

NLP | Apple | Amazon

Jimmy Blezin



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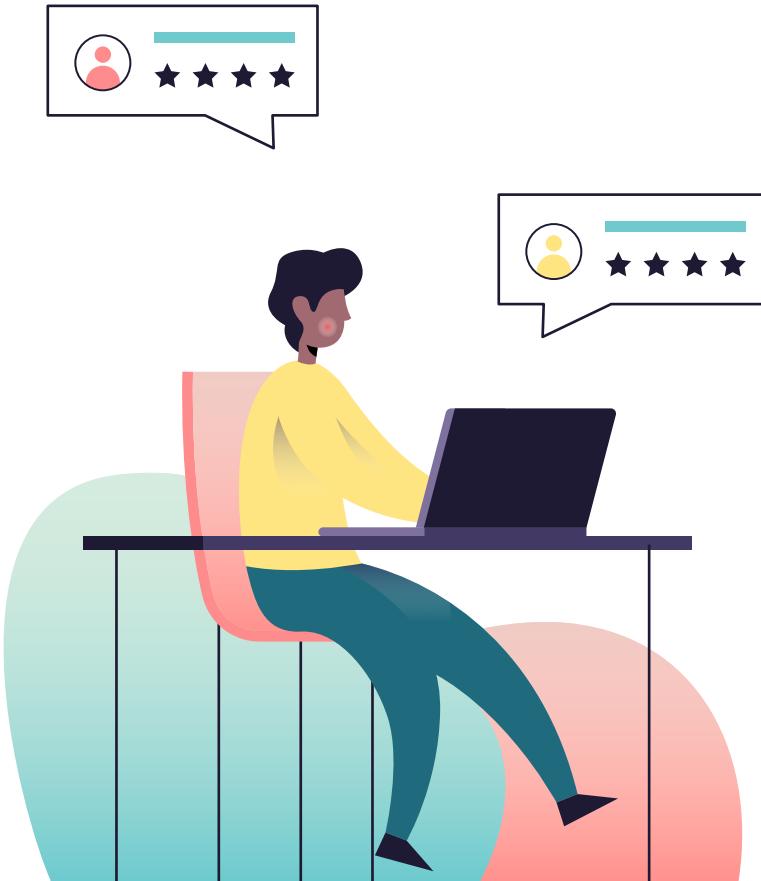
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ABOUT THE PROJECT

Leverage NLP to analyze modern customer support practices & impact via Twitter.

Methodology



Tools

- Python
- Pandas
- Sklearn
- NMF



Data Set

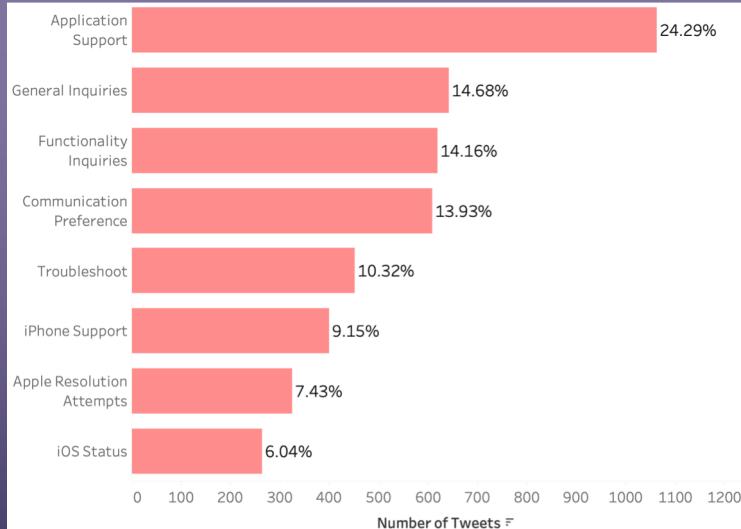
- Kaggle



Visualizations

- Seaborn
- Tableau
- ScatterText
- Matplotlib

Topics: Apple



Top Words

- iTunes, Library, iCloud, Apple, Music
- Update, Phone, Software, Keeps
- Latest, Life, iPad, Recently, Bluetooth
- Join, English, Language, Preferred,
- Know, Message, Helps, Persists
- Restore, Let, Great, Direct
- Battery, Plus, Model, Restart
- Send, Link, Located, Received

Documents: Apple

Client Inquiry

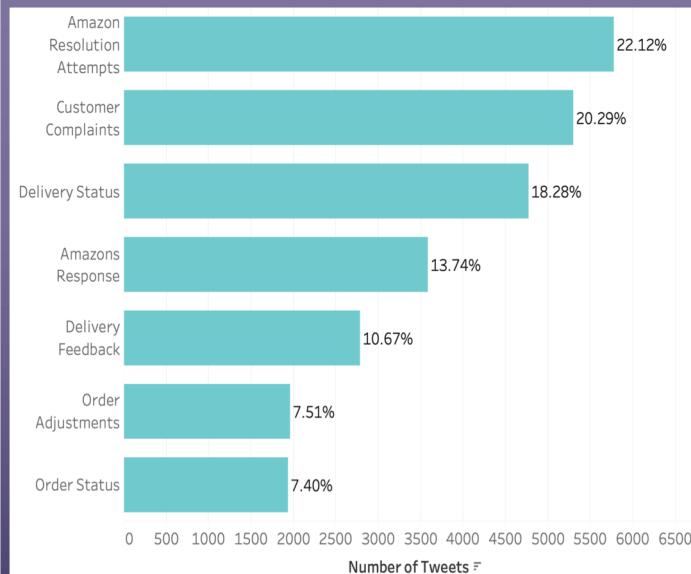
"AirPods are connected but don't play audio anymore any troubleshooting tips?"



Apple Support

"Let's go to **DM** for the next steps. DM us here:."

Topics: Amazon



Top Words

- e-Mail, Check, Reply, Correspondence
- Inconvenience, Frustration, Directly, Poor
- Amazon, India, Refund, Seller
- Mail, , Wait, Missed, , Checkout
- Pedido, Servicio, Cuenta, Enlace
- Cancel, Carrier, Payment, Regarding
- Personal, Public, Visible, Platform

Documents: Amazon



Client Inquiry

"I have an **order** that was supposed to be here on the 25th which has not arrived yet."

Amazon Support

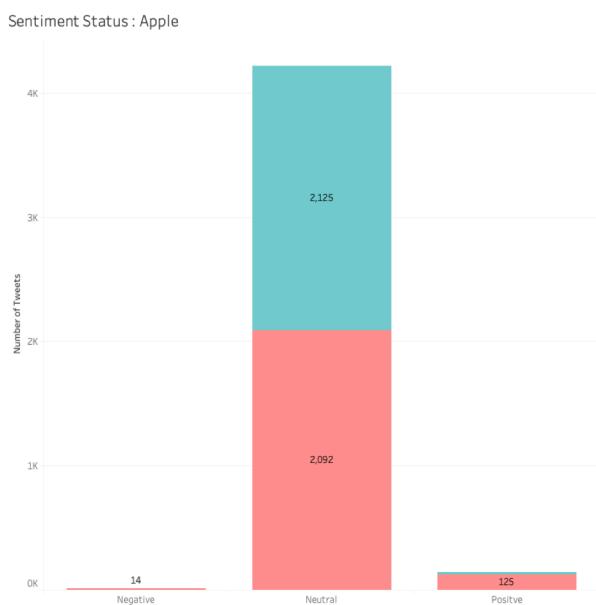
"Twitter is a social media platform we'll not be able to access any of your account/**order** details."



Sentiment Comparison

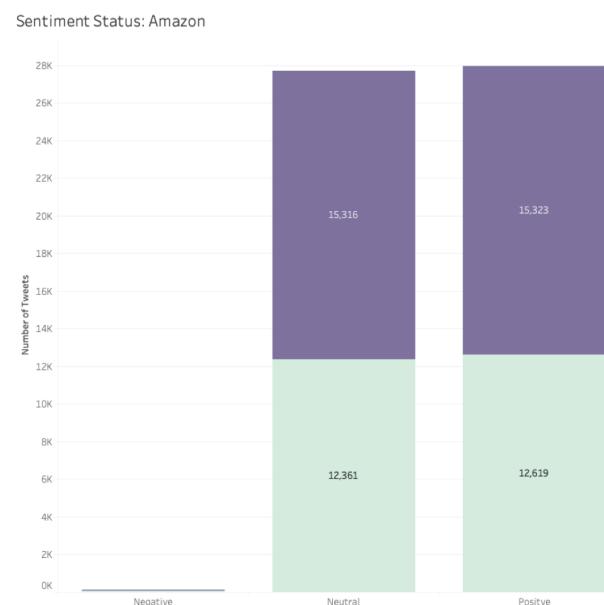


Sentiment Status : Apple



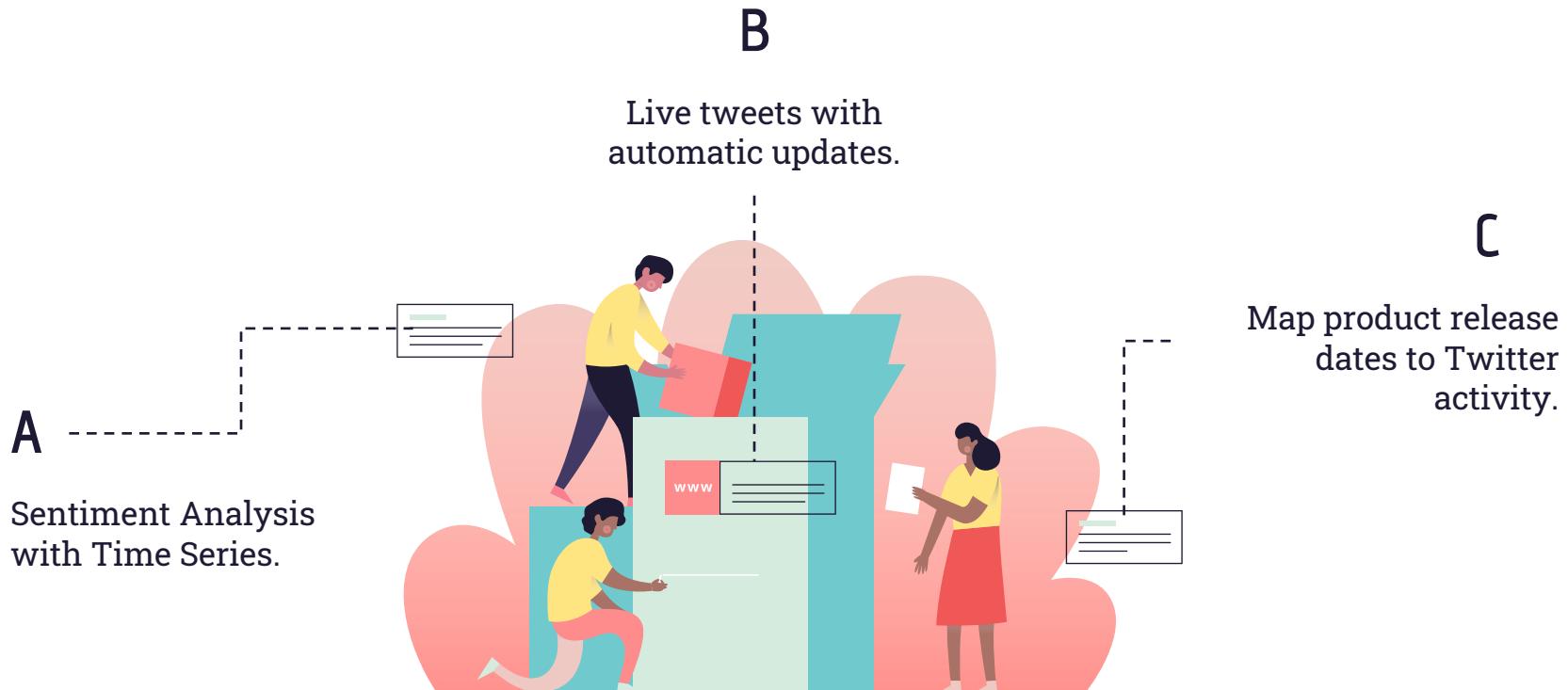
Tweet
Apple Support
Customer Inquiry

Sentiment Status: Amazon



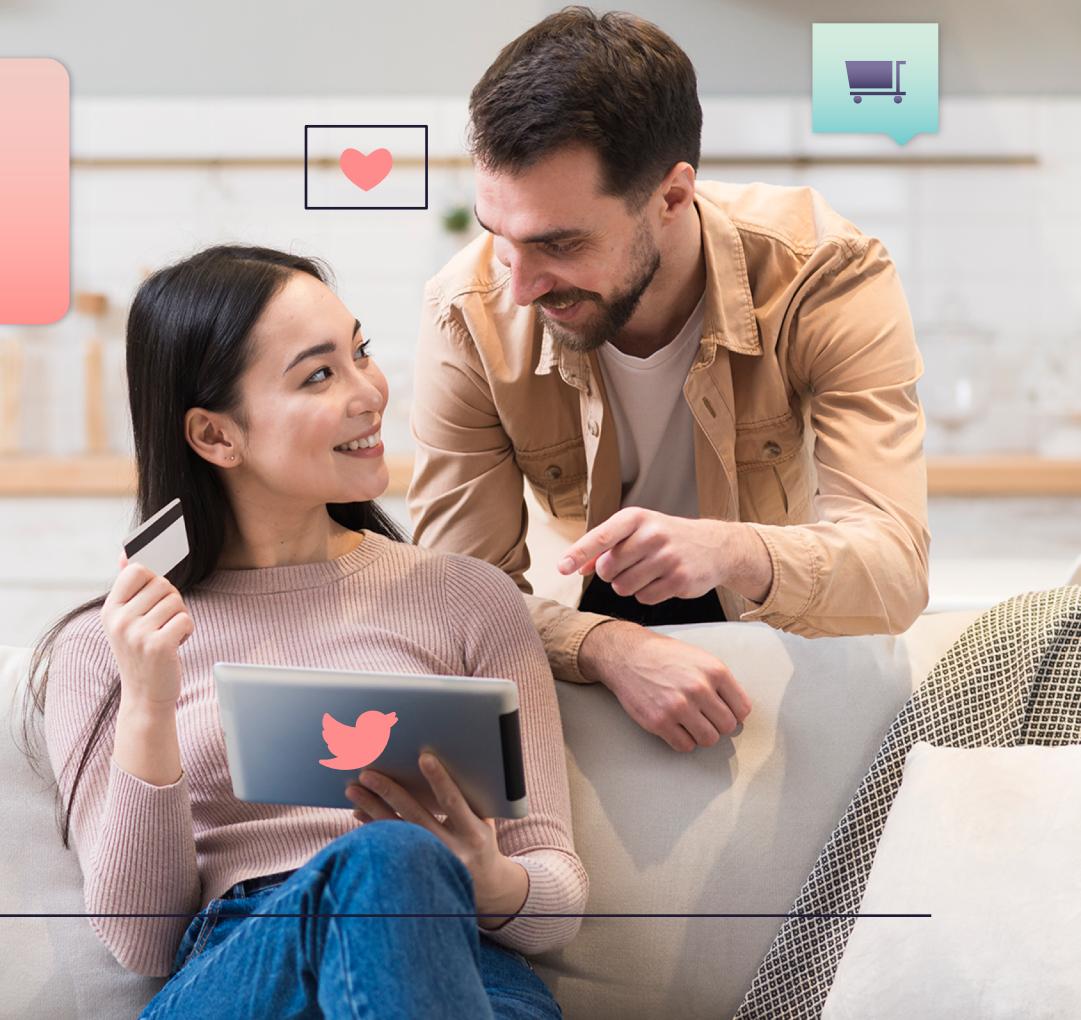
Tweet
Amazon Support
Customer Inquiry

Future Work



THANKS!

Do you have any questions?



Resources:

Tableau:

<https://public.tableau.com/profile/jblezin#!/>

Github:

<https://github.com/jblezin?tab=repositories>

