



# Handset Customer Sentiment

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**Alert! ANALYTICS**

# Agenda



The Process



Sentiment Data



Forecasting



Recommendations

# The Process



## Business Goal

What question can data analytics answer?

## Analysis

Analyze, create models and evaluate

Step 1

Step 2

Step 3

Step 4

## Data Collection

Gather, evaluate and prepare data

## Insights

Recommendations  
Monitor/Revise as appropriate

# Sentiment Analysis: iPhone Versus Galaxy



Helio is creating a suite of smartphone medical apps for use by aid workers in developing countries.

Helio engaged Alert! Analytics to conduct a broad-based non-region specific web sentiment analysis into what device/OS to develop applications for.

We visited thousands of relevant web pages and assigned sentiment scores to smart phones to gather data to develop and test models.

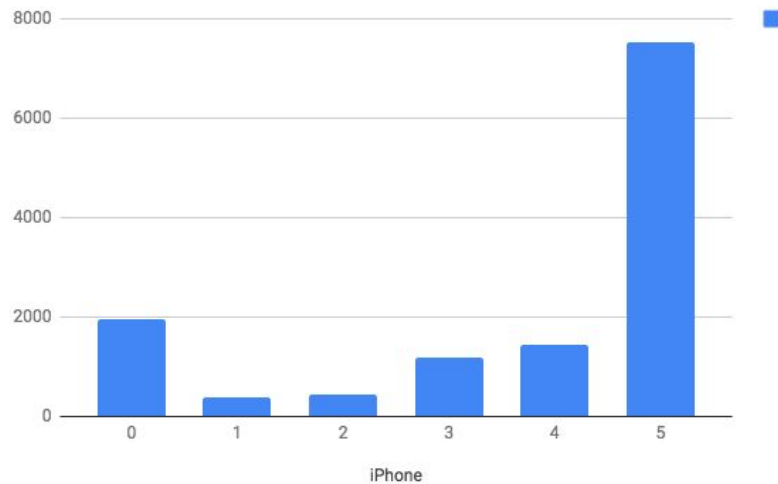
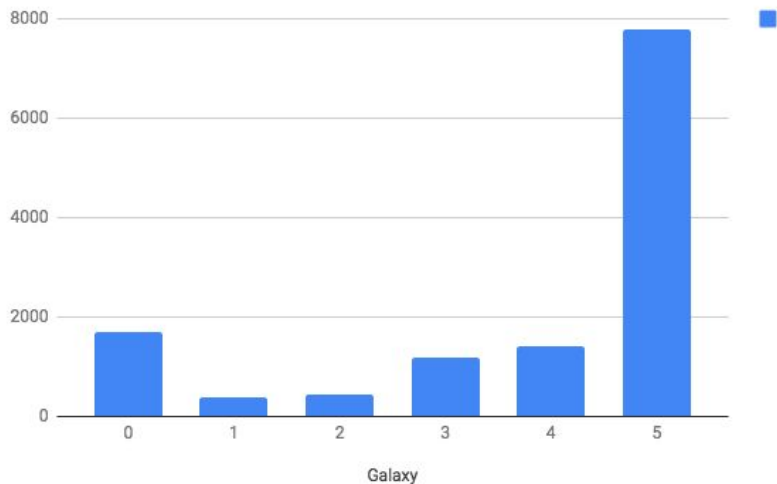
We then applied predictive models to sentiment data based on word count collected from crawling ~1 billion web pages.

# Comparative Frequency and Distribution of Ratings



Galaxy 12,911 observations

iPhone 12,973 observations



# Predicted Galaxy and iPhone Sentiment

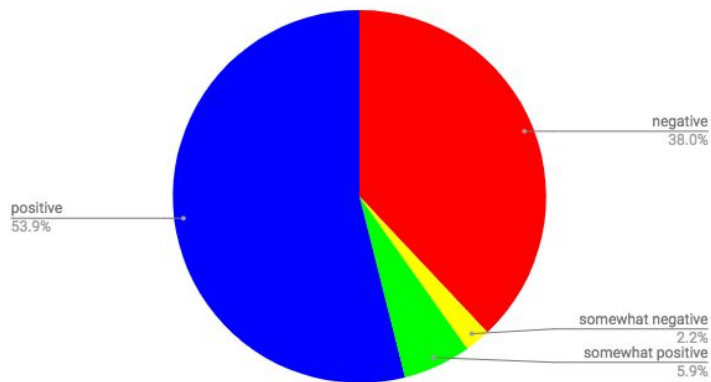


30,418 observations

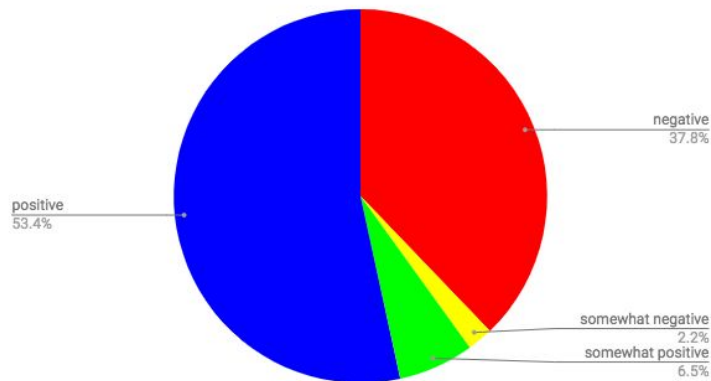
Predicted accuracy : 0.8522

95% CI : (0.8406, 0.8632)

Galaxy Sentiment



iPhone Sentiment





# Insights & Recommendations

## *The fight is between two mobile operating systems iOS and Android.*

Given that sentiment is evenly split in this **global** analysis, factors like handset cost and especially OS adoption rates in developing regions is more important.

Ex: Apple sells just 2.5% of India's smart phones. iPhones are too expensive for most Indian consumers and core services such as Apple Maps and Siri don't work well locally.

**Android dominance in the developing world and its adoption by a number of handset makers including Samsung make it the better platform for Helio to develop its apps.**

Mobile OS Market share in India\*:

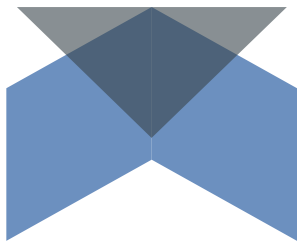
- Android 72.1%
- iOS 2.54%

Mobile OS Market share in Asia\*:

- Android 55.66%
- iOS 10.01%

Mobile OS Market share in Africa\*:

- Android 81.7%
- iOS 6.97%



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