



Voice of Customers

EGYPTIAN FOODIES

Team 1

Content

- Introduction
- Problem Statement & suggested solution
- Project overview
- Machine learning & NLP
- Workflow
- Analysis of customers' reviews
- Unlocking new insights
- Hypothesis test
- Conclusion
- Future work
- Questions?

“Whoever understands the customer best, wins.”

MIKE GOSPE

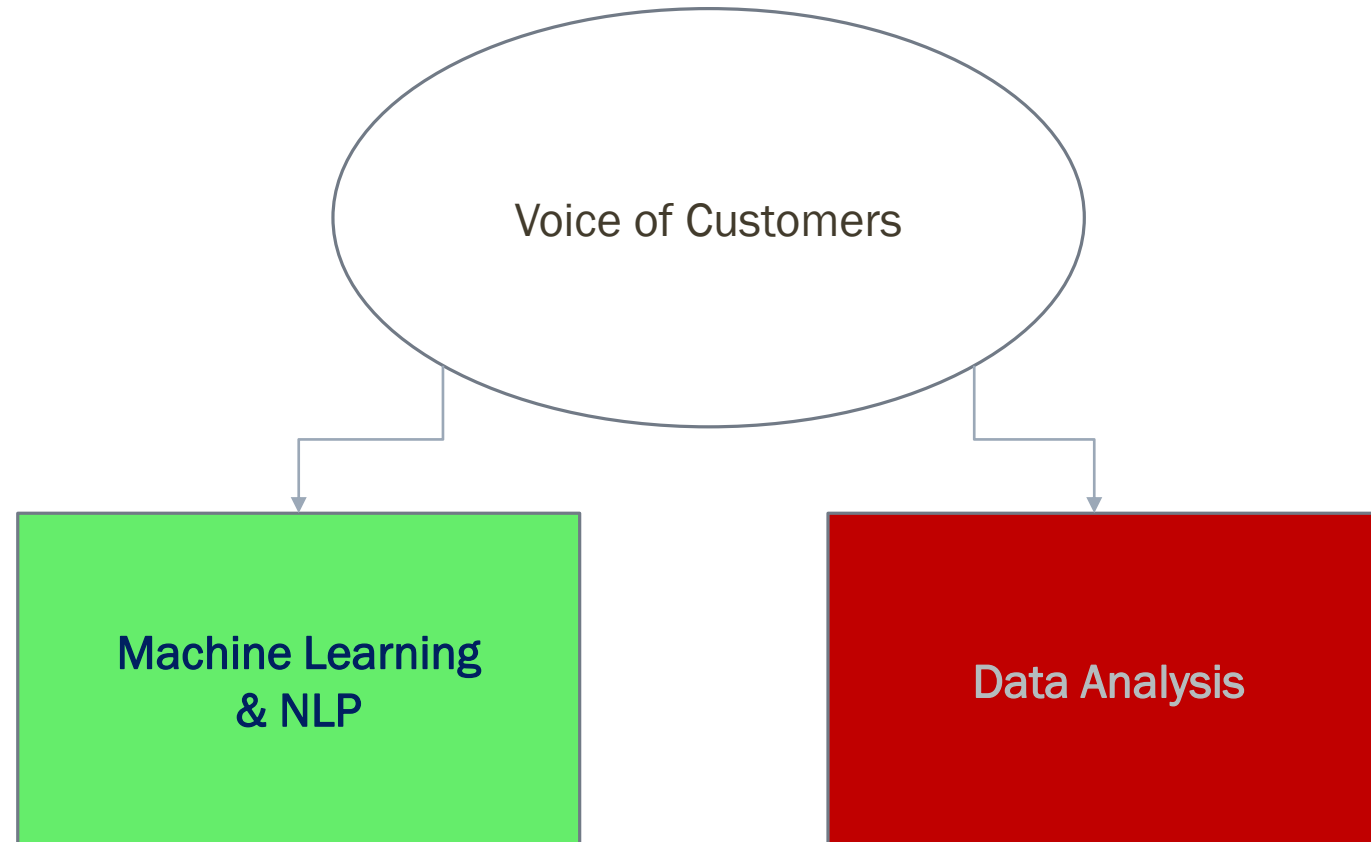
Problem Statement

The analysis and understanding of customers' opinions are crucial to improve customer retention and increase revenue. So, the company decided to find out what the customers say about it what they like and what they dislike and whether they support the company or against the company. Next, the marketing team can keep and develop what customers like and change what customers dislike. However, there is a problem. It is costly to hire employees to read and analyze each review so that the company decided to use data science and AI to replace those employees and use new technologies to analyze and understand customers' opinions now or even in the future.

Suggested solution

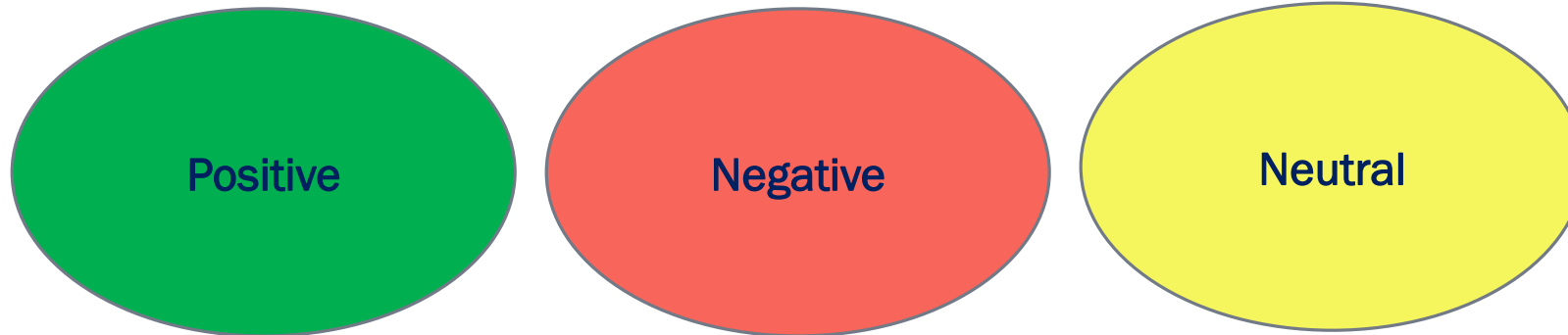
Using **Data Science** especially **Machine Learning** and **Natural Language Processing** techniques, we can solve this problem by building a classification model that can classify each review then analyze all reviews and extract some useful insights.

Project overview

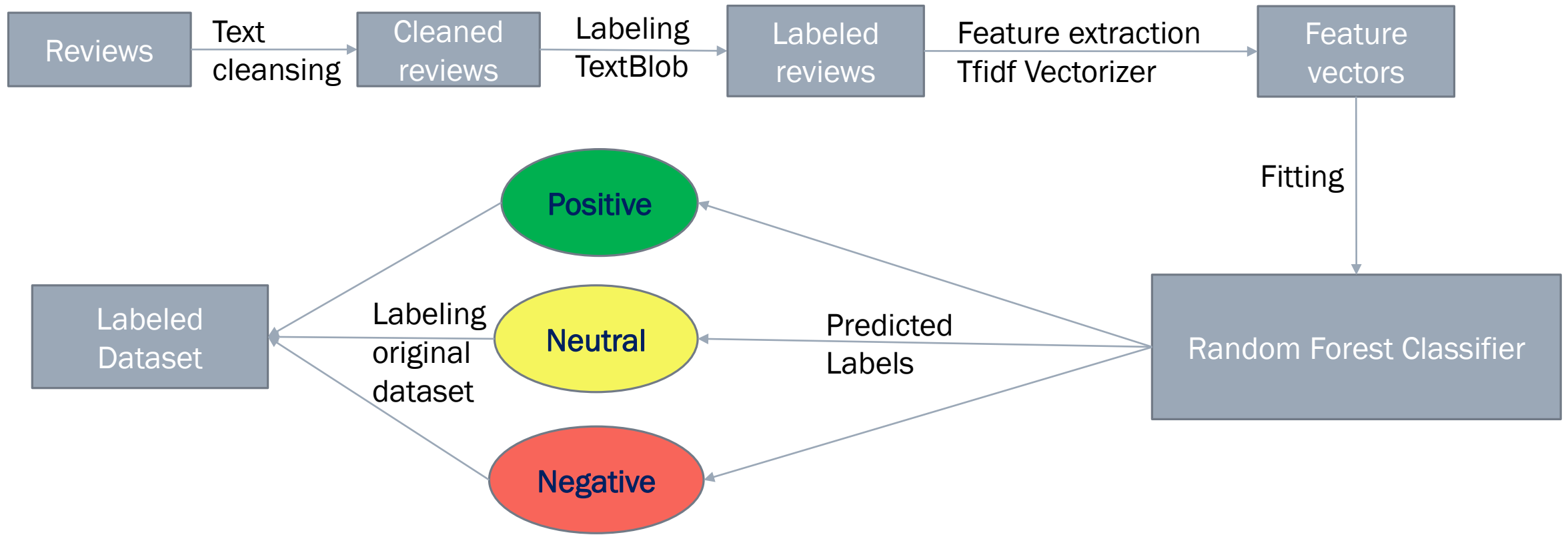


Machine Learning & NLP

Building a classification model to find the sentiment of each review.



Workflow



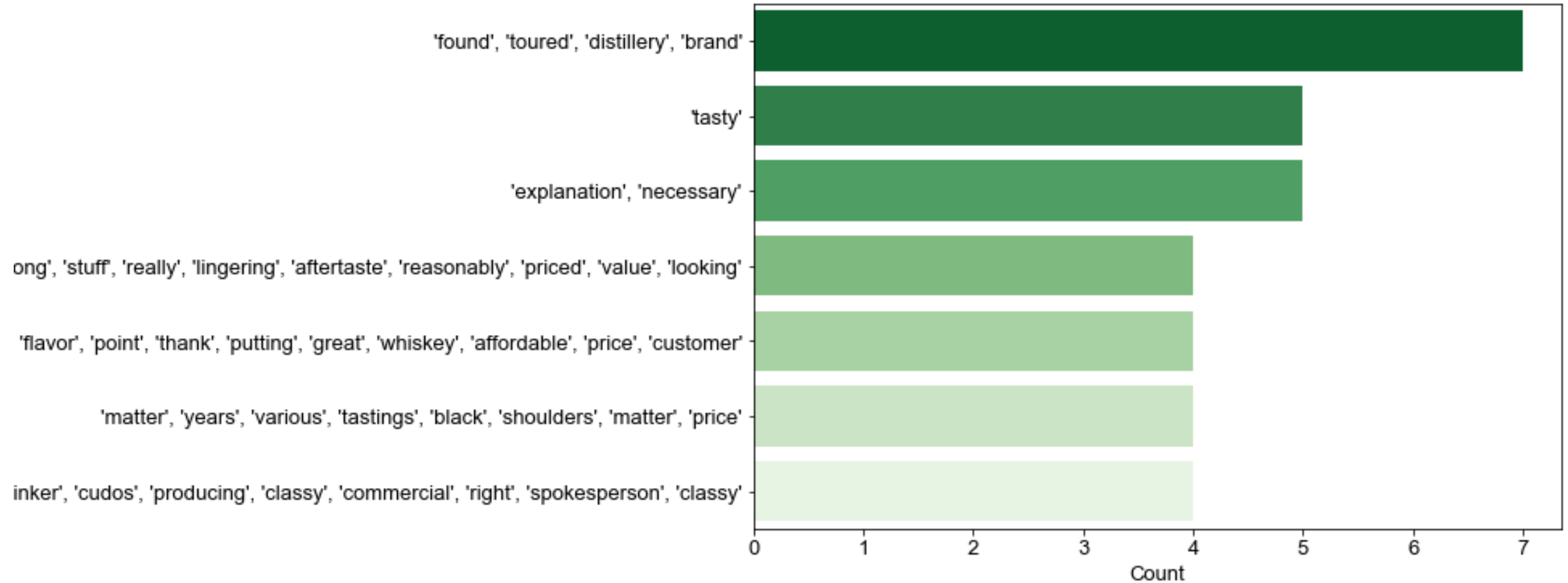
Analysis of customers' reviews

- Understanding customers' opinion such as what they like, what they dislike
- analyzing the sentiment of their reviews whether it is with the company, against the company, or just neutral.

Unlocking some insights

What customers like about our Brand ?

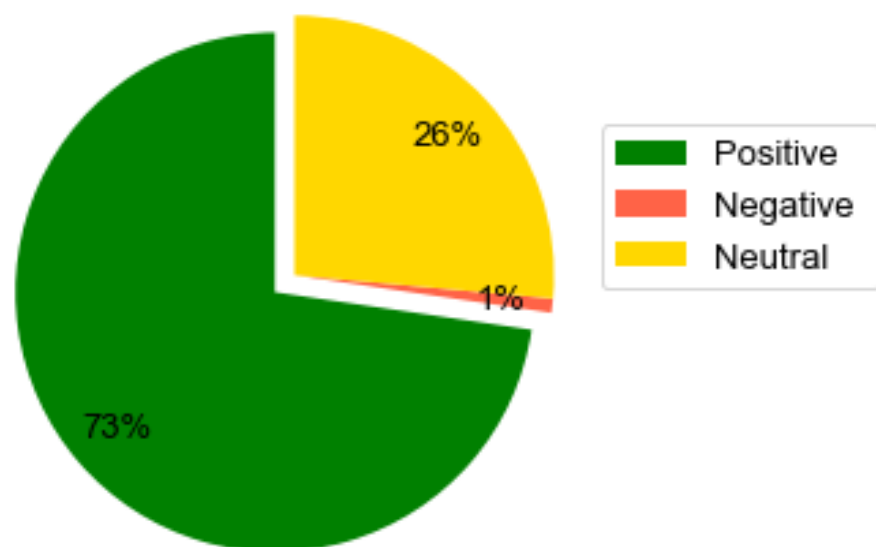
Positive Top 7 freuqent words



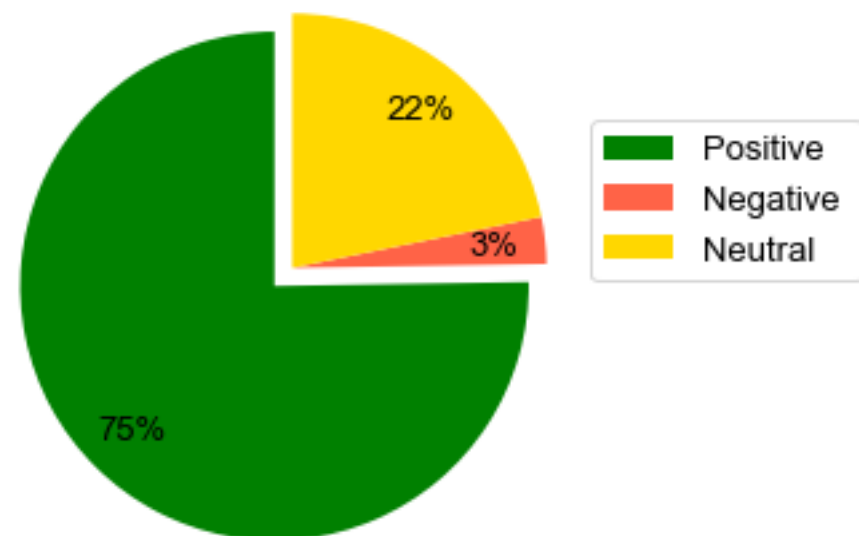
Hypothesis test

There is a huge difference between the sentiment of reviews after purchase and the sentiment of all reviews.

Sentiment of 227 reviews after purchase



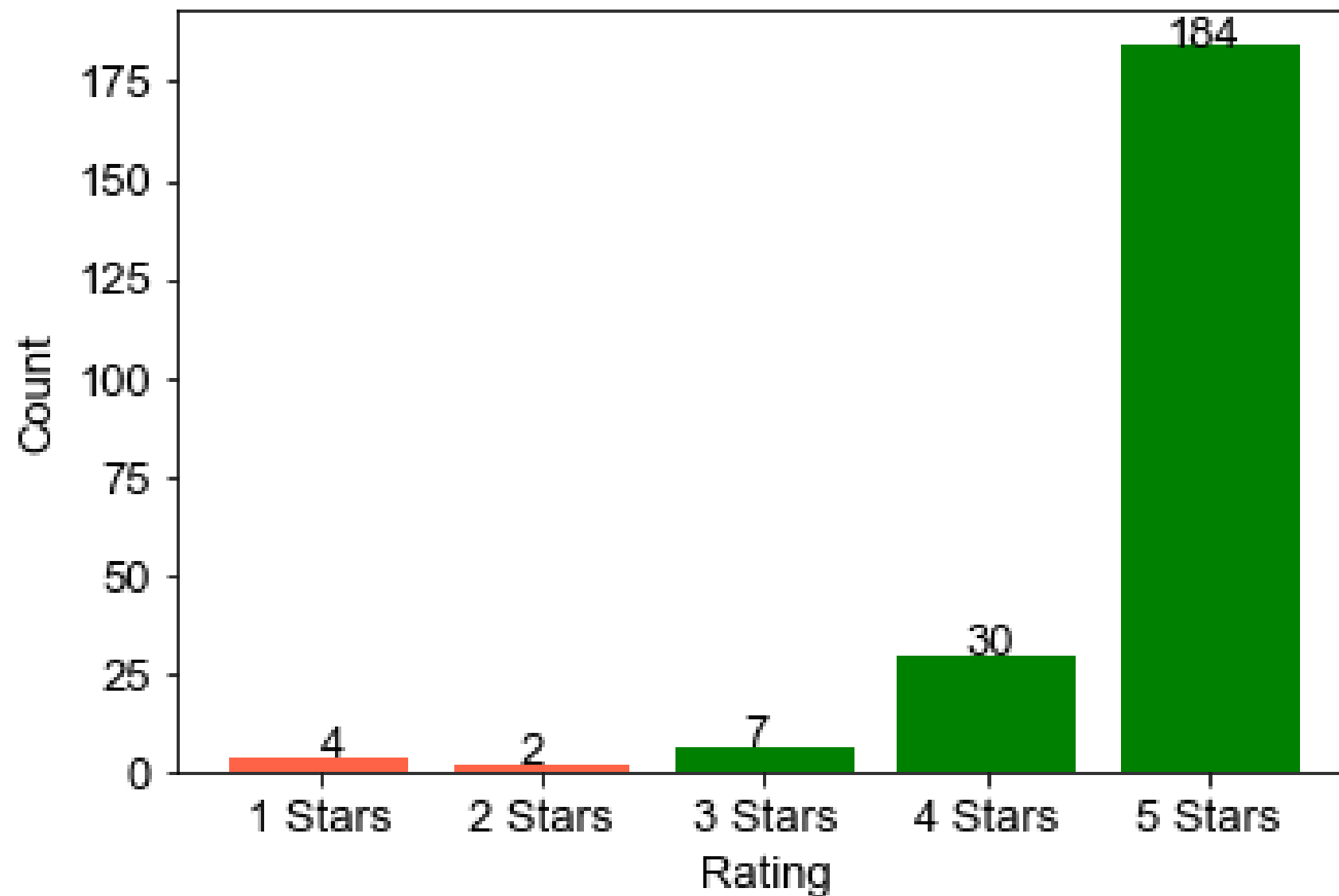
Sentiment of 1230 reviews



The Hypothesis is rejected

How many customers after purchasing
our products gave a rate of 5 Stars?

Ratings of purchased products 227 reviews



Conclusion

Future work

- Applying data science and machine Learning to
 - Analyze Competitors' activity and their customers' reviews.
 - Compare between customers' opinion on different social media platforms.

Questions?