



Dog Food Reviews Analysis

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Objective

Use NLP (Natural Learning Processing) to analyze customer sentiments from dog food reviews and provide actionable insights.

Outline

01 Business Problem

03 Results

05 Recommendations

02 Data

04 Insights

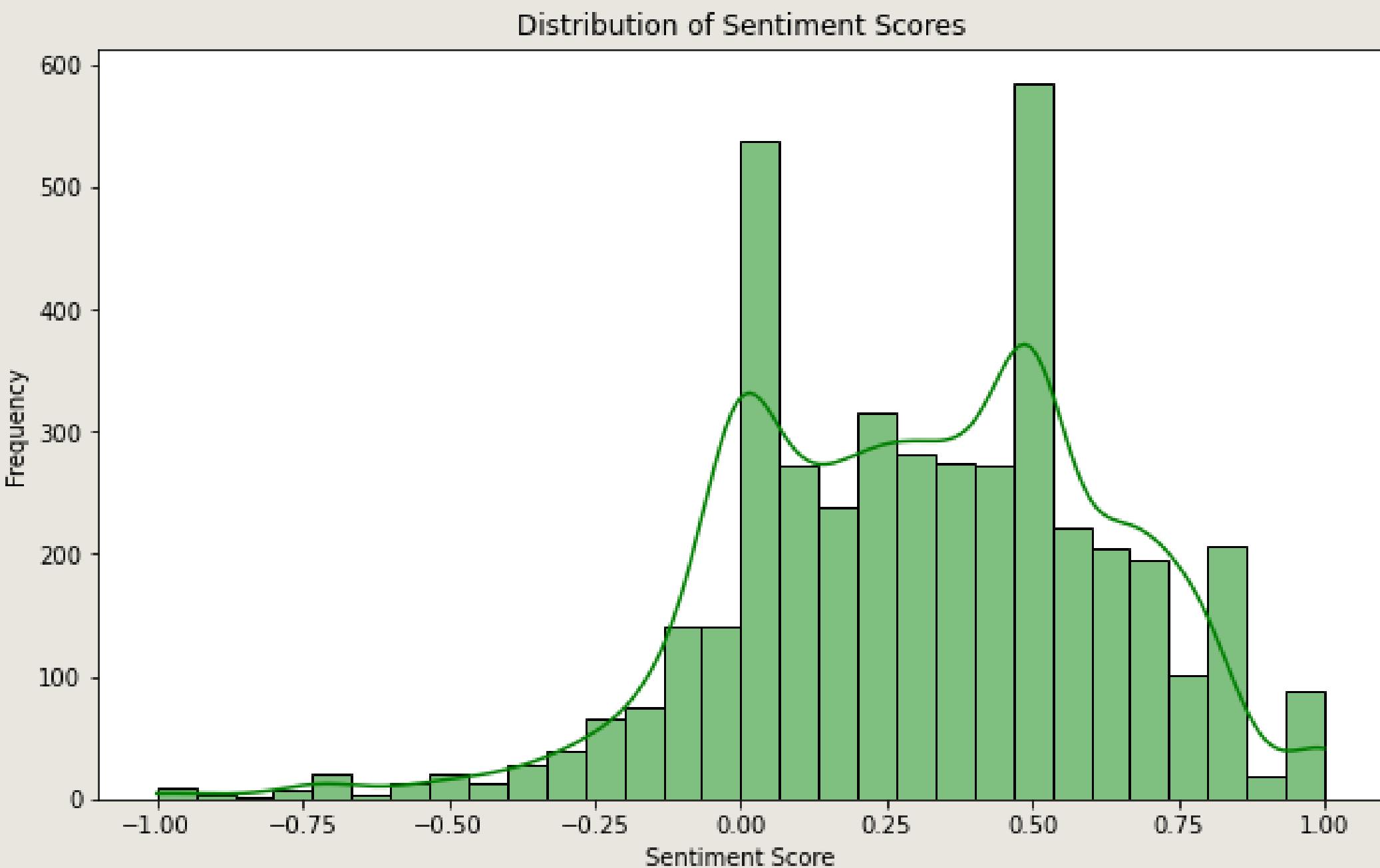
06 Next Steps

Business Problem



To understand customer feedback to improve product quality and customer satisfaction in a competitive market.

→ The Data

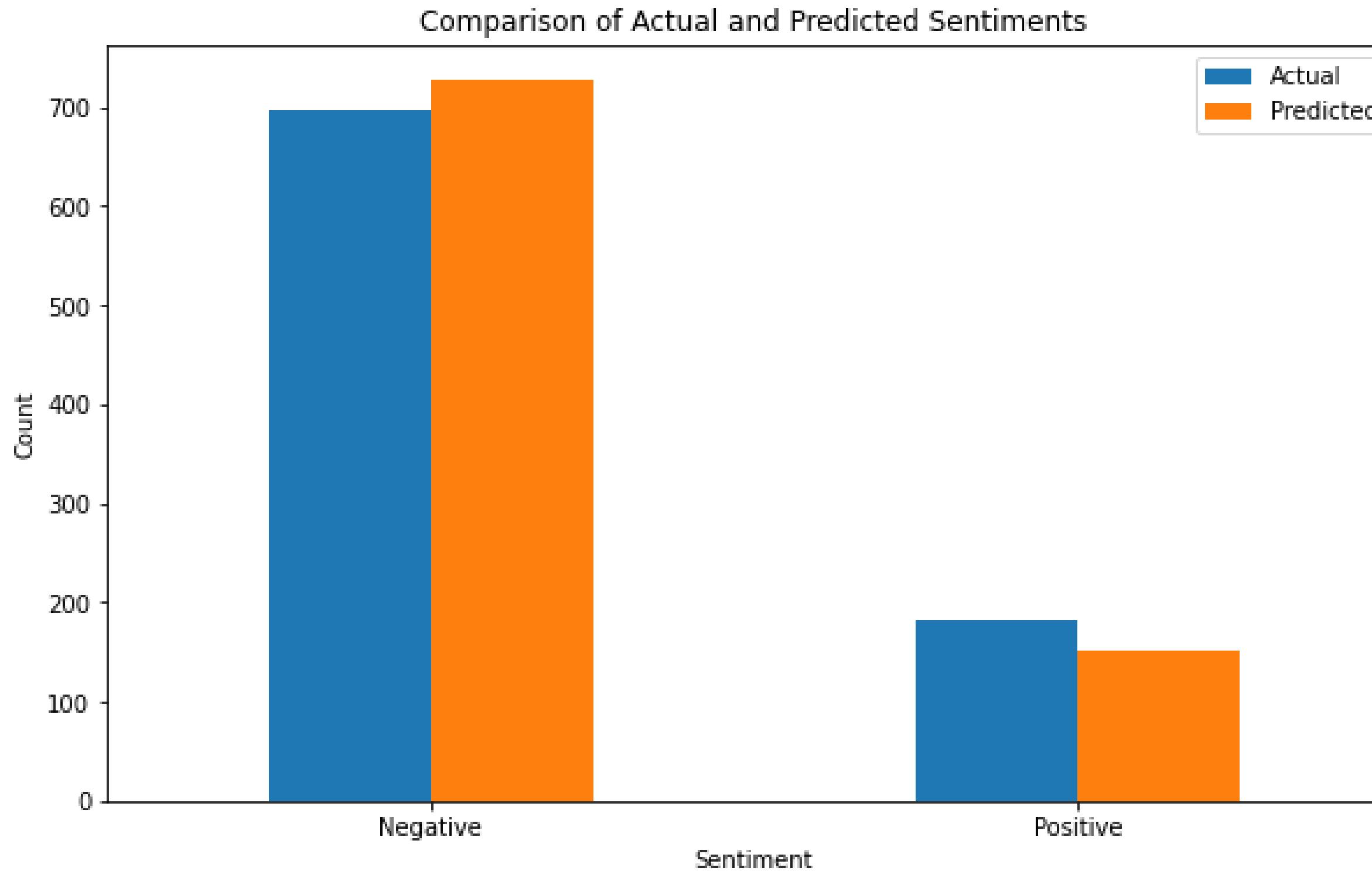


- Source: Kaggle dataset of 4,605 Amazon reviews for premium dog food.
- Each review includes:
 - Ratings
 - Reviews
 - Authenticity

The Results



The Model



Accuracy :
89%

Positive Reviews

Words like '**love**', '**great**', and '**healthy**' dominate, indicating high customer satisfaction.

Top Words in Positive Reviews



Negative Reviews

Top Words in Negative Reviews



Concerning words '**sick**' and '**bad**' appear, suggesting areas for product review and improvement.



Recommendations

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- Focus on enhancing **quality control**.
 - **Strengthen** marketing around positive keywords.
 - **Address** negative feedback transparently.

Next Steps



- **Continuous real-time analysis.**
- **Expand dataset collection.**

Thank you!

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