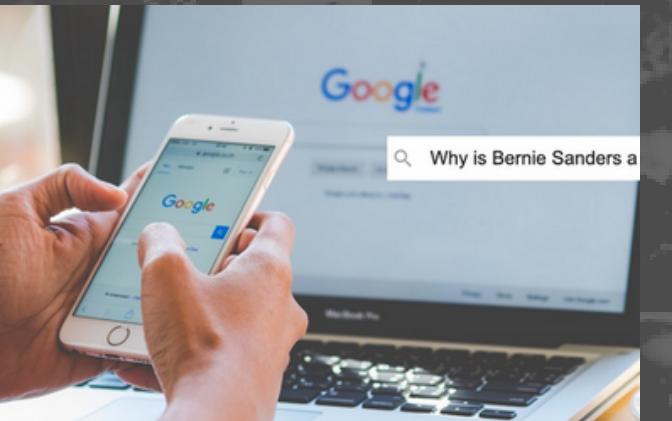


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Presentation

MOUNTAIN ANALYTICS

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Accurate Rating
Good Recommendation
Minimum Search

Quick Review
Rich User Engagement
Personalization



Opinion Extraction
Better Promotion



WHY SENTIMENT ANALYSIS?

Enable us to track attitudes and feeling on web based on blog posts, comments , reviews and tweets on differ topics

Gives insight into the emotions behind the words.

Recommendation of the movie genres.



Can we do
BETTER?

YES



IMPROVE THE SUCCESS OF SEQUELS

70% success rate for a blockbuster's sequel 20 sequels on an average in a year Expected Revenue from sequel = \$ 1400 million/year

At mere 1% of revenues as commission for improvement(90%)= $\$200\text{ mn} * 1\% = \2 mn

EXPANDING THE SUBSCRIBER'S LIFETIME VALUE

Present user churn rate @ 50%
accuracy= 25% LTV = ARPA x gross profit
margin / customer churn
Average LTV = $\$8 \times 11\% / 25\% = \$3.2/\text{user}$

Increase LTV by 12 times for
an rating improvement from
50% to 85%

AD REVENUE ON RECOMMENDATION WEBSITES

10 million unique users monthly

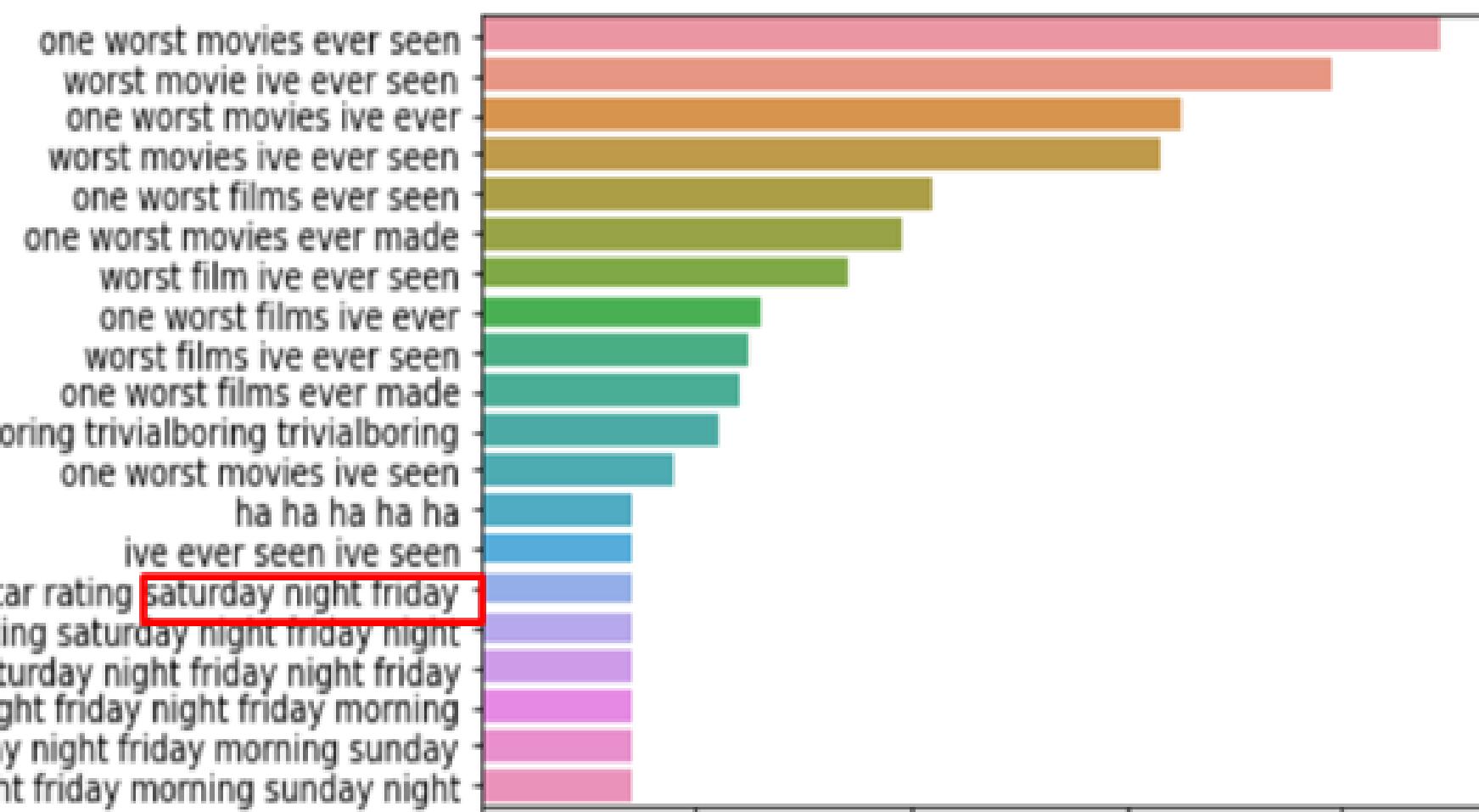
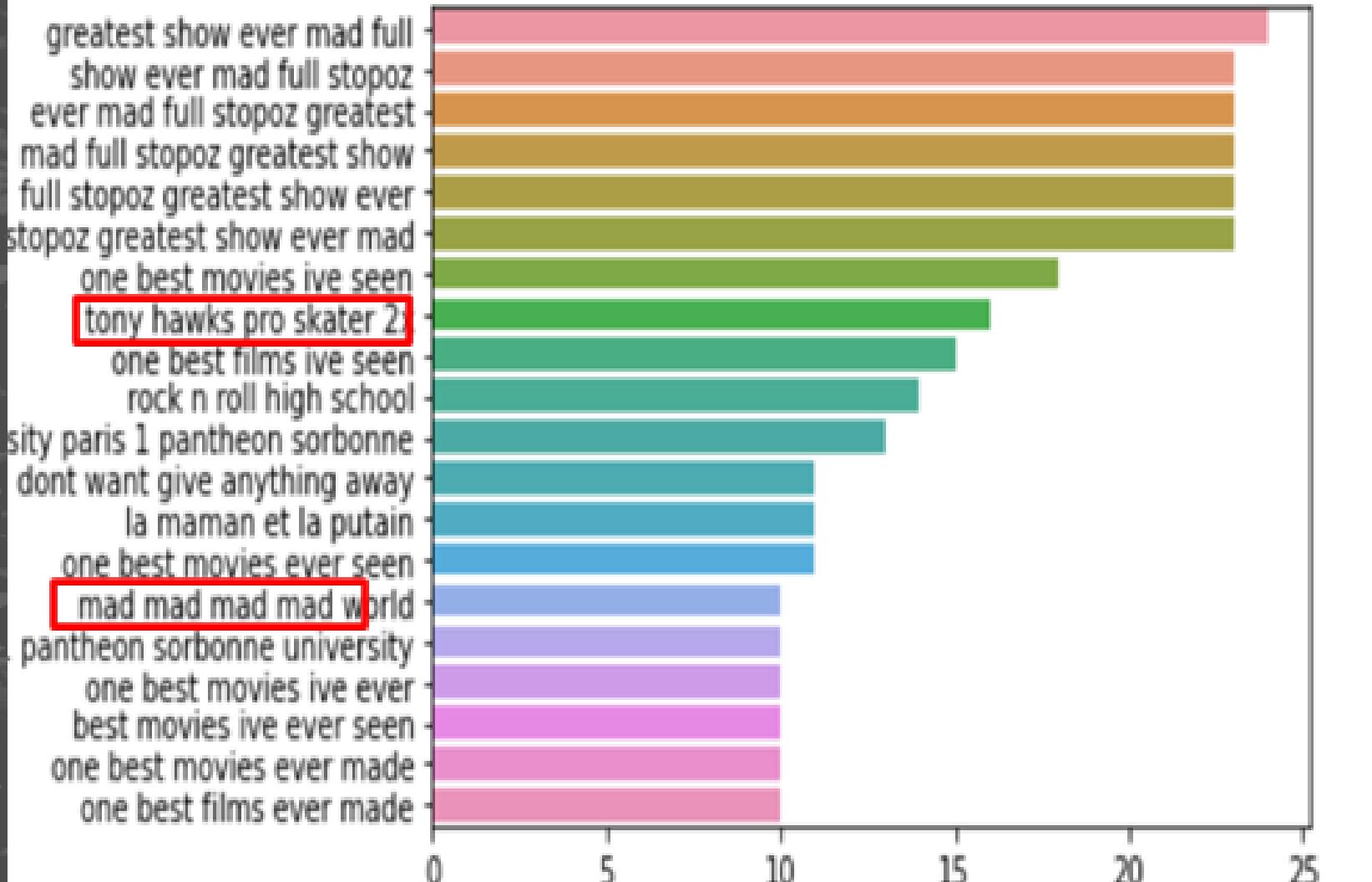
Average revenue per
engagement = \$ 0.5

Current Revenue from 50%
accuracy = \$ 60 million

Potential Savings at 85%
accuracy = \$42 million

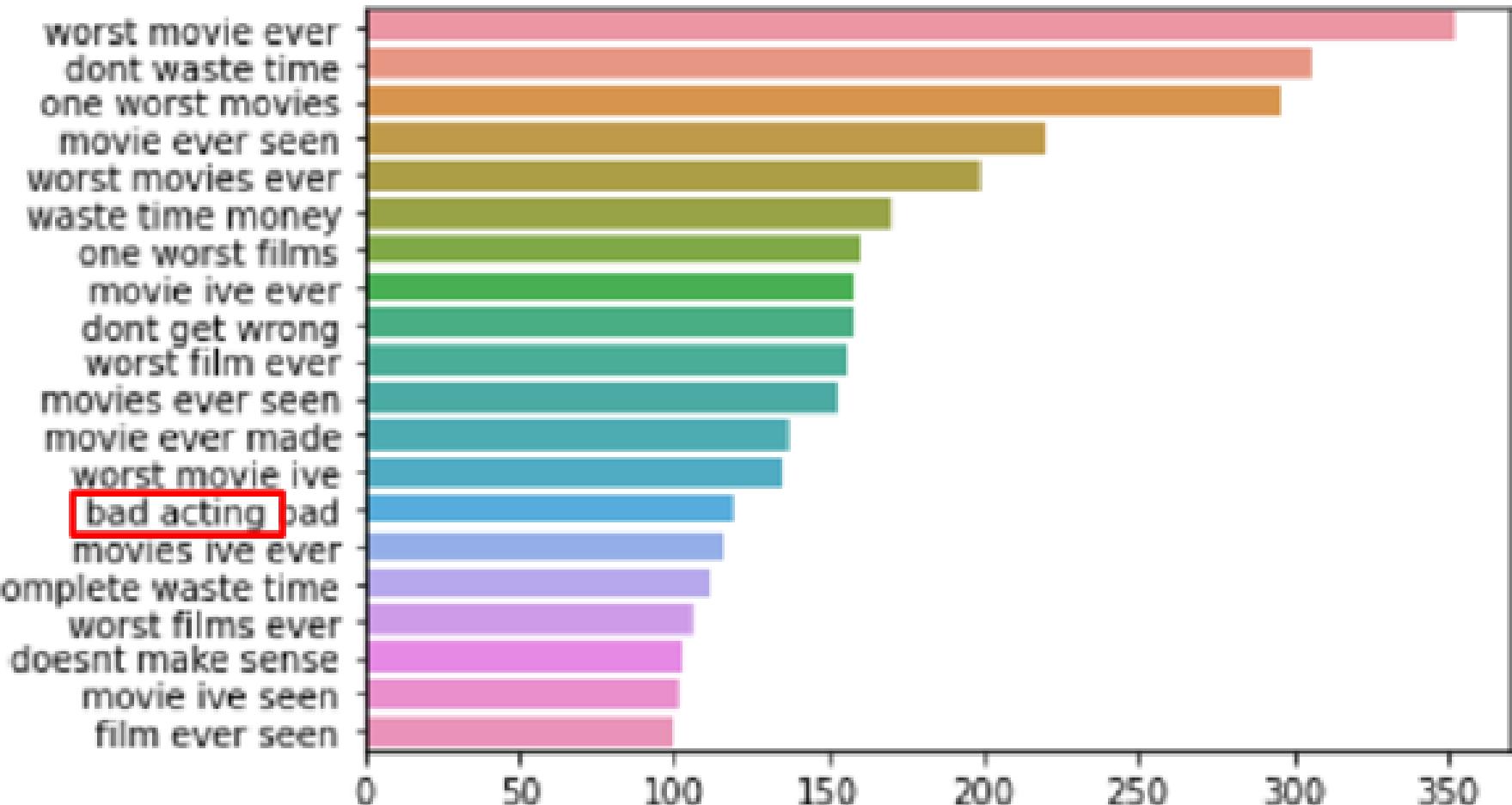
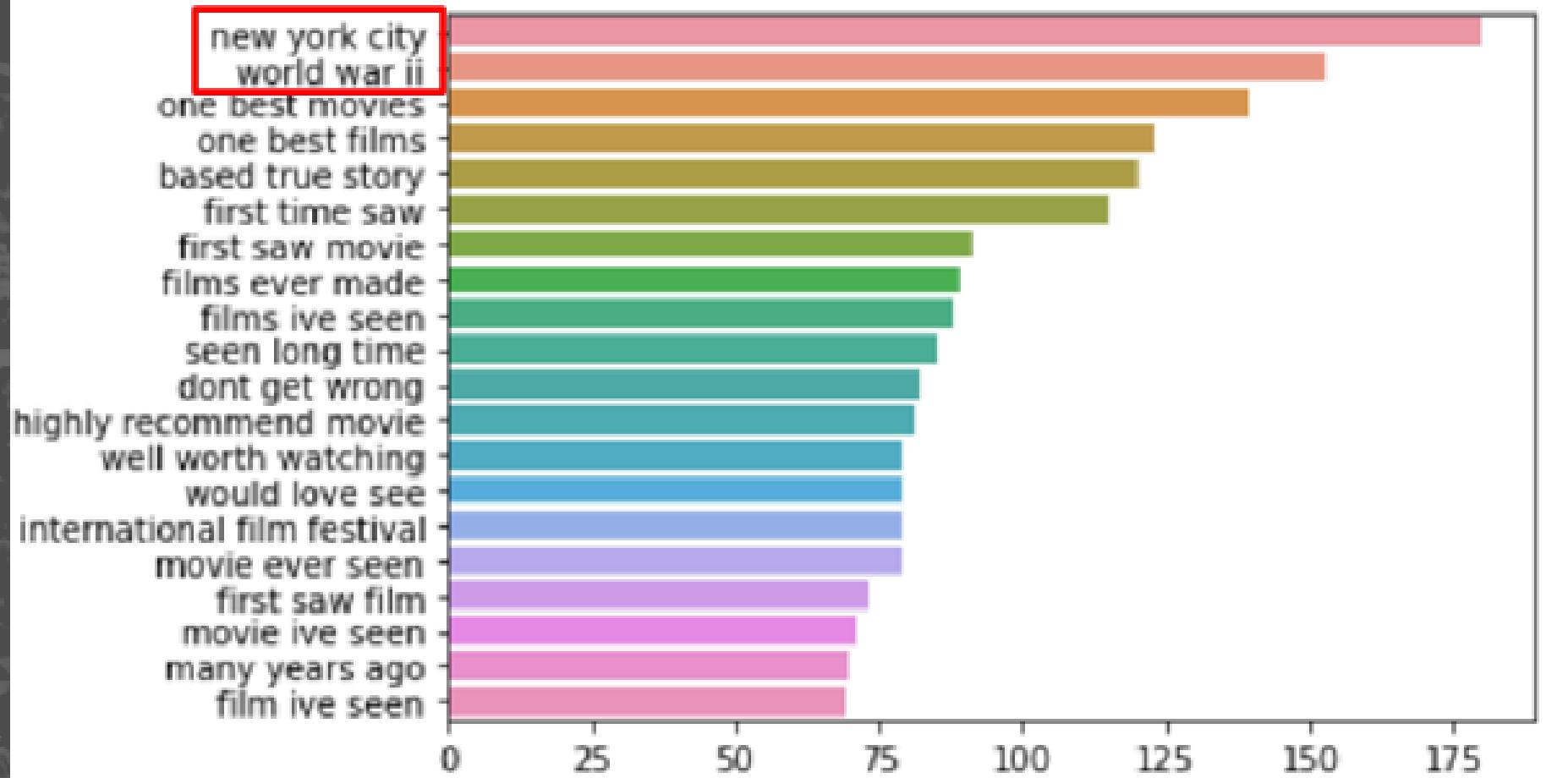
DATA REVIEW

POSITIVE VS NEGATIVE



pent-gram comparison

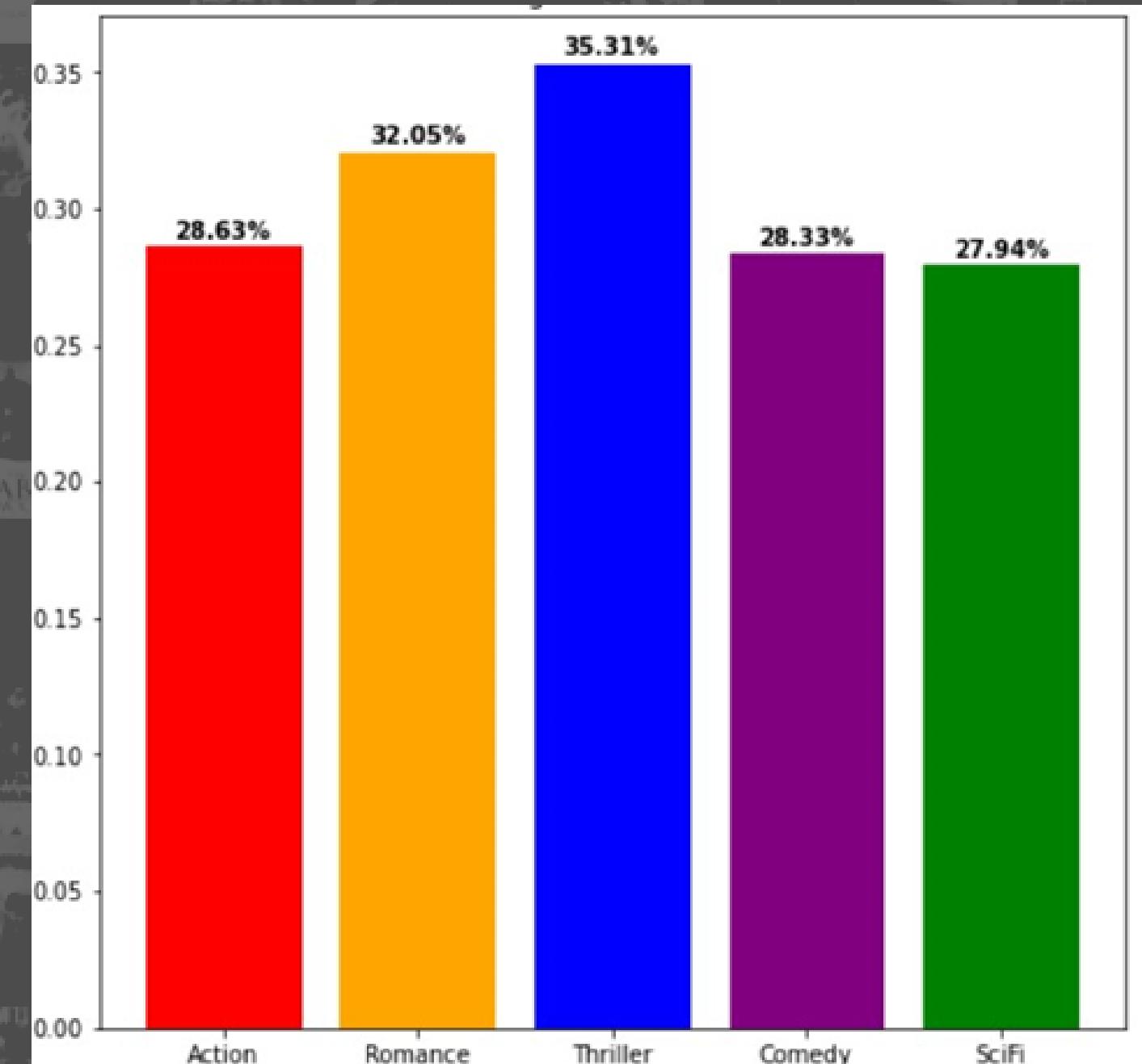
POSITIVE VS NEGATIVE



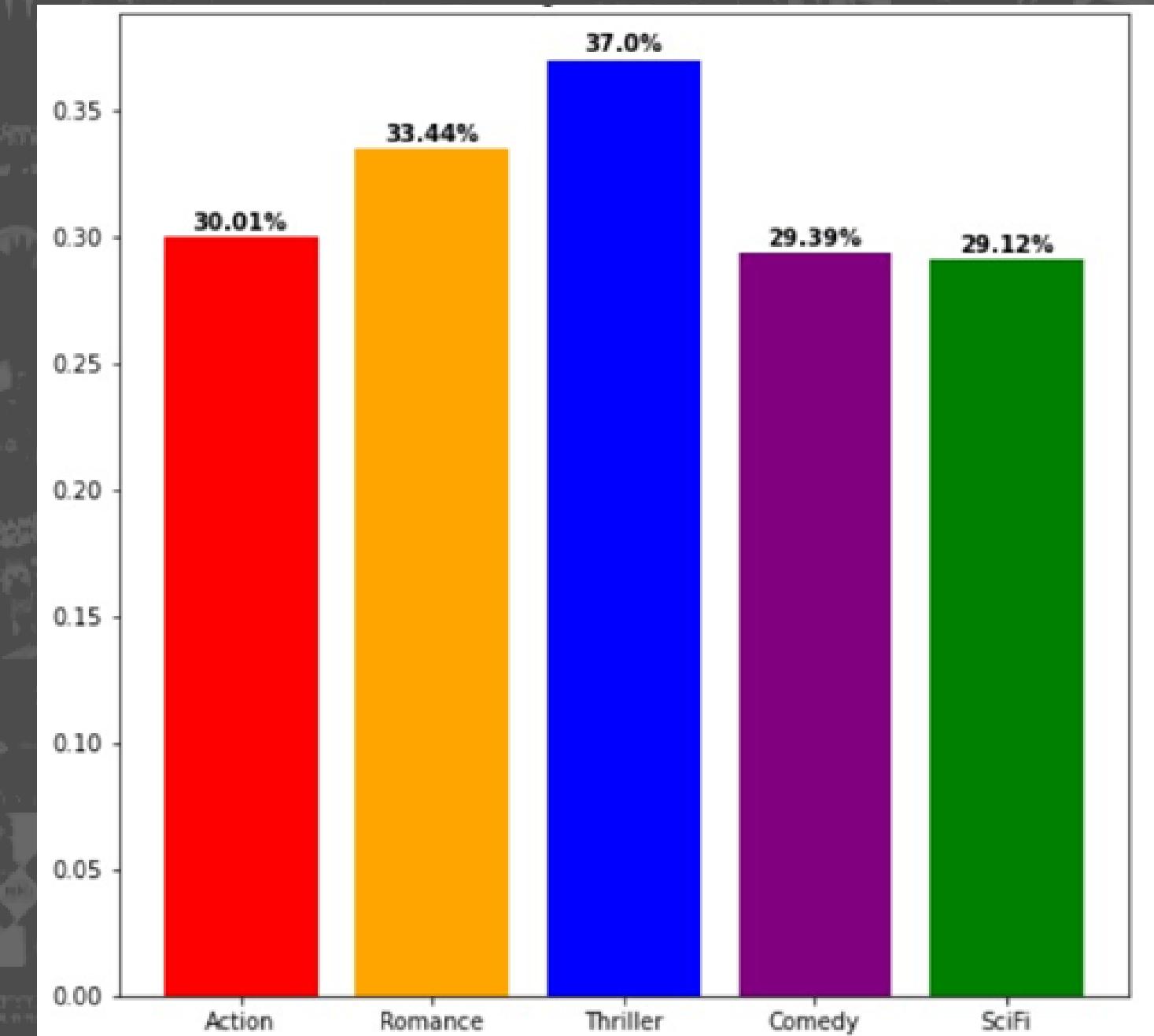
tri-gram comparison

Recommendations

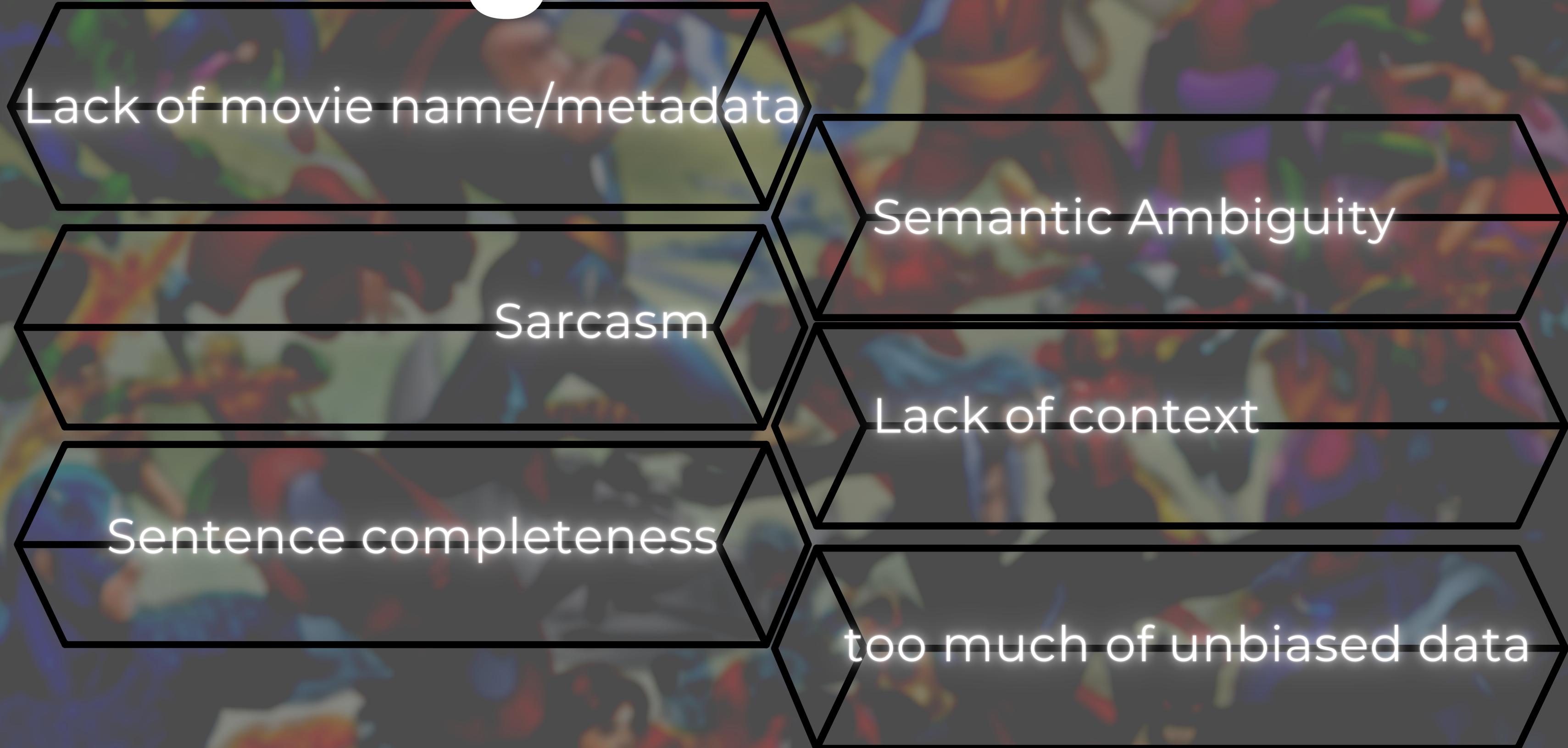
Positive reviews



Negative reviews



Challenges



Conclusion

From both positive reviews and negative reviews, people are talking more about Thriller movies (35% +ve & 37% -ve), hence we should invest in **THRILLER** genre

Interesting mentions in positive reviews :

‘mad’, ‘tony hawks’, ‘pro skater’, ‘rock n roll’, ‘world war’, ‘true story’

Interesting mentions in negative reviews :

‘night’, ‘Bad Acting’

WAY FORWARD

Can we make it more robust?

Can we expand the market scope?

Can we reuse our model?

Algorithmic Improvement :
Improve Algorithms to interpret ambiguous phrases

Category expansion:
books, entertainment and ecommerce websites

Suggest right movie for improving TRP





THANK YOU

*We look forward to working
with you*

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