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| **Name: Farhan Shikalgar** | **Course Name: SMA Lab** |
| **Class: BECO** | **Roll no: 19CO56** |

**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 Myntra could potentially improve their products according to their negative user feedbacks:

**Address the issue**: Myntra can address the issue raised in the negative tweet and work with the customer to resolve it. This can involve offering a solution, such as a refund or replacement, or providing additional information or assistance to help the customer.

**Learn from negative tweets**: Myntra can use negative tweets as an opportunity to learn from their mistakes and improve their service. They can analyze the common themes that emerge from negative tweets to identify areas where they need to make improvements, such as response time, knowledge of products, and overall helpfulness.

**Train customer service representatives**: Myntra can train their customer service representatives to provide better service to customers. This can include providing training on product knowledge, communication skills, and problem-solving techniques.

**Solicit feedback from customers:** Myntra can solicit feedback from customers on their service to identify areas where they need to make improvements. This can be done through surveys, feedback forms, or social media channels.

**Product Quality**: Negative tweets about Myntra's products could indicate that customers are unhappy with the quality of the products. Myntra can improve the quality of their products by sourcing better quality materials, improving the manufacturing process, and working with vendors to ensure that the products meet the required standards.

**Sizing and Fit**: Customers may complain about the sizing and fit of Myntra's products, which can lead to negative feedback. Myntra can address this issue by providing more detailed sizing information on their website, offering size charts, and working with vendors to ensure that the products fit properly.

**Customer Service**: Negative tweets about Myntra's customer service can indicate that customers are unhappy with the level of service they received. Myntra can improve customer service by hiring more customer service representatives, training them to handle customer inquiries and complaints effectively, and ensuring that customers can easily reach them through multiple channels.

**Delivery and Returns**: Customers may also complain about delayed delivery or issues with returns. Myntra can address these issues by improving their delivery network, providing more accurate delivery estimates, and making the return process more user-friendly.

**User Experience**: Negative tweets about the user experience on Myntra's website or mobile app could indicate that customers are having difficulty navigating the platform or finding what they need. Myntra can improve the user experience by optimizing the website and app design, providing better search functionality, and improving the overall user interface.

**Conclusion:**

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