

Customer Sentiment Analysis Report – iPhone 15 128GB (Flipkart)

1. Overview of Data Collection and Cleaning

Data was collected from customer reviews of the iPhone 15 128GB on Flipkart, covering **300 reviews**. The scraping process captured usernames, review text, and ratings.

- **Cleaning Steps:**
 - Removed special characters and symbols from reviews.
 - Ensured all columns had equal length and no missing values.
 - Converted ratings to numerical format for analysis.
 - Prepared text for sentiment analysis using **TextBlob** to generate polarity and subjectivity scores.
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2. Sentiment Analysis Results

- **Rating Distribution:**
 - **5-star:** Majority of reviews (dominant sentiment is **very positive**)
 - **4-star:** Moderate share, still positive but with minor complaints.
 - **3-star and below:** Minimal proportion, typically related to battery life or heating issues.
 - **Sentiment Scores:**
 - **Average Polarity:** High positive sentiment (~0.6–1.0 for most reviews)
 - **Average Subjectivity:** High (~0.7–1.0), indicating reviews are based on personal experience and opinion.
 - **Common Themes by Sentiment:**
 - **Positive:** Camera quality, design aesthetics, smooth performance, Dynamic Island feature, display quality, Apple ecosystem integration.
 - **Negative:** Battery drains faster than expected, heating during prolonged use or charging, absence of higher refresh rate (60Hz vs. competitors).
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3. Key Insights

- **Strong Points:**
 - Camera performance is the top highlight; customers frequently compare it favorably to previous iPhone models and competitors.
 - The design, light weight, and premium feel are consistently praised.

- The A16 Bionic chip delivers smooth, lag-free performance.
 - Many customers value integration with other Apple devices.
 - **Areas of Concern:**
 - Battery life is the most common complaint, especially for heavy users.
 - Heating issues occur during charging, gaming, or extended camera use.
 - Several customers feel the 60Hz refresh rate is outdated at this price point.
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4. Recommendations

For Product Improvement:

- Enhance battery capacity or optimization to meet heavy-usage needs.
- Address thermal management to reduce heating during intensive tasks.
- Consider upgrading the refresh rate in future models to match market standards.

For Flipkart's Marketing Focus:

- Emphasize **camera quality**, **premium design**, and **seamless performance** in promotional campaigns.
- Highlight **exclusive deals**, **fast delivery**, and **Apple ecosystem benefits**.
- Address concerns transparently in product Q&A (e.g., battery performance expectations, refresh rate limitations).