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| **Class: BECO** | **Semester: 8** |

**Experiment No: 10**

**Aim:** Analyze negative tweets and identify the scope for improvement of product/ service (e.g- chatgpt4/ Adverse drug reaction identification from drug reviews/any amazon product negative reviews mining)

**Theory:**

Following are the few areas Nike could potentially improve their products according to their negative user feedbacks:

1. **Sustainability:** Nike has made some efforts to become more sustainable in recent years, such as using recycled materials and reducing waste in their manufacturing processes. However, there is still room for improvement in terms of reducing their environmental impact and creating more sustainable products.
2. **Comfort:** While Nike is known for creating stylish and high-performance products, there may be opportunities to improve the comfort of their footwear and clothing. This could include using more breathable materials, providing better cushioning and support, and designing products that fit a wider range of body types.
3. **Accessibility:** Nike has made some strides in creating products that are more accessible for people with disabilities, such as their FlyEase line of shoes. However, there is still room for improvement in terms of creating products that are more inclusive and accommodating for people with a wider range of abilities.
4. **Innovation:** Nike has a long history of pushing the boundaries of product design and technology, but there is always room for improvement in terms of developing new and innovative products that meet the evolving needs of consumers.
5. **Supply chain transparency:** Nike has faced criticism in the past for poor working conditions in their supply chain, and there is still room for improvement in terms of ensuring that their products are made in a fair and ethical manner. Improving supply chain transparency and taking steps to address labor rights issues could help to improve Nike's reputation and appeal to consumers who prioritize ethical and sustainable practices.
6. **Customization:** While Nike offers some degree of customization through their Nike By You platform, there may be opportunities to expand and improve this service to offer more personalized products that cater to individual preferences and needs.
7. **Durability:** While Nike products are generally well-made, there may be opportunities to improve the durability of certain products, such as their shoes and activewear, to better withstand the wear and tear of daily use.
8. **Size inclusivity:** While Nike has made strides in recent years to offer more size-inclusive products, there is still room for improvement in terms of offering a wider range of sizes and styles that cater to a broader range of body types.
9. **Performance:** Nike is known for creating high-performance products that are worn by athletes around the world, but there may be opportunities to improve the performance of their products even further through the use of new materials, technologies, and design innovations.
10. **Affordability:** Nike products can be expensive, and there may be opportunities to create more affordable products that are accessible to a wider range of consumers without sacrificing quality or performance.

**Conclusion:**

We have successfully Analyzed negative tweets and identified the scope for improvement of Nike.