

Classifying Customer Conversations

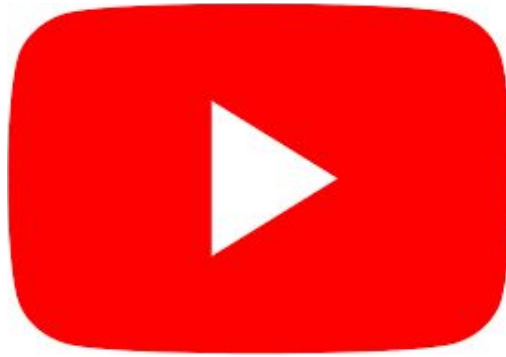
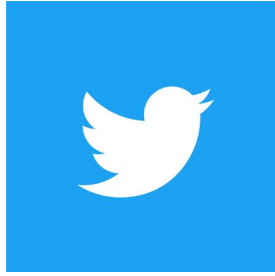
A Machine Learning Exploration by Muoyo Okome



Your customers are talking about you...



Your customers are talking about you...



But how are they feeling?

our money

s on January 11, 2020

Verified Purchase

rich came with no instructions and poor, difficult to open packaging.

without my reading glasses. I'm very unhappy with this watch.



Steve Bryant



Can't go wrong

Reviewed in the United States on October 15, 2014

Color: Dark Brown/Silver-Tone | **Verified Purchase**

Received this watch and it looks much better in person than it does on the website.

The color is a nice darker brown, the dial is easy to read, and the holes are spaced very nicely for the perfect fit.

For \$30, you cannot go wrong with this watch.

Automate business response using customer sentiment?



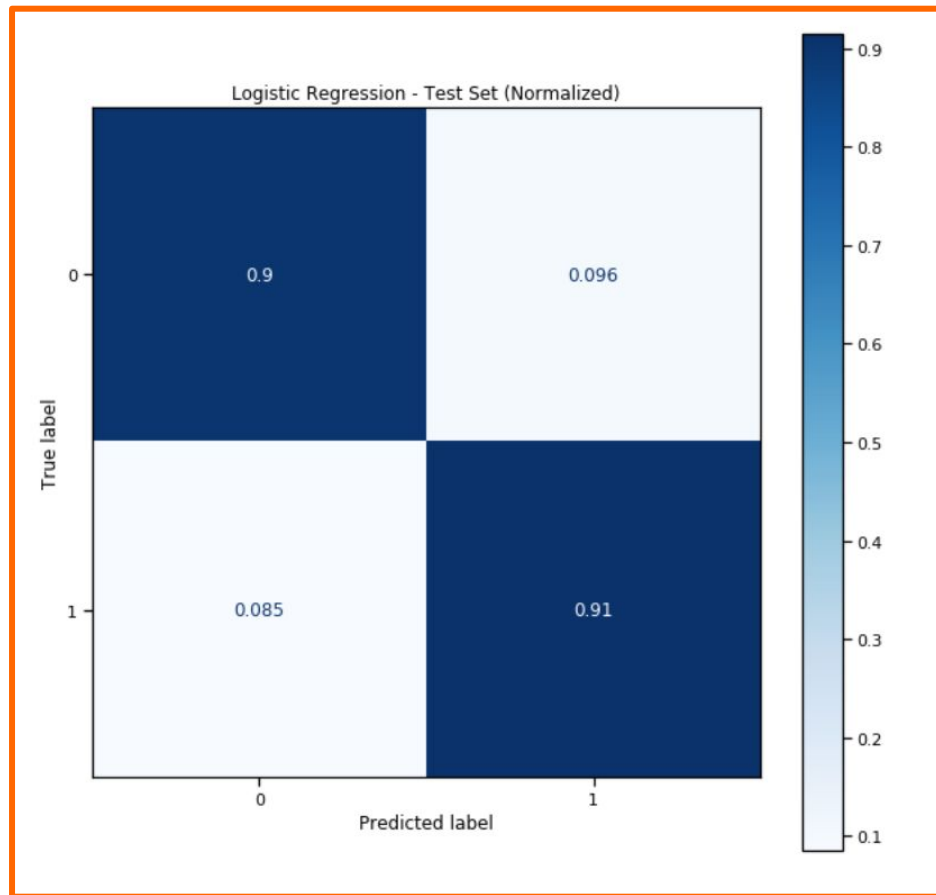
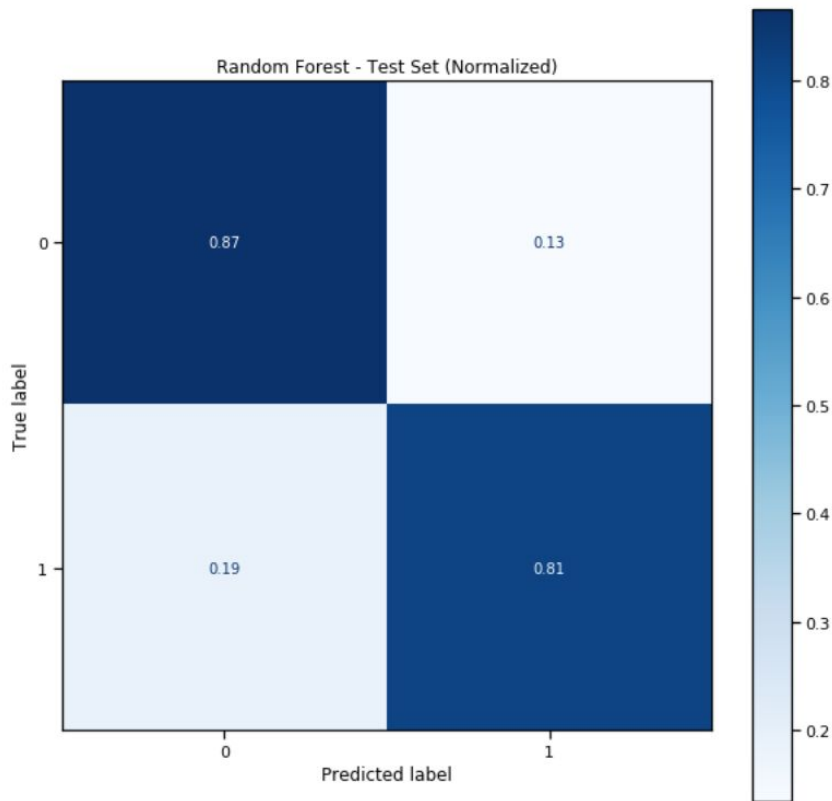
DREAM
BIG.

Amazon Customer Reviews Dataset

Over 130 million customer reviews posted between 1995-2015



Winning model predicted correctly 91% of the time!



Our web app (MVP) takes the first step



Tash J. Mackk, M.S. @tashjmackk · 13h

We love affordable + high quality jewelry. Decided to get my nails to match my new [@mvmt watch](#) 🕒 I also got the bracelet to match! Love their pieces ❤️ Get a 15% discount using code "tashjmackk15" lmk if you get one!



Our web app (MVP) takes the first step

Customer Conversation Classifier

Learn how your customers feel about your products

Paste text from customer here (product review, tweet, etc):



Let me know!

Our web app (MVP) takes the first step

Customer Conversation Classifier

Learn how your customers feel about your products

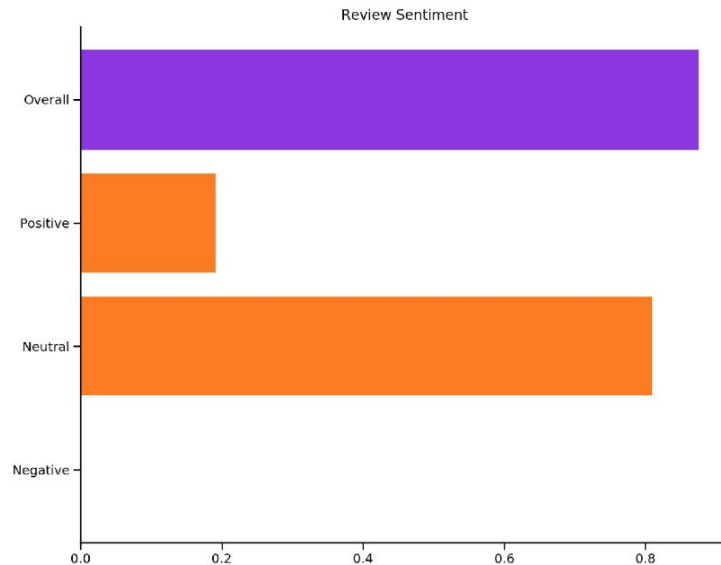
Paste text from customer here (product review, tweet, etc):

We love affordable + high quality jewelry. Decided to get my nails to match my new @mvmt watch Wristwatch I also got the bracelet to match! Love their pieces Red heart Get a 15% discount using code "tashimackk15" lmk if you get one!

Let me know!



This customer seems pleased. Congratulations!



The future is bright

- Neural Network Exploration
- Scale up to more data
- Robotic Process Automation

