



Dog Food Reviews Analysis

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Objective

Utilize sentiment analysis for feedback categorization.

Benefits:

- Highlight customer preferences.
- Pinpoint improvement areas.
- Guide strategic future decisions in product and marketing

Outline

01 Business Problem

03 Results

05 Recommendations

02 Data

04 Insights

06 Next Steps

Business Problem



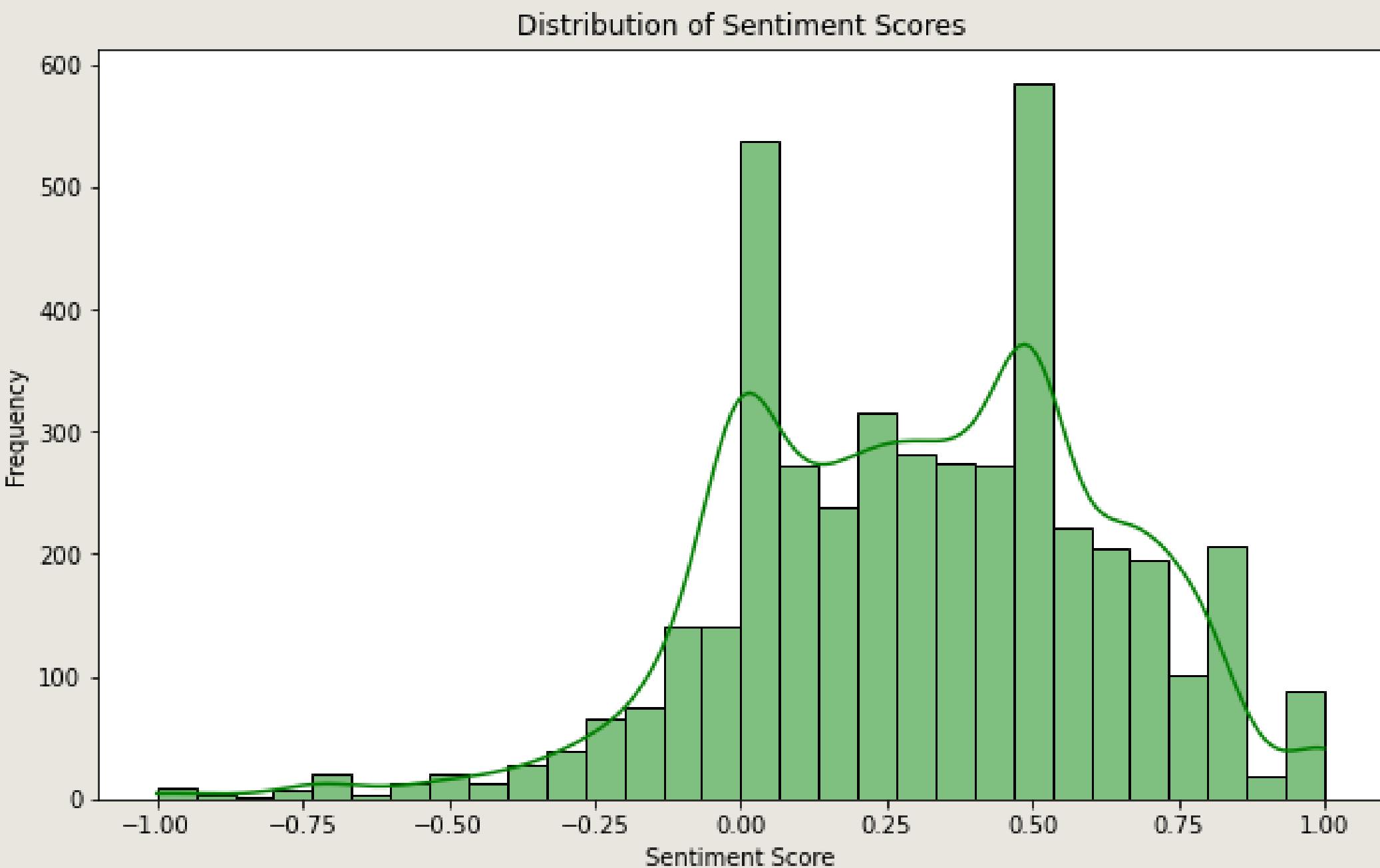
Facing a competitive market, our goal is to deeply understand customer feedback on our dog food products.

Key focus:

- Analyzing customer reviews.
- Classifying feedback: complaints or praise.
- Gaining nuanced insights into customer preferences.

This approach helps us stay closely connected with customer needs and preferences.

→ The Data

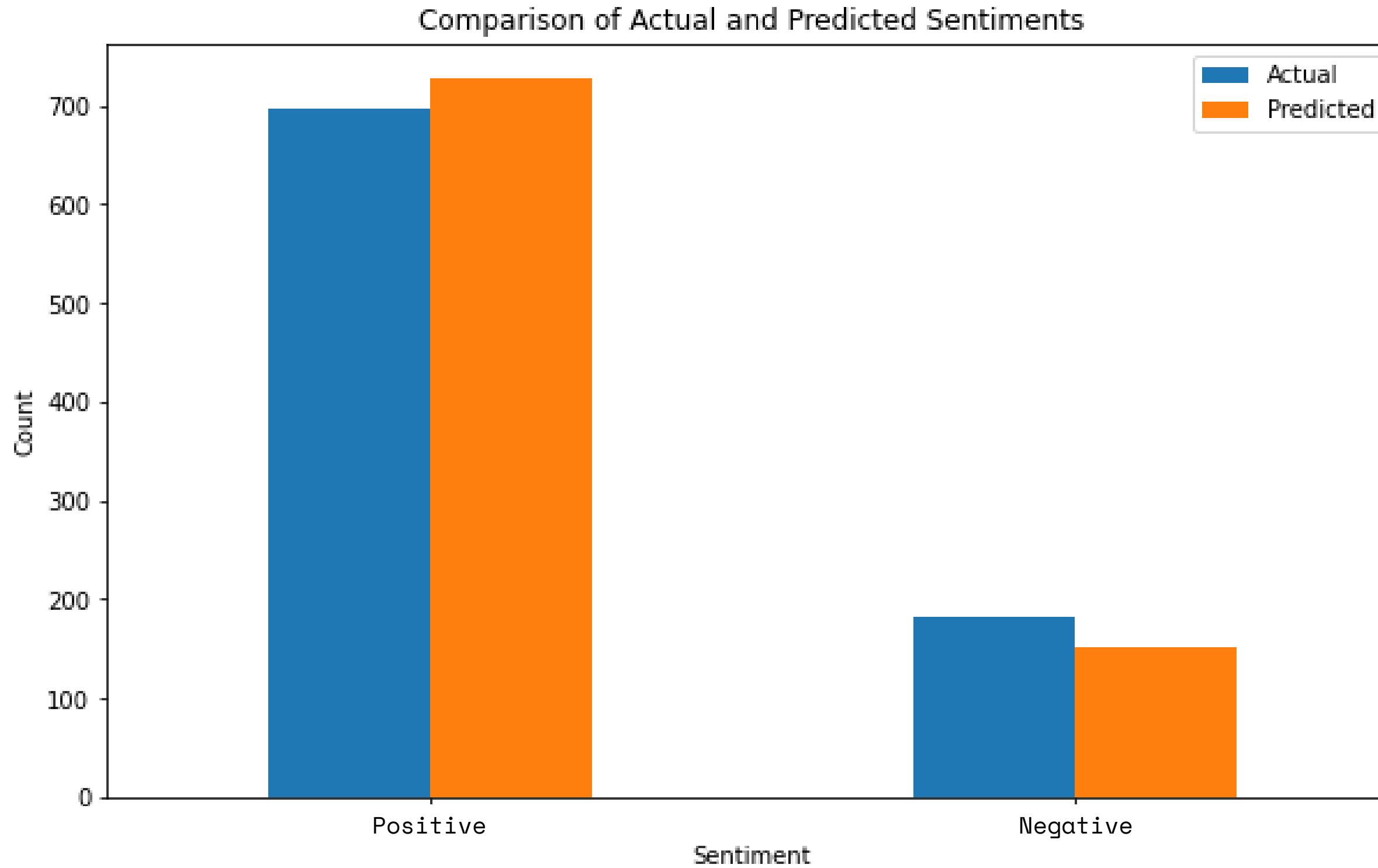


- Source: Kaggle dataset of 4,605 Amazon reviews for premium dog food.
- Each review includes:
 - Ratings
 - Reviews
 - Authenticity

The Results



The Model



Accuracy:
86%

Positive Reviews

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

Top Words in Positive Reviews



Negative Reviews

Top Words in Negative Review:



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



Recommendations

- Focus on enhancing **quality control**.
- **Strengthen** marketing around positive keywords.
 - "love", "healthy", and "delicious"
- Consider **revising** the product recipe or ingredients.
 - "sick" or "bad" are frequent in negative contexts

Next Steps



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

Thank you!

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