

Interim Report: Customer Experience Analytics for Fintech Apps

Daniel Shobe
Monday, June 09, 2025

Scraping Methodology

Generating comprehensive insights into customer satisfaction for mobile banking apps required collecting user reviews from the Google Play Store. Utilizing the google-playscraper Python library, reviews were scraped for three Ethiopian banks: Commercial Bank of Ethiopia (CBE), Bank of Abyssinia (BOA), and Dashen Bank. The process involved:

- Defining app IDs: `com.combanketh.mobilebanking` (CBE), `com.boa.boaMobileBanking` (BOA), and `com.dashen.dashensuperapp` (Dashen).
- Setting parameters for English language, Ethiopian region, and sorting by newest reviews
- Targeting a minimum of 400 reviews per bank, resulting in a goal of 1200 total reviews
- Implementing error handling to manage potential scraping failures.

Preprocessing included removing duplicates based on review text and bank, handling missing data by dropping rows without reviews, and normalizing dates to the YYYY-MMDD format. The cleaned dataset was saved as a CSV file (`data/rawreviews.csv`) for further analysis.

Early Findings

Executing the scraping script yielded 6823 reviews, significantly exceeding the initial target of 1200. Preliminary analysis reveals:

- Distribution across banks: CBE (approx. 2300), BOA (approx. 2200), Dashen (approx. 2323), though exact counts require final validation
- Ratings range from 1 to 5 stars, with initial observations suggesting variability in user satisfaction
- No significant missing data issues detected, aligning with the KPI of less than 5% errors.

These findings indicate robust data collection, providing a solid foundation for sentiment analysis and thematic exploration in the next phase. Potential areas of focus include identifying common pain points (e.g., slow loading) and satisfaction drivers (e.g., UI design), which will be explored in Task 2.