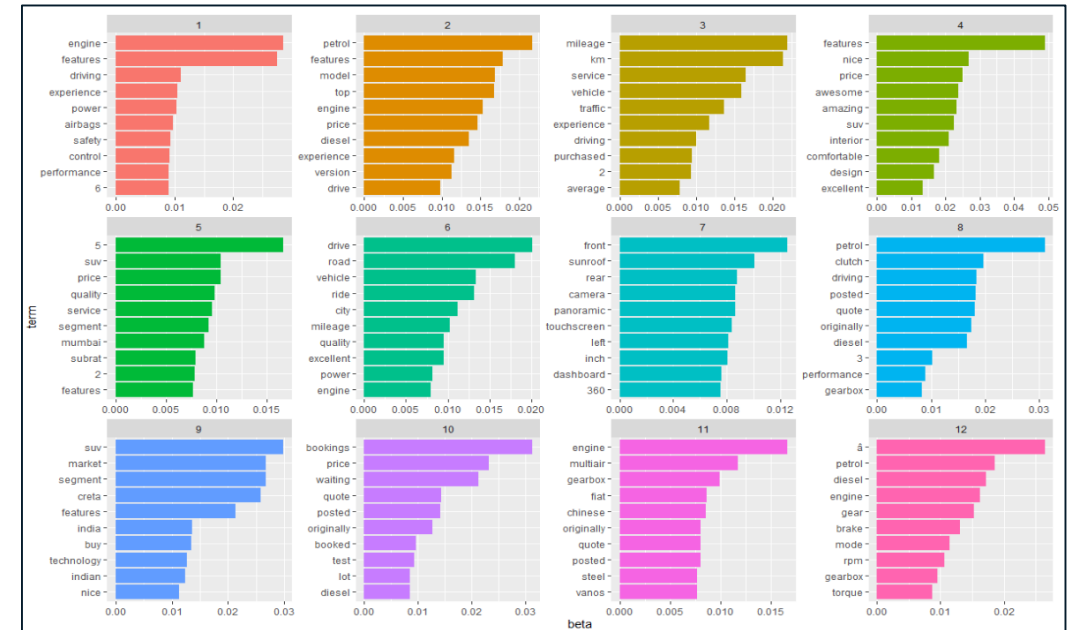


Noun/Noun Phrases (UDpipe)

	term1 <chr>	term2 <chr>	cooc <int>
1	price	range	48
2	test	drive	26
3	safety	feature	24
4	petrol	engine	23
5	diesel	engine	20
6	driving	experience	20
7	suv	car	17
8	build	quality	17
9	boot	space	16
10	ride	quality	16
11	sound	system	15
12	parking	brake	15
13	music	system	14
14	tata	harrier	13
15	base	model	12
16	touch	screen	12
17	air	purifier	12
18	petrol	version	12
19	petrol	auto	12
20	ground	clearance	11

20 rows

Latent Dirichlet allocation (LDA) algorithm

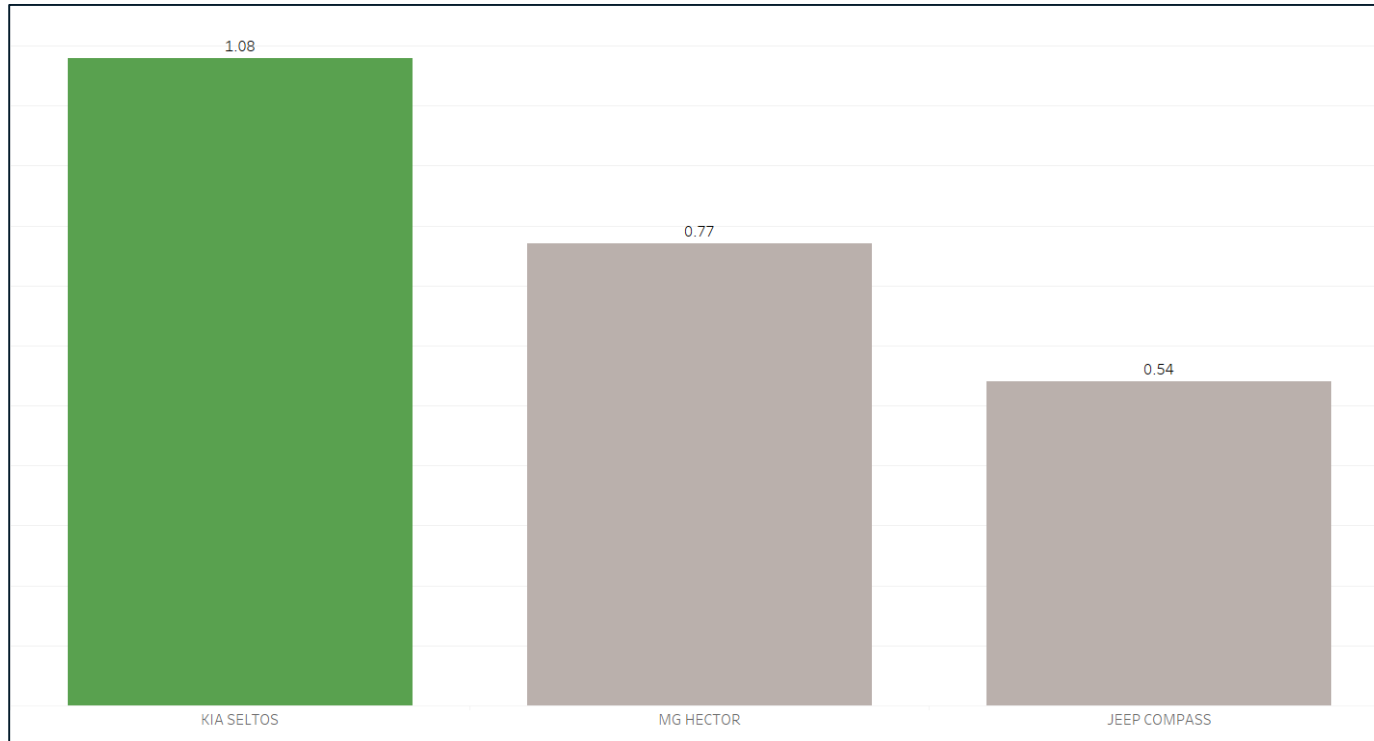


Feature List

- Ground Clearance
- Price Range
- Design
- Petrol Engine
- Diesel Engine
- Sound
- Clutch
- Service
- Interior
- Driving Experience
- Sunroof
- Mileage
- Build Quality
- Safety
- Boot Space
- Gearbox
- Seats
- Ride Quality
- Air Purifier
- Power

Overall there is highest positive sentiment for Kia Seltos followed by MG Hector & Jeep Compass

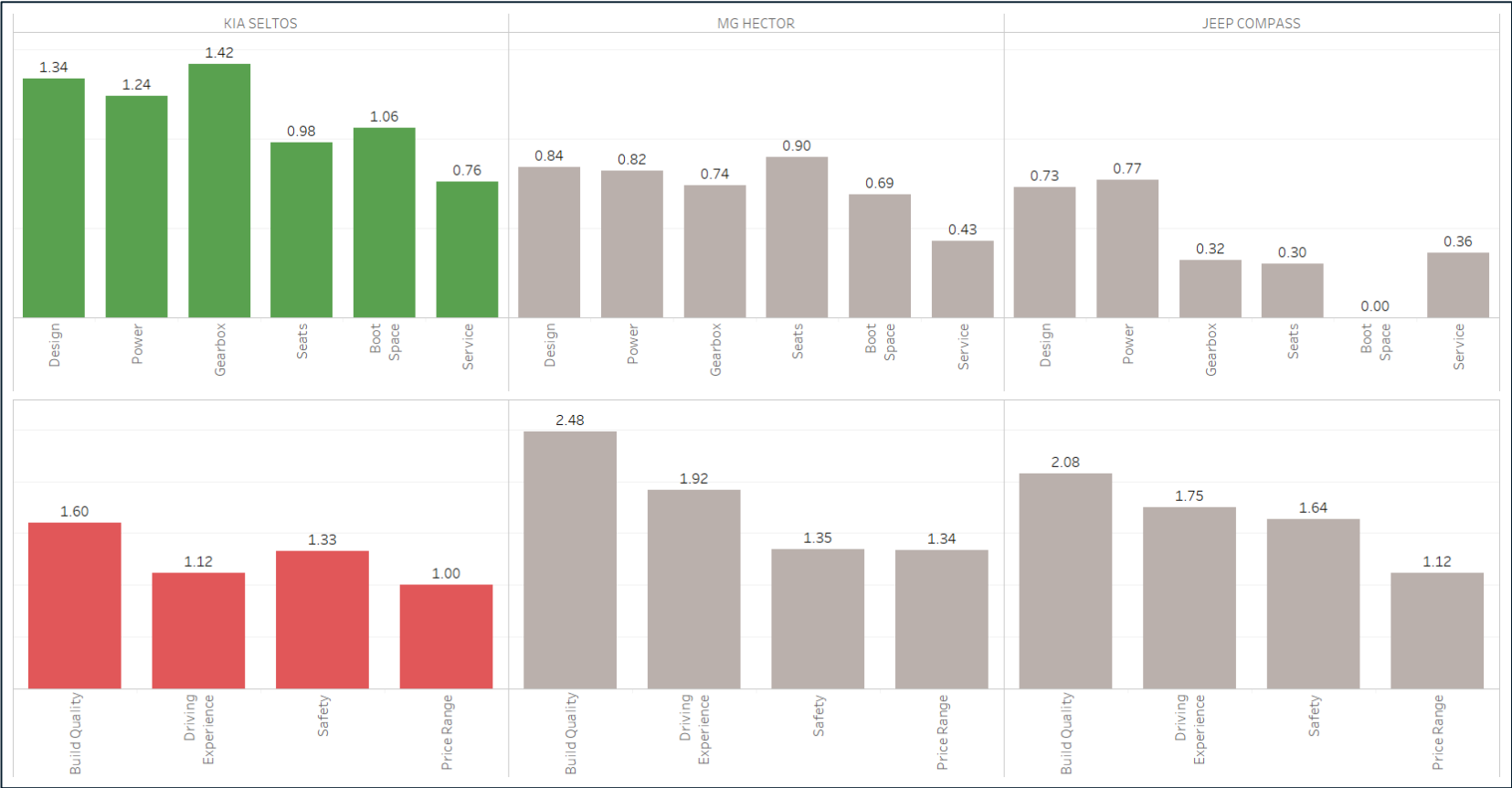
Overall Sentiment Score



Calculation Method

1. BING, AFINN, NRC, QDAP has a weightage of 1 each However Valence Shifter has a weightage of 2
2. Calculate weighted average for overall score and feature wise score

Design, Powerful Engine, Gearbox Options, Comfortable Seats, Large Boot Space & Availability of Service Centers are clear strengths of Kia Seltos whereas Build Quality , Driving Experience, Safety & Price Range are improvement areas for Kia Seltos



1. Revolutionary Design
2. Powerful Engine
3. Multiple Gearbox Option
4. Comfortable Seats
5. Large Boot Space
6. Availability of Service centers across major cities

are clear strengths of Kia Seltos to be leveraged by marketing & sales team in their promotional activities

1. Build Quality
2. Driving Experience
3. Safety Features
4. Pricing

are clear improvement areas to be considered by Kia product team in their upcoming SUV models

THANK YOU
