



# Sentiment Analysis and User Feedback Insights on Netflix App Reviews ➔



# Project Overview

## Dataset

Netflix app reviews from Google Play Store

## Insight & Findings

Positive: smooth streaming, good UI. Negative: crashes, high price, limited content.

## AI Explanation

(Granite/LLM) was used to classify sentiment, extract top issues, and generate concise monthly summaries.

## Analysis Process

Analyze user sentiment and identify recurring issues & praises

## Conclusion & Recommendation

Stability improvements, fair pricing, and broader content.

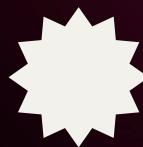




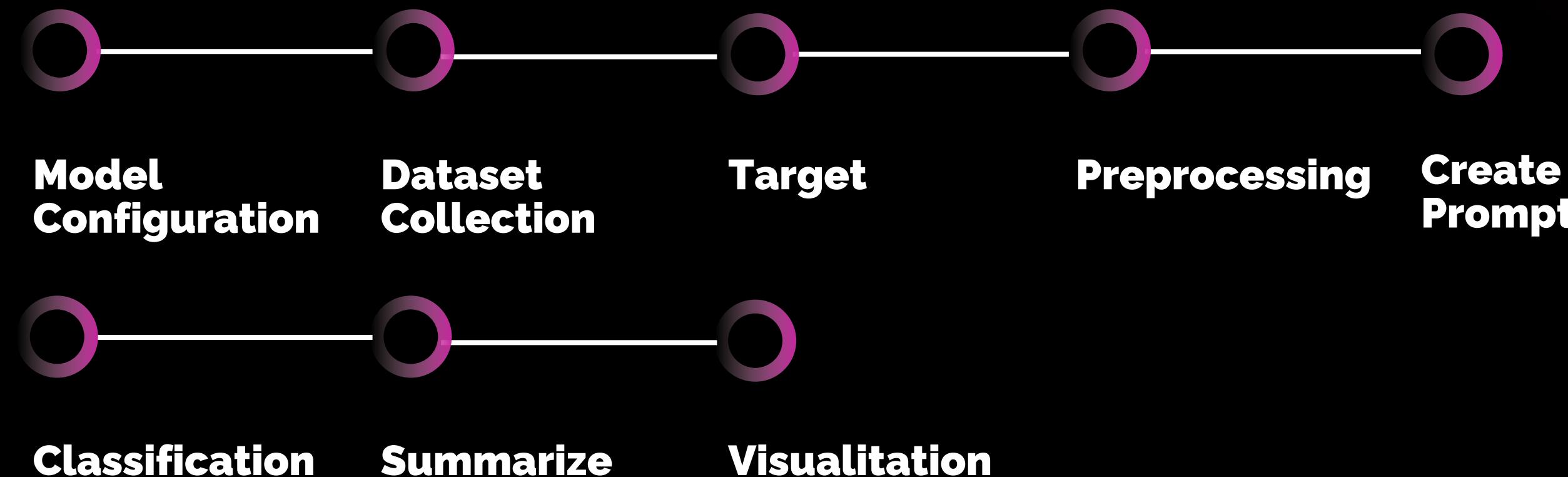
# Dataset Netflix Reviews App

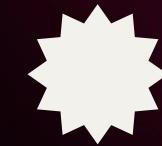
The dataset comes from the Google Play Store reviews of the Netflix app, collected and shared on Kaggle. It contains user feedback in the form of review text, rating scores, and submission dates. This dataset is used to analyze sentiment trends and identify key issues or praises expressed by Netflix users.





# Analysis Process





# Insight & Findings

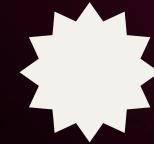
Proses klasifikasi pada sampel data selesai.

	content	predicted_label
0	wonderful	POSITIVE
1	One of the worst OTT apps I have used. Always ...	NEGATIVE
2	Grate until I got a new phone and debit card h...	NEGATIVE
3	One of the my favourite app	POSITIVE
4	excellent	POSITIVE
...	...	...
95	Their greed sickens me.	NEGATIVE
96	Could be better, i pay to have new movies, new...	NEGATIVE
97	won't let me log in	NEGATIVE
98	bring back interactive shows please 😞	NEGATIVE
99	This app is amazing	POSITIVE

100 rows × 2 columns

## Classification using Granite Model

The sentiment classification was conducted on a sample of 100 reviews out of 9,466 Netflix app reviews. The results showed 33 positive, 61 negative, and 6 mixed sentiments, suggesting that overall user sentiment toward the Netflix app leans negative.



# Insight & Findings

**Month: July 2025**

**Average Score: 1.8**

**Sentiment: NEGATIVE**

**Reason: playback issues, ad presence, download limitations**

**Month: August 2025**

**Average Score: 2.0**

**Sentiment: NEGATIVE**

**Reason: streaming issues**

**Month: September 2025**

**Average Score: 3.3**

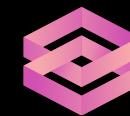
**Sentiment: NEGATIVE**

**Reason: app issues, poor quality, price complaints**

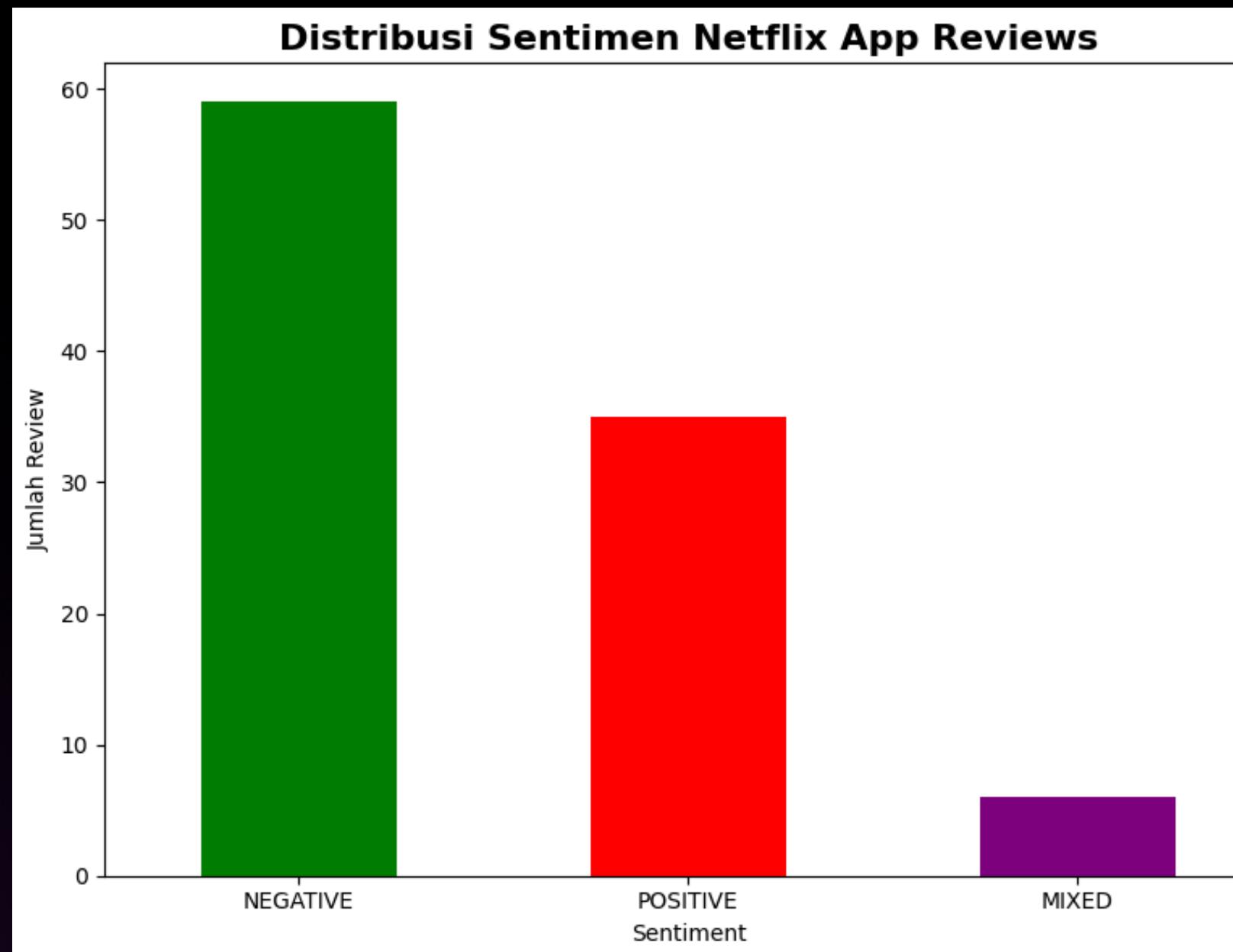
## Summarization using Granite Model

The AI summarization revealed that from January to September 2025, most Netflix app reviews leaned negative. Common issues included frequent technical glitches, content removal, price increases, ads introduction, and household policy restrictions. User frustrations were also linked to poor video quality, login problems, and customer support complaints, highlighting consistent dissatisfaction across multiple months.





# Insight & Findings

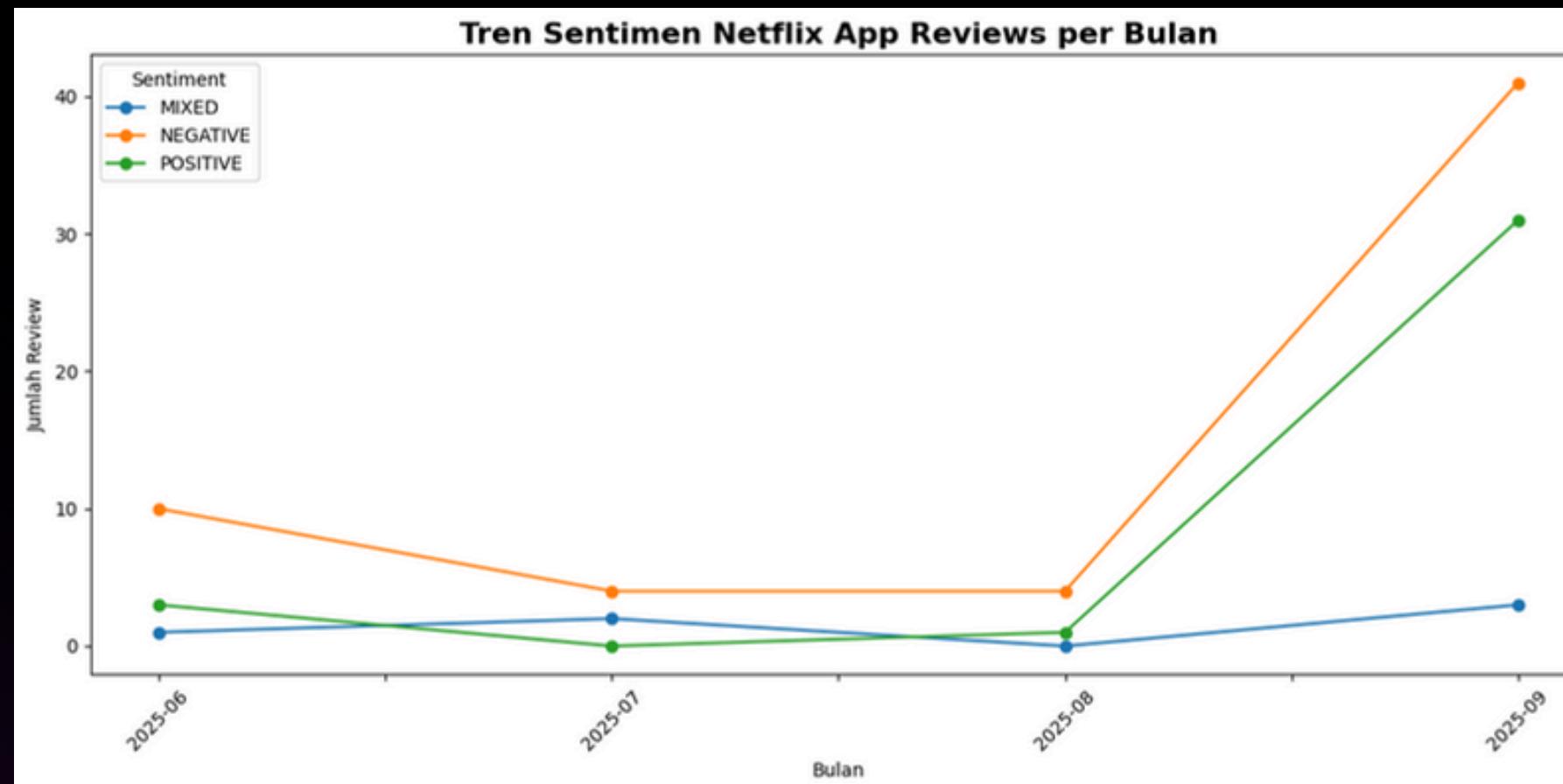


## Negative Feedback Dominates Netflix App Reviews

The sentiment distribution shows that the majority of Netflix app reviews are negative (61 reviews), followed by positive (33 reviews), and a small portion of mixed (6 reviews). This indicates that overall user feedback on the Netflix app tends to lean negative, reflecting widespread dissatisfaction compared to positive experiences.

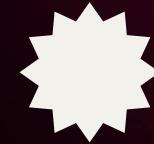


# Insight & Findings

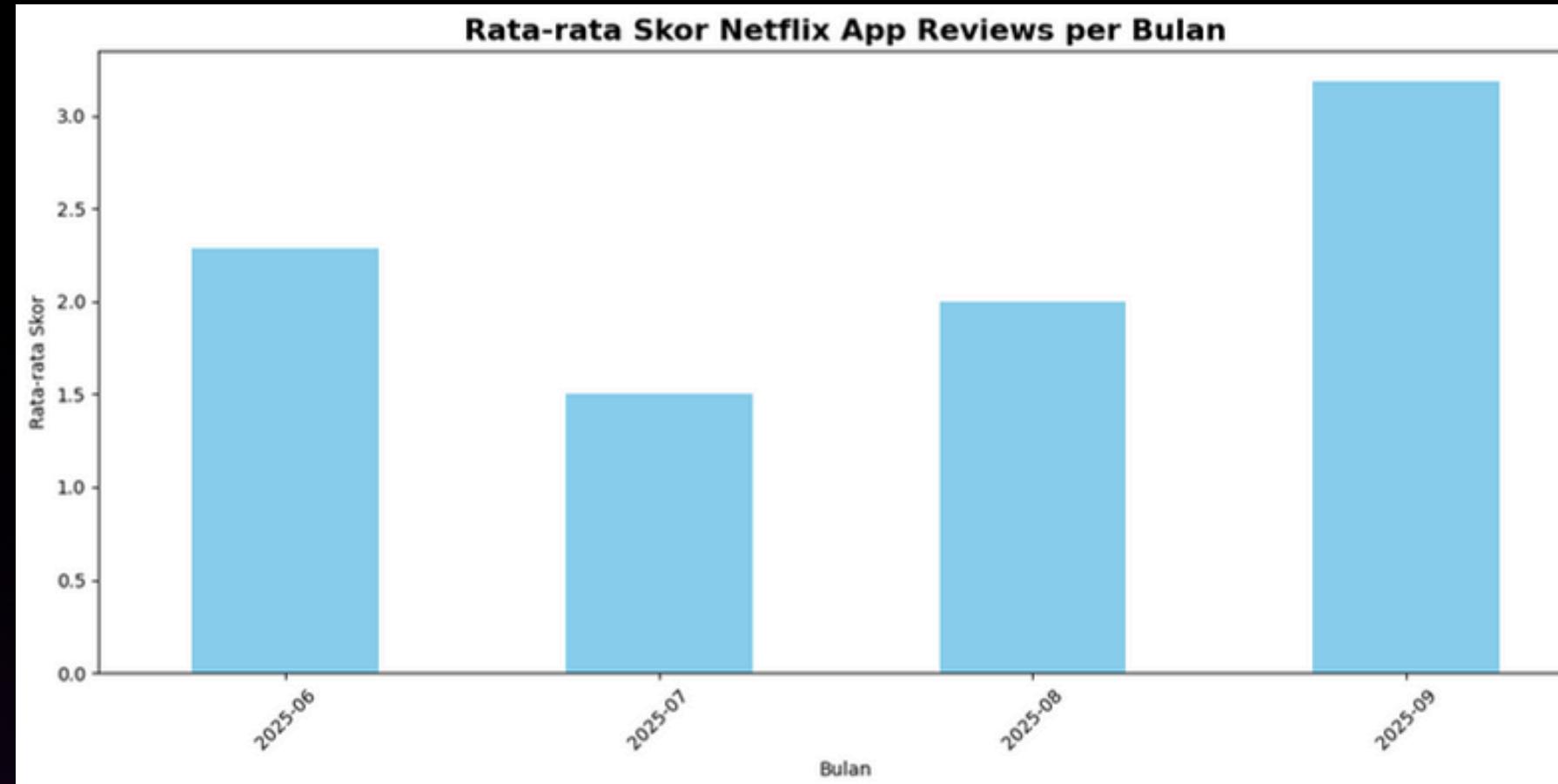


## Trends Reveal Growing User Frustration

The trend analysis of Netflix app reviews from June to September 2025 shows a consistent dominance of negative sentiment. Although there is a brief decline in July and August, negative reviews surge significantly in September, reaching their highest level. Positive sentiment also increases in September, but remains lower than negative reviews. Meanwhile, mixed sentiment stays relatively low and stable across all months. These findings suggest that while some improvements are acknowledged, user dissatisfaction remains the prevailing trend.



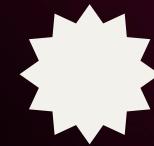
# Insight & Findings



## Rising User Satisfaction After Mid-Year Decline

This chart illustrates the average rating of Netflix app reviews from June to September 2025. In June, the average score was around 2.3, but it dropped to approximately 1.5 in July, marking the lowest point of user satisfaction. The score slightly recovered in August to 2.0, and then showed a significant improvement in September, reaching about 3.2. This trend suggests a recovery in user satisfaction after a mid-year decline.





# Insight & Findings



## Word Clouds Reveal Key Drivers of User Sentiment

This visualization presents word clouds of Netflix app reviews categorized by sentiment: positive, negative, and mixed. In positive reviews, terms such as movie, good, watch, love, and easy appear most frequently, highlighting user appreciation for content quality and ease of use. Conversely, negative reviews emphasize words like app, service, money, update, and cancel, reflecting dissatisfaction with costs, updates, and service performance. Mixed reviews often feature words such as please, forward, give, and choose, suggesting requests, constructive feedback, or conditional satisfaction. These patterns provide valuable insights into users' main concerns and expectations toward the Netflix app.





# What's the Conclusion?

The sentiment analysis of 100 Netflix app reviews shows that user perceptions are predominantly negative, with 61 reviews classified as negative, 33 as positive, and 6 as mixed. Negative sentiment primarily stems from complaints related to service updates, subscription costs, and technical issues, while positive reviews emphasize content quality, ease of use, and enjoyable viewing experiences. The monthly trend indicates a noticeable increase in both positive and negative reviews in September 2025, suggesting higher user engagement but also growing dissatisfaction. Average scores reflect this pattern, with a decline in July and August followed by a significant improvement in September. WordCloud visualizations further highlight that positive reviews focus on movies, watching, and good experience, while negative reviews emphasize app, service, money, and update.





# Key Recommendations

## ■ Service Optimization

Address recurring issues related to app performance, updates, and stability to reduce negative sentiment.

## ■ Pricing Strategy

Reconsider subscription pricing or introduce more flexible plans to ease user concerns about costs.

## ■ Customer Engagement

Actively respond to user feedback, especially in areas highlighted in mixed reviews such as speed, new content, and customization.

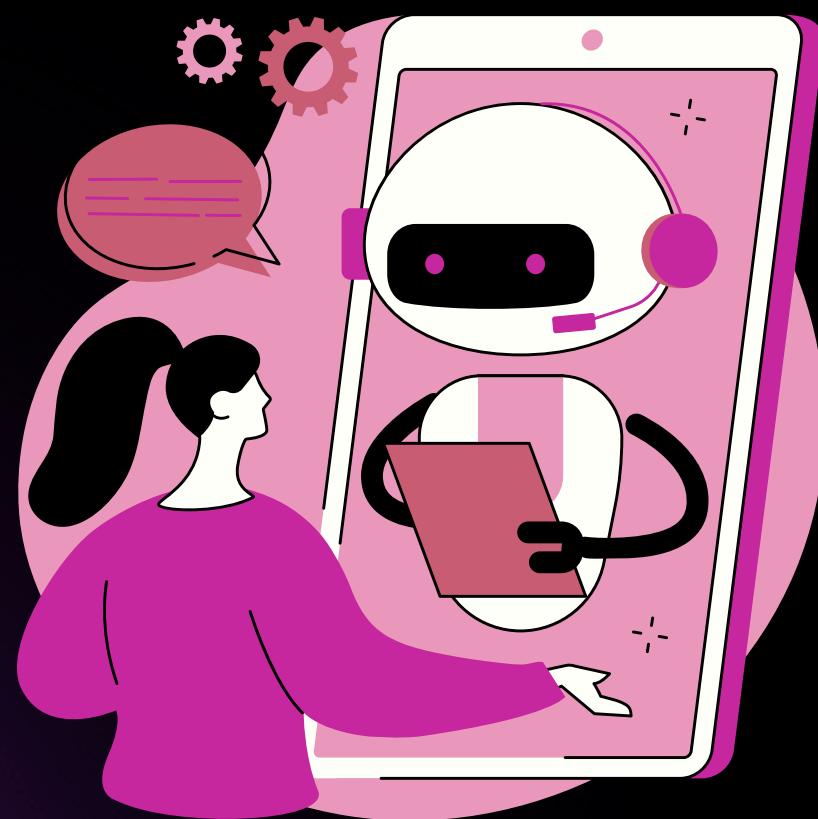
## ■ User Experience Enhancement

Improve usability features, ensuring smoother navigation and consistent app performance to strengthen overall satisfaction.





# AI Support & Explanation



In this project, the IBM Granite 13B Instruct model was employed to enhance the analysis of Netflix app reviews. The model supported two key tasks:

## Sentiment Classification

Reviews were categorized into Positive, Negative, and Mixed classes, enabling structured insights into user perceptions of the Netflix app.

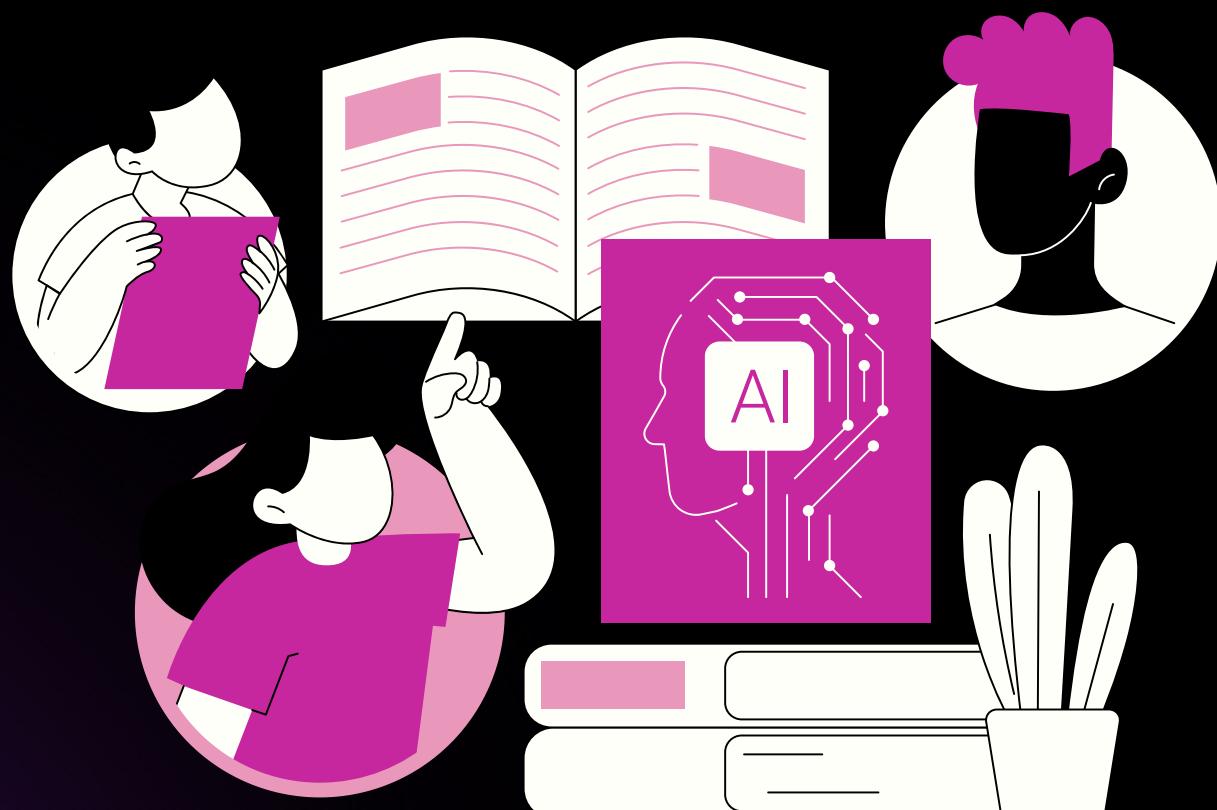
## Summarization

Large volumes of text data were condensed into monthly summaries, highlighting recurring issues such as technical glitches, pricing increases, content removal, and customer service problems.





# AI Support & Explanation



The use of IBM Granite ensured a scalable, consistent, and unbiased analysis process. By automating classification and summarization, the model accelerated the workflow and provided data-driven explanations that reveal both overall trends and granular insights. This AI support strengthened the reliability of the findings and offered clearer grounds for forming actionable recommendations.





# Thank You!

