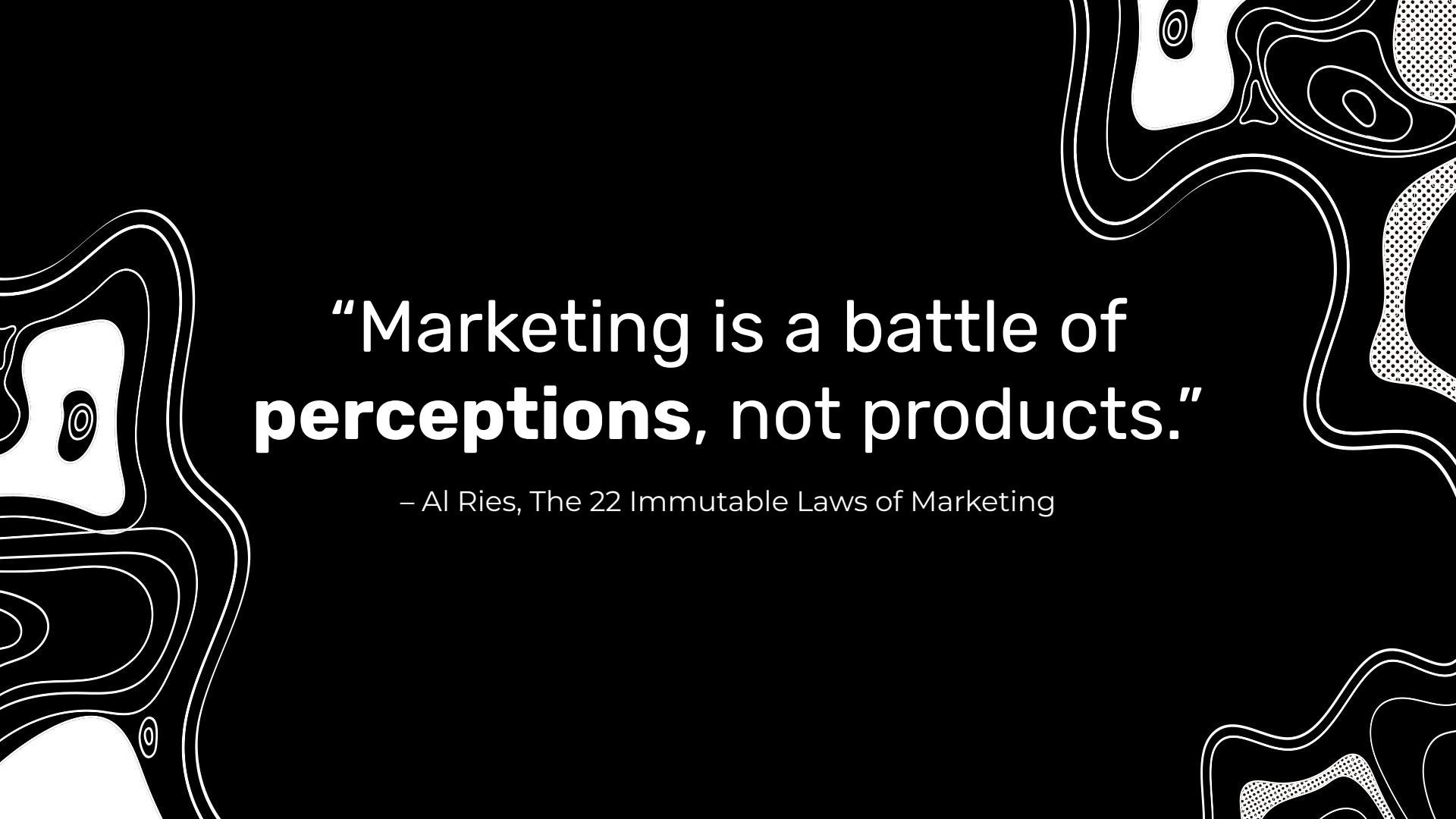


Exploring User Reviews of Threads App through Topic Modeling

By: Katlyn Kenisha





“Marketing is a battle of
perceptions, not products.”

– Al Ries, The 22 Immutable Laws of Marketing

How?

Analyzing app reviews to gather insights of users' experience.

Problem

Time-consuming to interpret reviews from large number of users.



SOLUTION

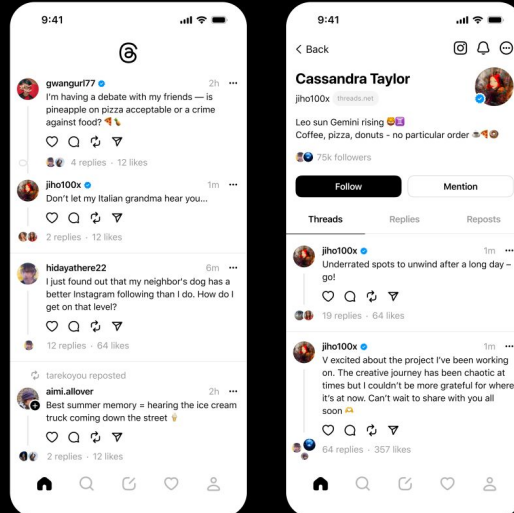
- Natural Language Processing (NLP)
- Topic Modeling
- Keywords

OUTPUT

- Strengths & Weaknesses
- Problems
- Suggestions

What is Threads?

Threads is an application developed by Instagram which focuses on public conversations through text-based content.



Dataset

- Source
- Review
- Rating
- Review Date

	source	review_description	rating	review_date
0	Google Play	Meh. Not the greatest experience on a Chromebo...	2	2023-07-08 14:18:24
1	Google Play	Pretty good for a first launch!! Its easy to u...	3	2023-07-19 20:52:48
2	Google Play	For a brand new app, it's very well optimized....	3	2023-07-06 23:03:11
3	Google Play	Great app with a lot of potential! However, th...	3	2023-07-10 00:53:25
4	Google Play	The app is good, but it needs a lot of functio...	3	2023-07-06 16:57:43

<https://www.kaggle.com/datasets/salonil712/threads-an-instagram-app-reviews>

Methodology

1

Data Cleaning
& Preparation

2

Data
Exploration

3

Topic Modeling
using Non-Negative
Matrix Factorization
(NMF)

4

Word cloud
Visualization

Data Cleaning & Preparation

Review

- Modify words into lowercase
- Modify typos
- Tokenize sentences
- Remove non-alphabet characters
- Remove extra spaces
- Remove stopwords
- Lemmatize words
- Change specific words / synonyms

Rating

- Classify ratings into negative (1-2), neutral (3), and positive (4-5)

Review Date

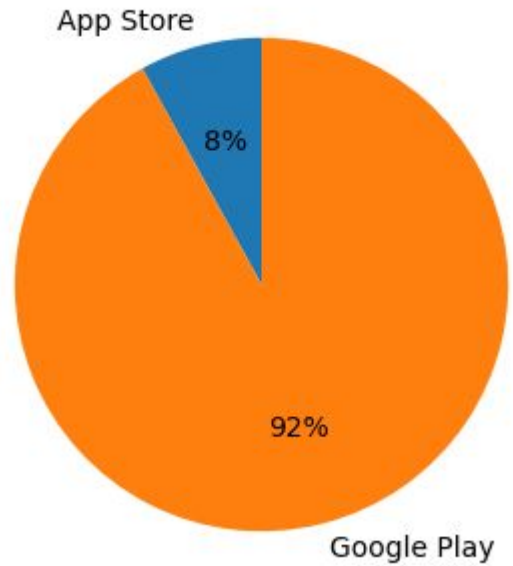
- Erase time from date



Platforms

- Most users are using Android.

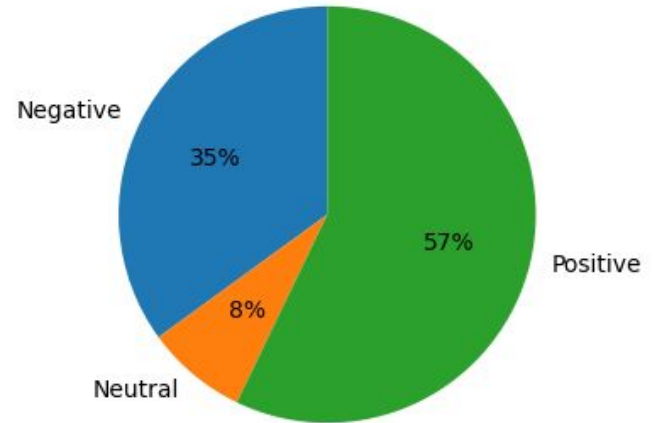
Platforms



Ratings

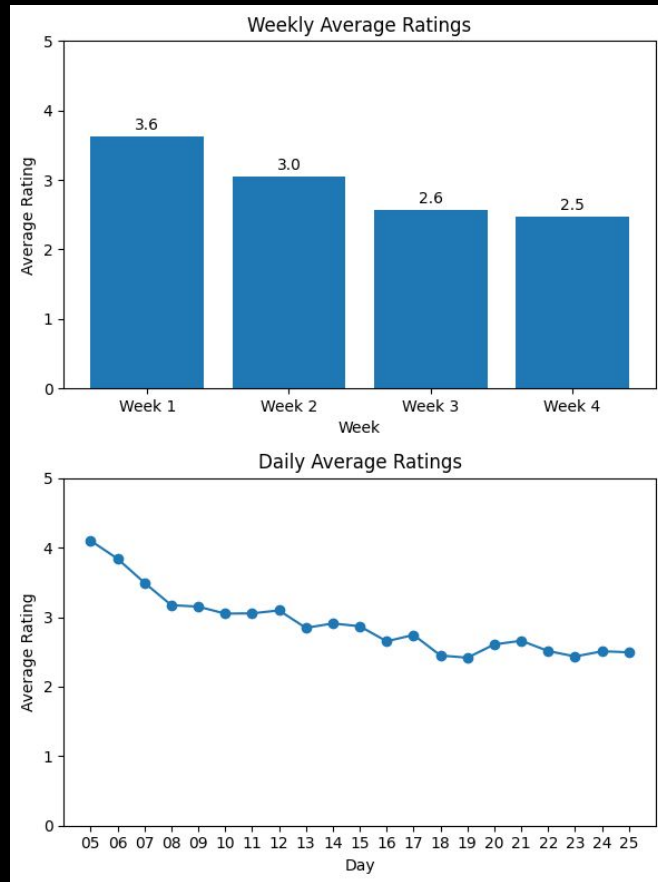
- Most Threads users are either really satisfied or unsatisfied with the app.

Ratings by Category



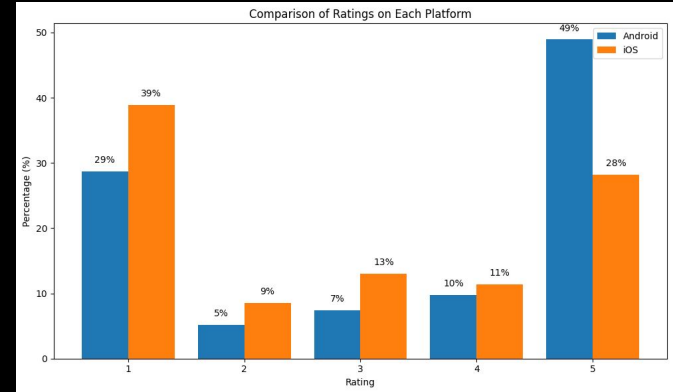
Average Ratings

- Threads' ratings keep on decreasing over time.



Ratings Based on Platform

- Android users tend to have a better experience compared to IOS users.

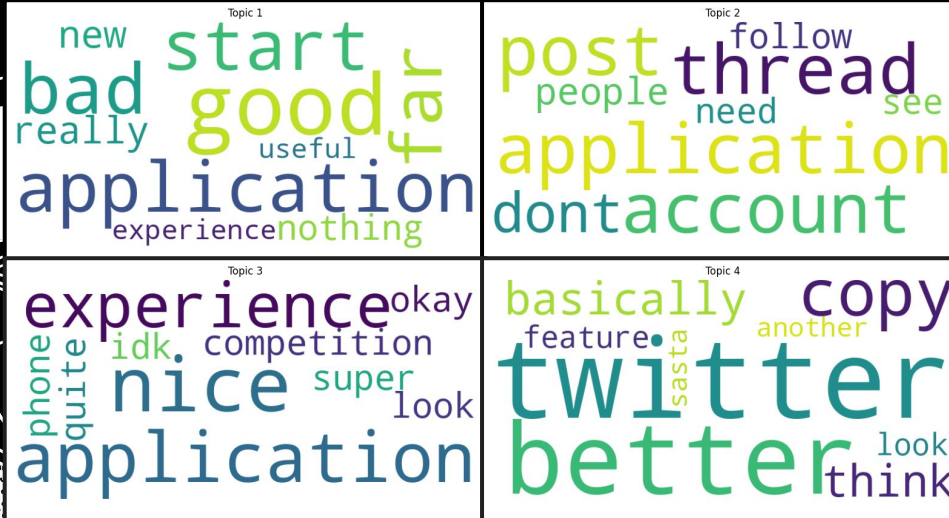


Positive Reviews



- Application is working well
- Nice, clean user interface
- Best application compared to other social media

Neutral Reviews



- Good start
- Issues with seeing posts from accounts not followed
- “Okay” application
- Similar to Twitter

Negative Reviews



- Copying Twitter
- Issues regarding account syncing with Instagram
- Unable to delete account
- Bad experience
- Poor user interface
- Privacy issues
- Bugs, glitches, crashes
- Useless and boring

Problems

Technical

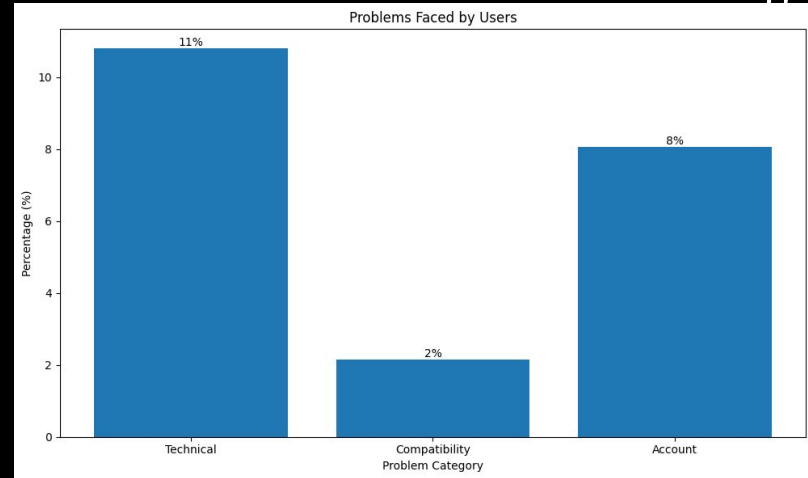
- Bugs, glitches, freezes, crashes, lags

Compatibility

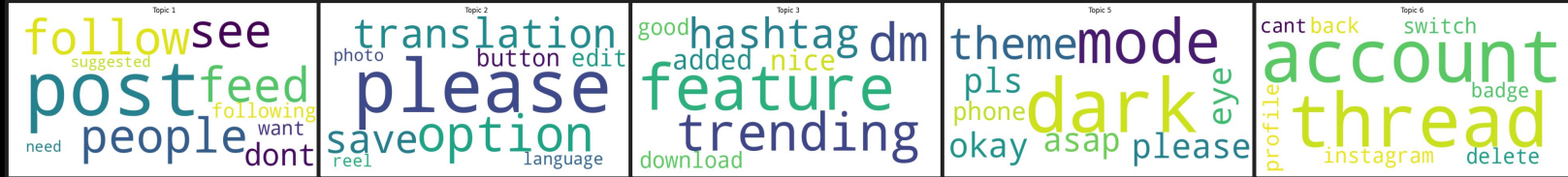
- Screen size, device, user interface

Account

- Sign up, login, password recovery



Suggestions



1. Better posts suggestions
2. Translations
3. Saving photos
4. Trending hashtags
5. Dark theme
6. Simplified account switching
7. Retrieve hidden threads badge

The background of the slide is black. It features several abstract white and grey patterns. In the top right corner, there is a large white shape with a black oval inside it. To its right, there are thin white curved lines. On the left side, there is a large white shape with a black oval inside it, and below it, a grey halftone pattern. The word "Conclusion" is written in white, bold, sans-serif font in the center of the slide.

Conclusion

The decline in ratings highlights the urgency of improving Threads, particularly by addressing technical performance of the app and adding missing features to improve user experience.

Thank You!

Check out my code at:

<https://github.com/katlynkenisha/Threads>

