

Spotify App Reviews

Business Understanding

- I am looking to give insight to how customers feel about the Spotify app. Whether they feel it is performing well or if there are any suggestions/updates to offer.
- This relates to the music industry, since it pertains to Spotify, but also just the tech industry in general since it touches on app development.
- I use NLP in my client work and thought it would be interesting to apply it to an app I use every day.

Data Understanding

- I will collect frequencies as well as customer sentiment.
- I have downloaded a raw dataset off Kaggle.
- The features are relatively straight forward. I need timestamps, ratings, and text reviews. All of these are in the dataset.

Data Preparation

- I will have to do a lot of data cleaning and standardization of the textual data.
- An issue I foresee with the preprocessing is making sure my stop words do not create any bias or filter out important information.

Modeling

- I will use NLP to pull out important key words and phrases. As part of this, I will use bag of words, tokenization, and create stop words lists.
- My target will be user satisfaction
- Classification

Evaluation

- Logistic regression

Tools/Methodologies

- What modeling algorithms are you planning to use (i.e., decision trees, random forests, etc.)?
- Tokenization, bag of words, TF-IDF, lemmatization, stemming