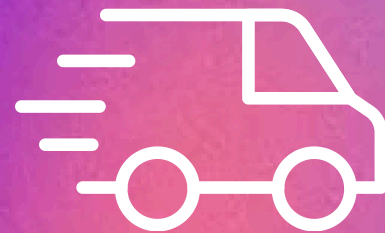
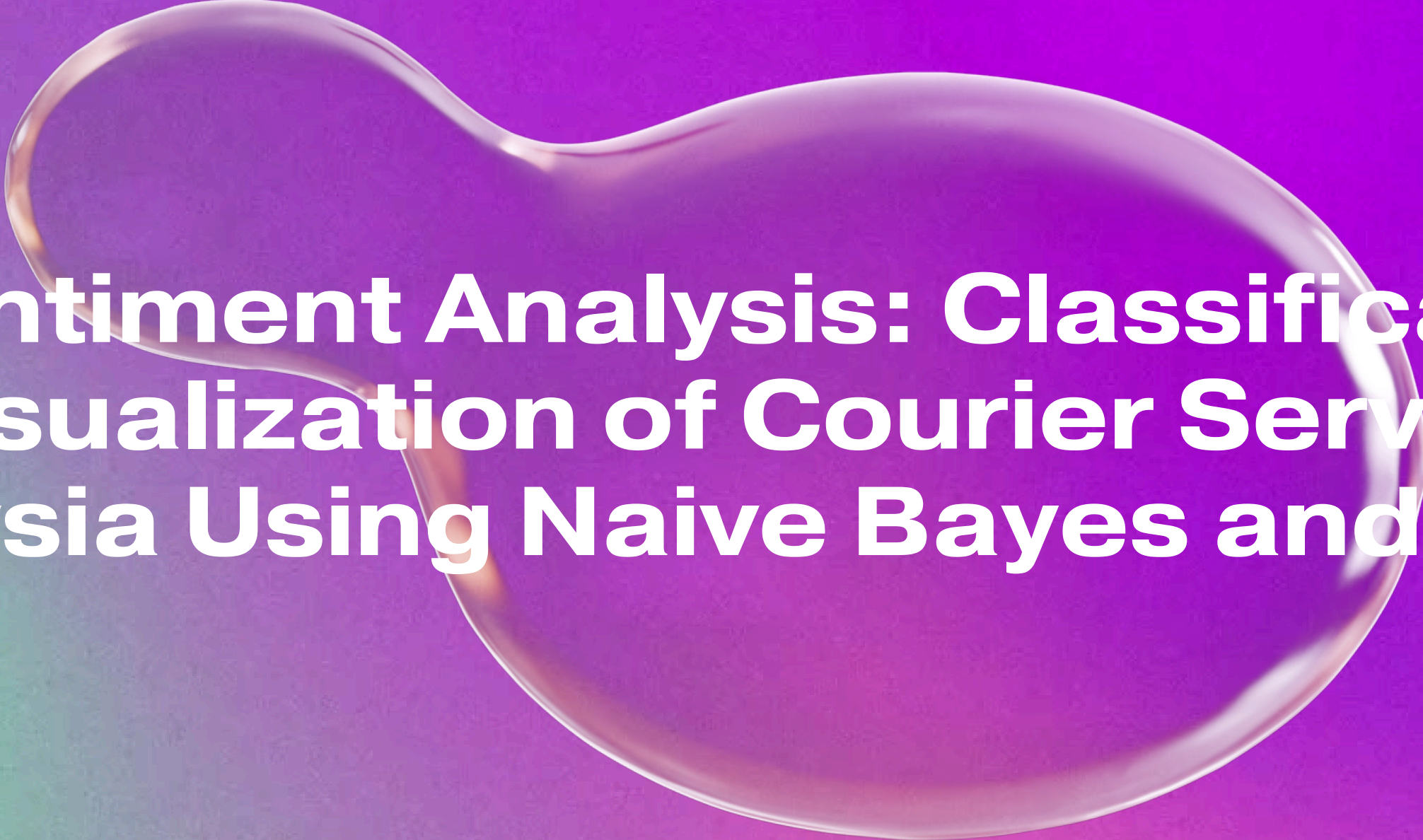


RateMyCourier





X Sentiment Analysis: Classification and Visualization of Courier Services in Malaysia Using Naive Bayes and Plotly

Introduction

Online reviews are one of the most valuable assets for a company, including courier service businesses. Since there is no central platform to analyze all reviews of courier services in Malaysia, businesses and customers resort to social media for online opinions. Twitter, now known as X, is a popular open-forum site, making it a great platform for analyzing sentiment about a chosen topic. Sentiment analysis is a natural language processing (NLP) process that analyzes text to figure out the emotional tone behind the message, either positive, negative, or neutral. This is a popular way for businesses to determine the public opinions about a product, service or the business itself.

Problems



Absence of Centralized Platform

Specific for analyzing courier services reviews



Manual Sentiment Analysis

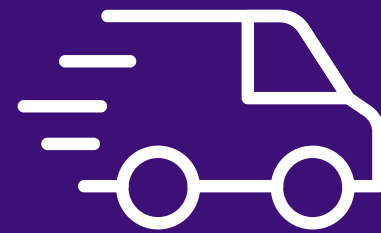
Manual approach is time-consuming and inefficient.



Lack of Malay Analysis

Majority of online rating platforms only consider reviews in the English language.

Solution?



RateMyCourier

Your One Stop Center for Exploring Malaysian Courier Performance

Objectives

- To design a web-based classification and visualization system for X sentiment analysis of courier services in Malaysia.
- To develop the designed system using Naive Bayes and Plotly.
- To test the functionality of the system.



IMPROVE COURIER BUSINESS

Provide clear insight into their performance.



AID CUSTOMER

To choose the best courier service for their preference.

Why Use RateMyCourier?



AUTOMATE MANUAL PROCESS

of analyzing the online reviews.

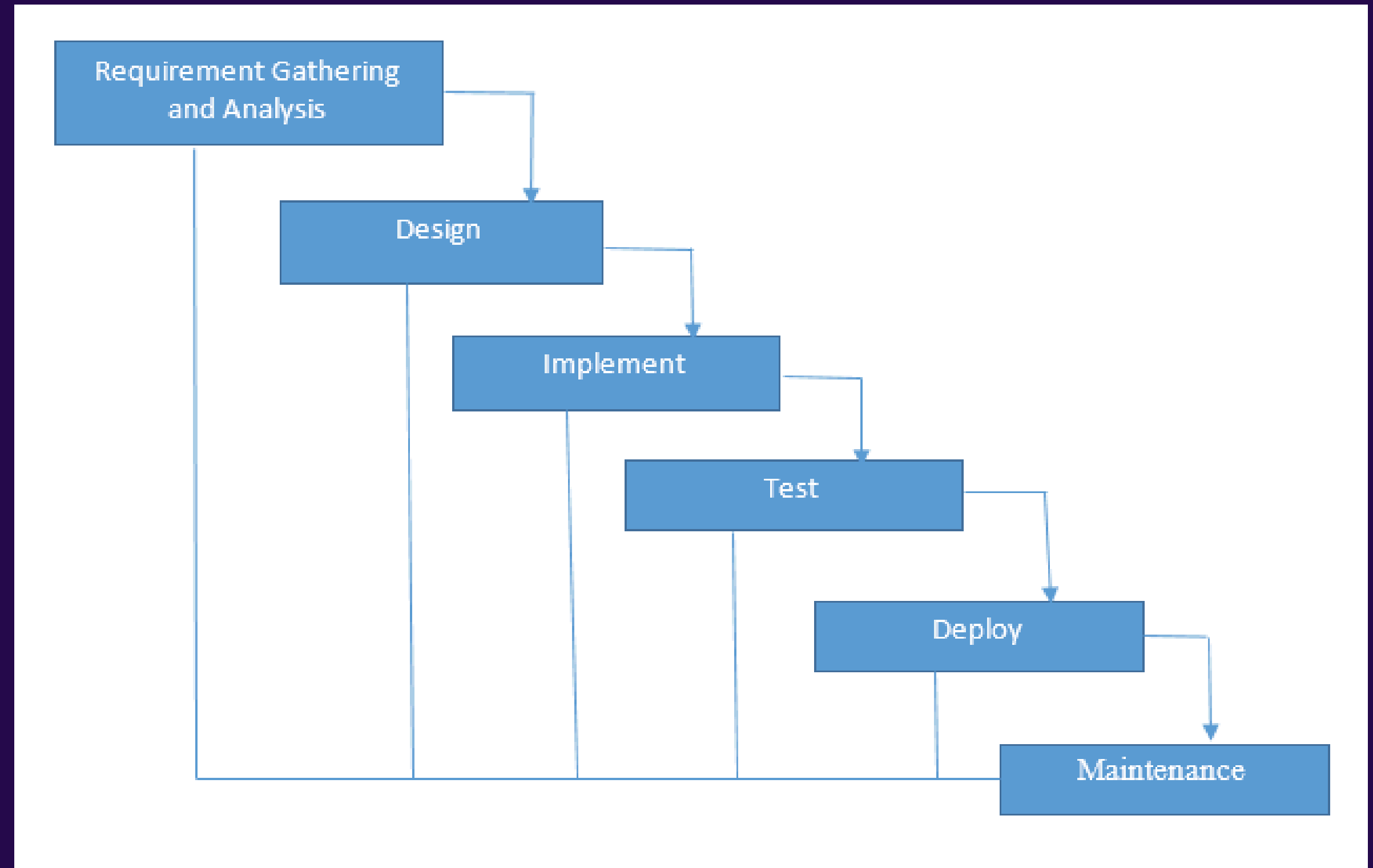


COVER MORE LANGUAGES

Analyses sentiment in both English and Malay language.

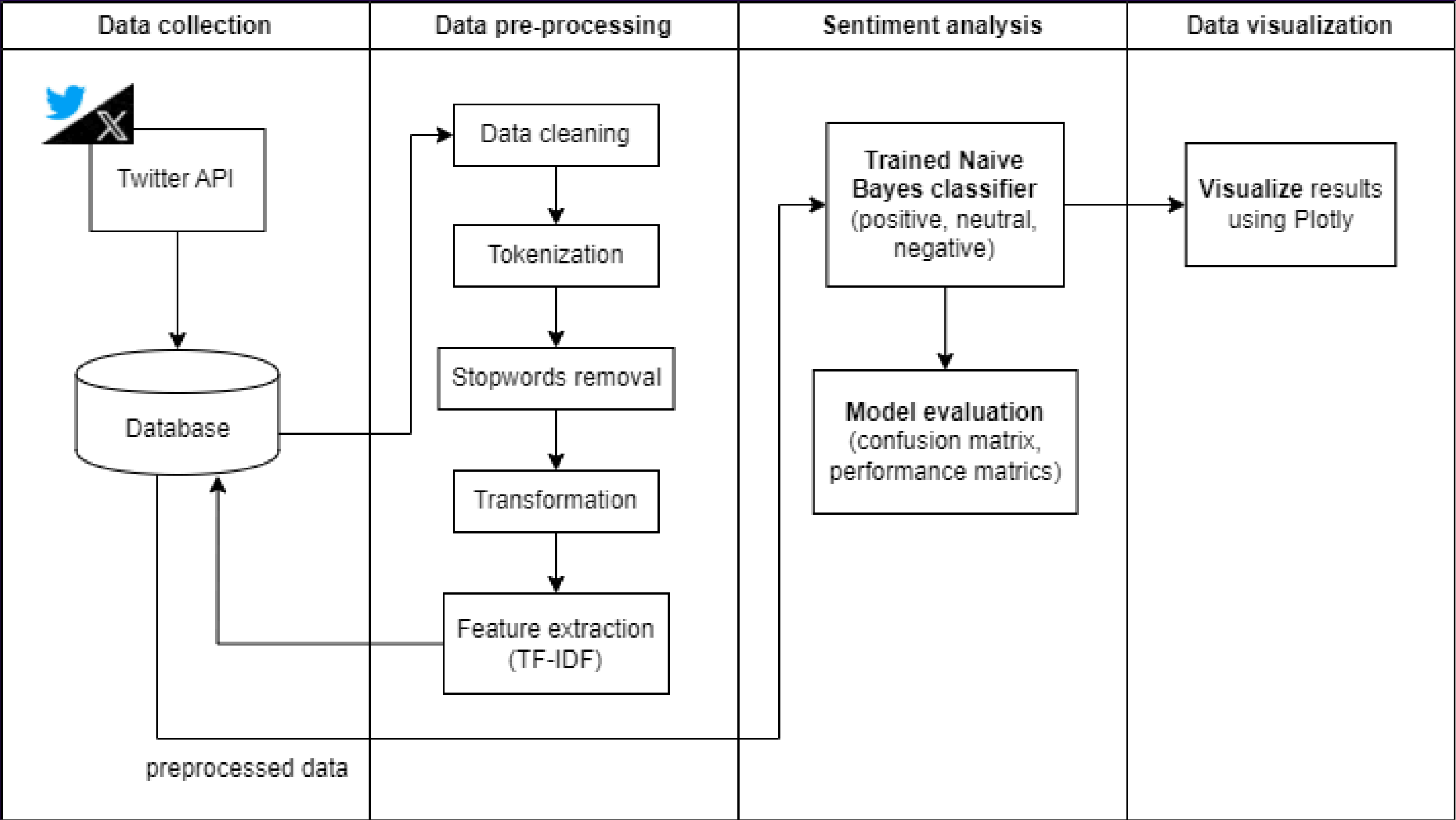
Methodology

Modified Waterfall Model



Methodology

Research Design





RateMyCourier

System Demo

RateMyCourier can also be used by...



and many more!

Thank You!

