

Telecom User Sentiment Analysis

A Comparative Dataset of Positive
and Negative Feedback

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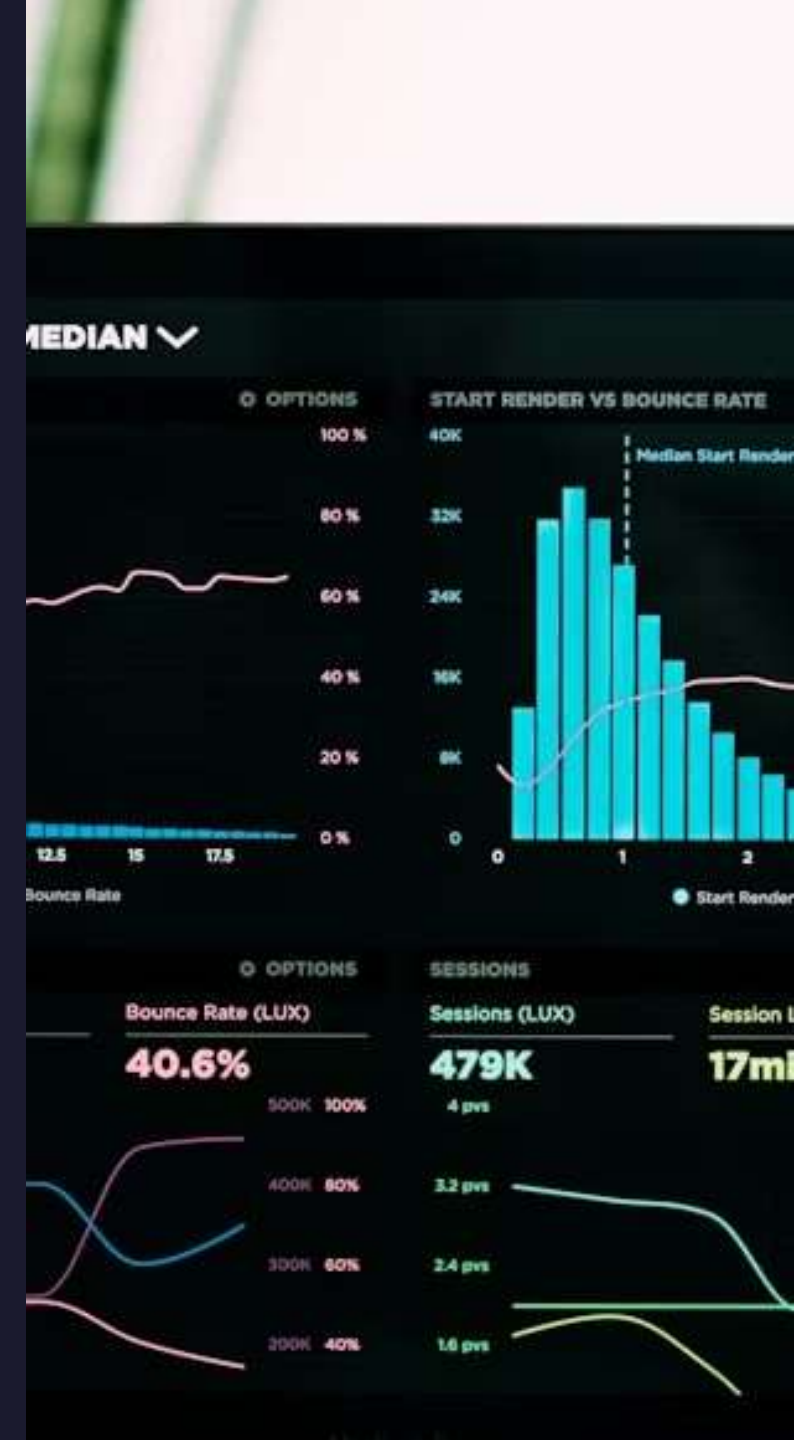
April 8th, 2025



Presentation Overview

What We'll Cover:

1. Industry context and challenges
2. Data collection and preparation
3. Text analysis methodology
4. Key findings from sentiment analysis
5. Actionable recommendations



Industry Context

Key Points:

- Telecom market faces intense competition
- Customer loyalty directly impacts revenue
- Social media offers real-time feedback
- Data-driven decisions improve service quality



Current Challenges

Main Issues:

- Network reliability concerns Price-value perception gaps

Business Impact:

- Customer churn affects long-term growth

Service Gaps

Key Gaps:

- **Performance Gap:** Actual vs. promised service
- **Value Gap:** Price perception vs. benefits



Research Questions

Our Analysis Focuses On:

1. How do users feel about network quality?
2. Which factors drive satisfaction or frustration?



Data Collection

Our Approach:

- Gathered 300 Twitter Tweets
- Used standard data analysis tools
- Verified data quality and completeness
- Organized for efficient processing



Text Preparation

Cleaning Process:

- Standardized text to lowercase
- Removed irrelevant elements
- Filtered common words

Example:

Before: "@TelcoProvider your network is
DOWN AGAIN! #frustrated #badservice
This is the 3rd time this week!!!"

After: "telcoprovider network down 3rd
time week"

Text Normalization

Word Processing:

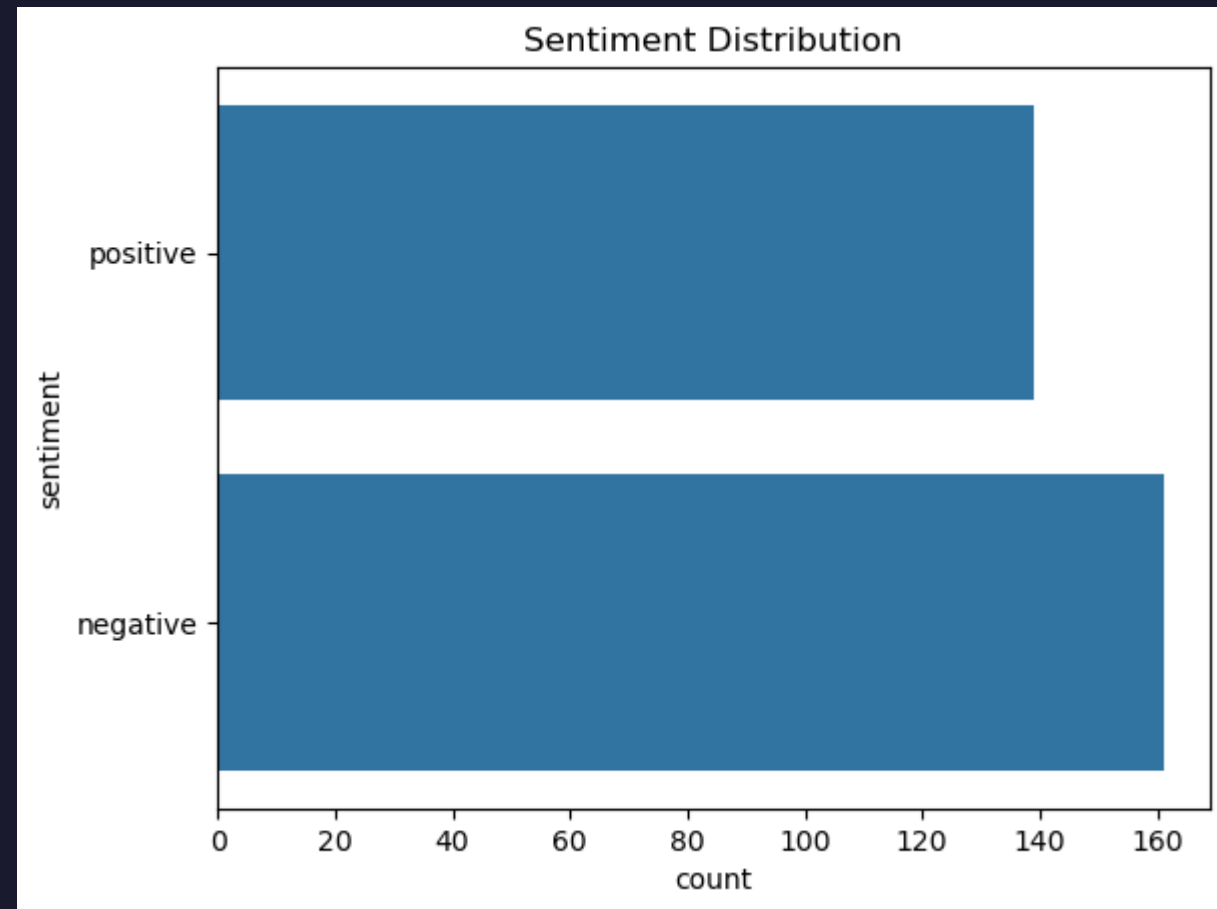
- **Root Form Extraction:** Converting variations to base words
- **Context-Aware Processing:** Maintaining proper meaning



Data Overview

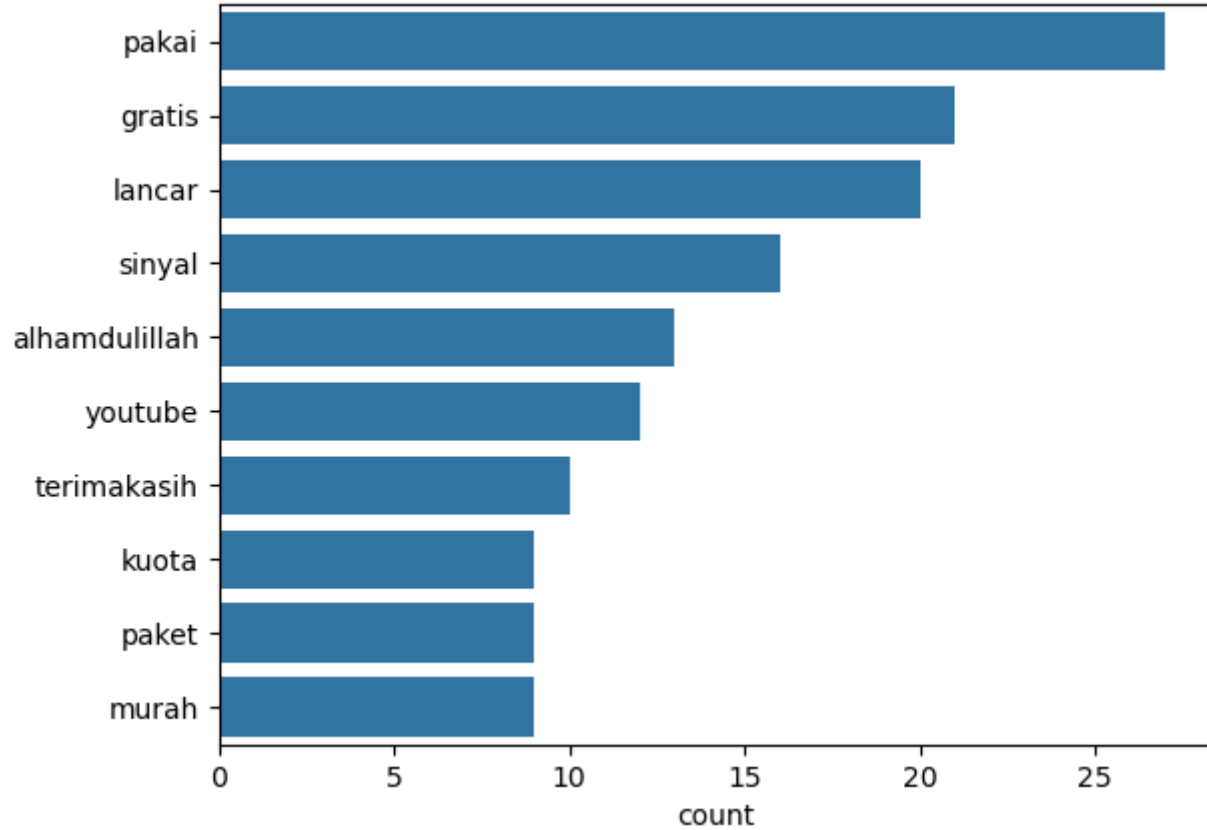
Sentiment Breakdown:

- Nearly balanced dataset
- 140 positive comments
- 160 negative comments

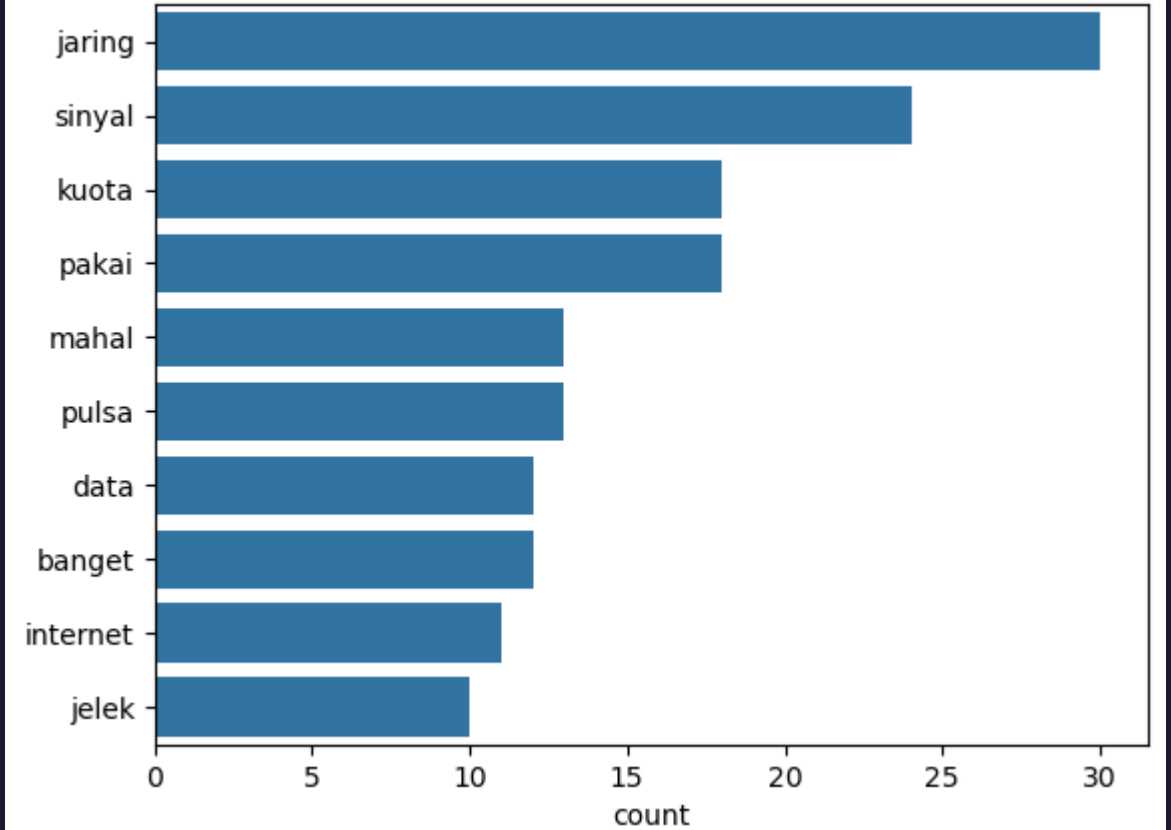


Key Terms Analysis

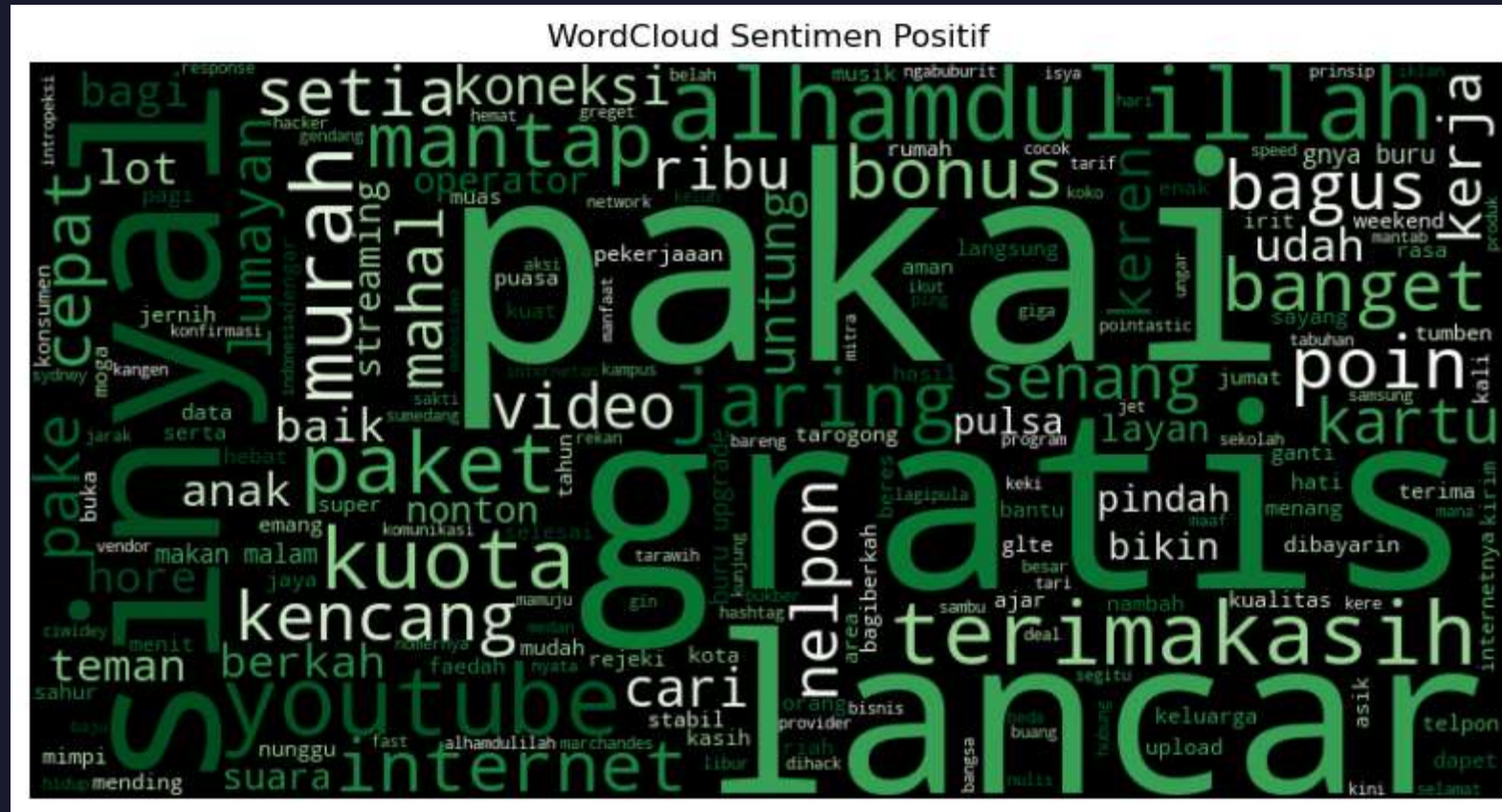
Word Frequency Positif



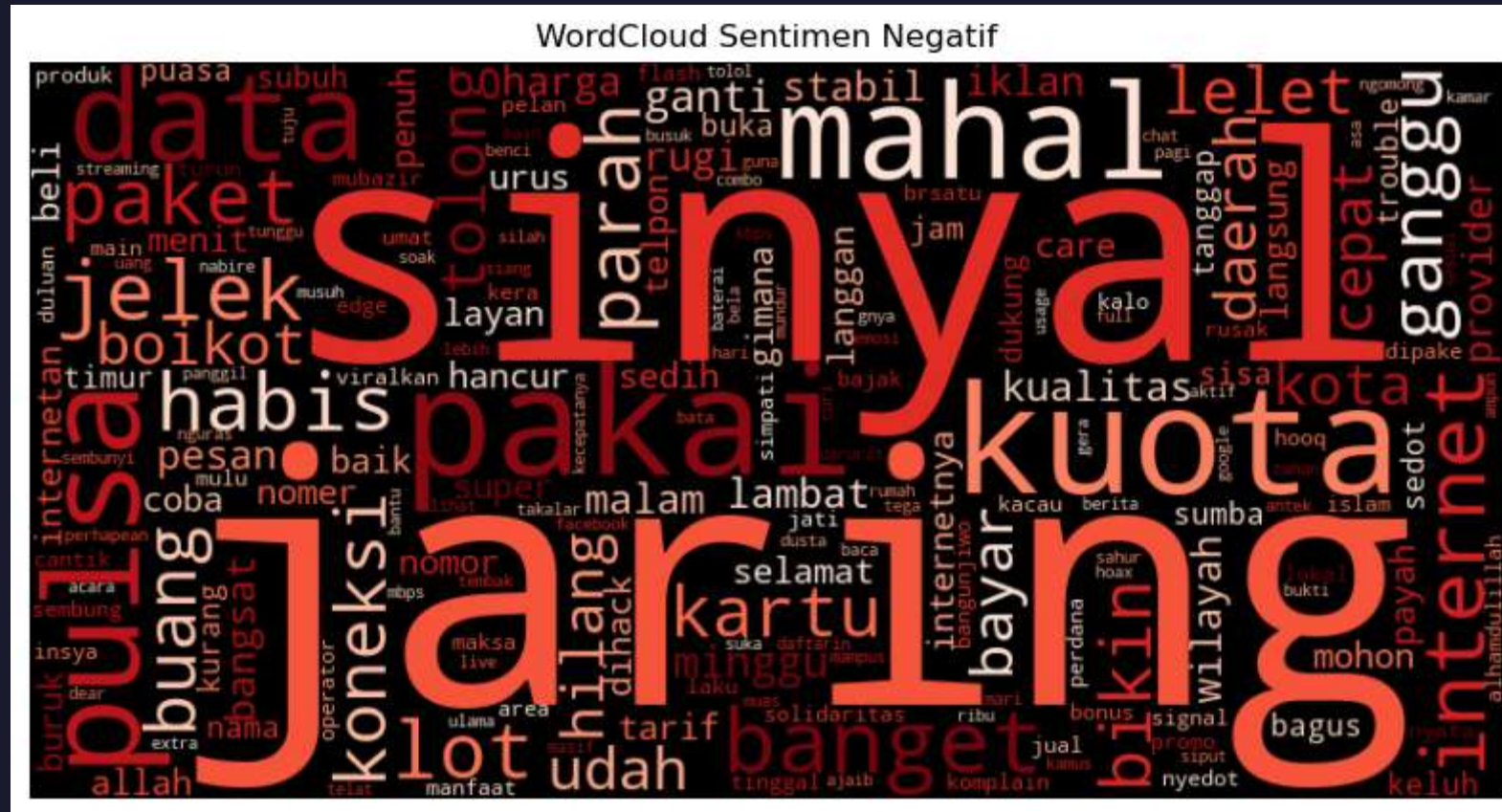
Word Frequency Negatif



Key Terms Analysis



Key Terms Analysis



Main Findings

Positive Feedback

- Free services
- Smooth connections

NegativeFeedback

- Network issues
- High costs

Recommendations

1. Network Enhancement

Target improvement in high-traffic areas

Increase bandwidth during peak hours

2. Value-Based Pricing

Create transparent pricing tiers

Develop loyalty rewards program

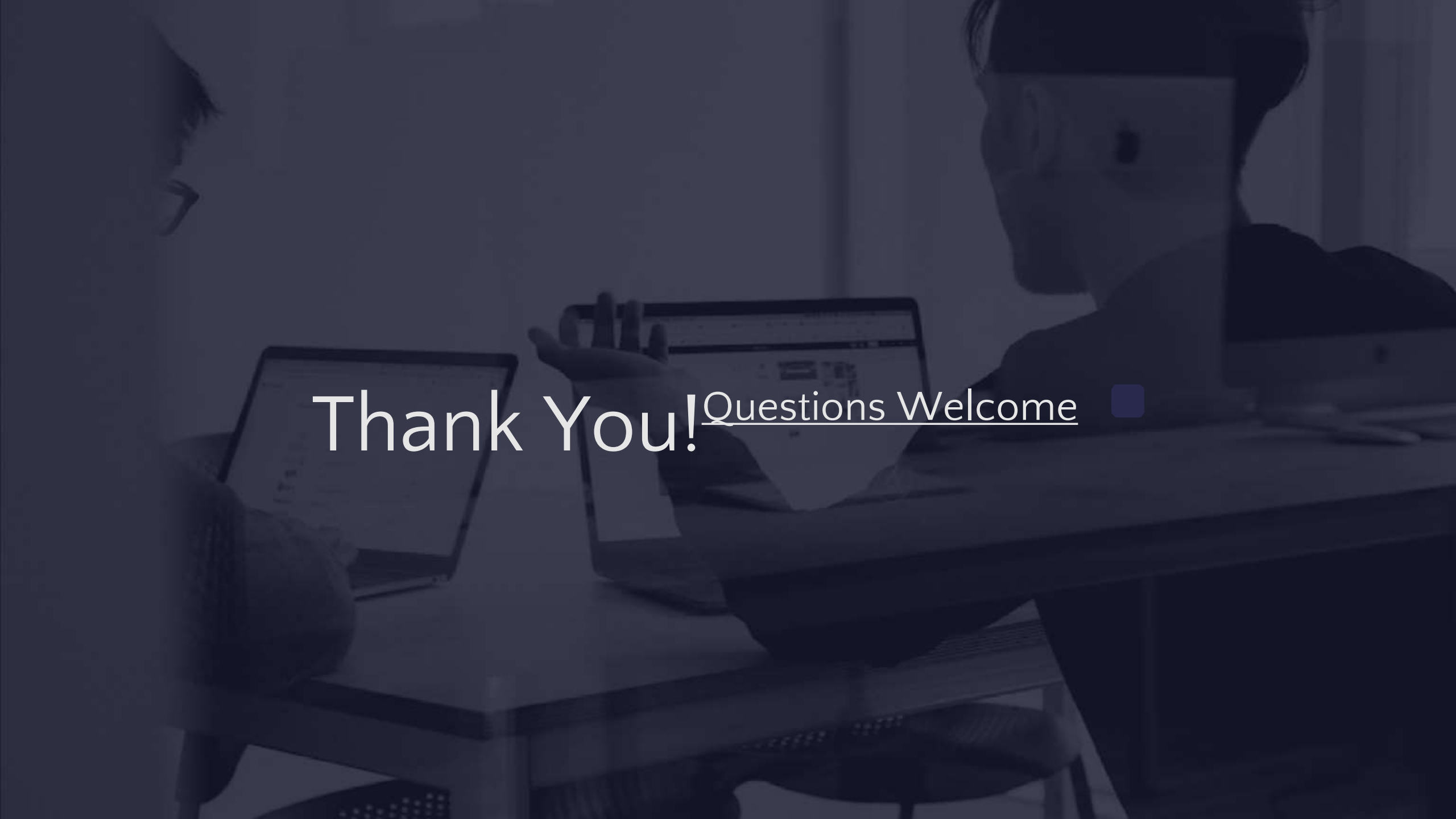


Summary

Key Takeaways:

- Addressing core issues will boost satisfaction
- Data-driven approach enables targeted solutions





Thank You! Questions Welcome