

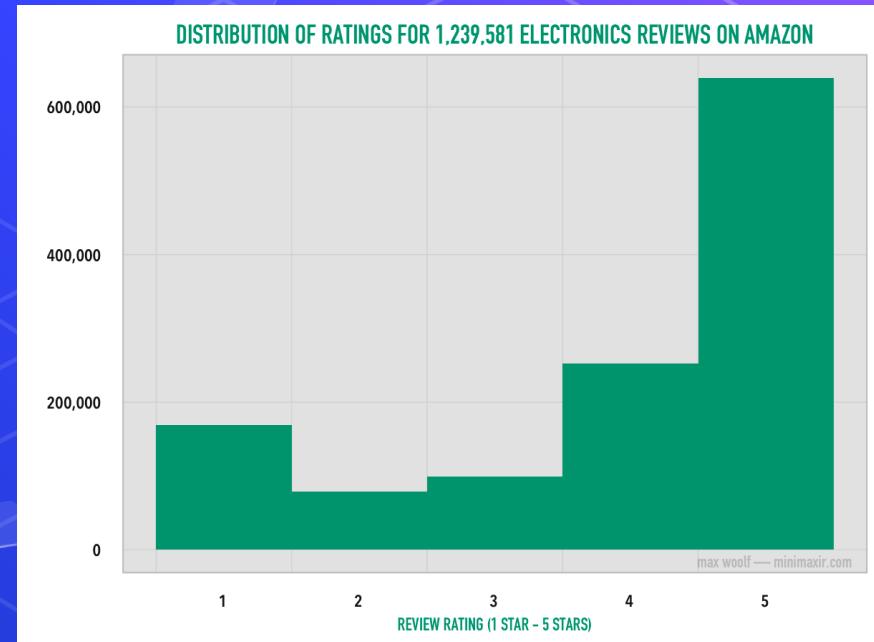
# Understanding Consumer Sentiment

Samad Memon



# Premise

- Online reviews are highly skewed
- Goal: find improved way of gauging consumer feedback
- Case study: Apple and Samsung consumer tech



# 41,211 documents

Posts + Comments from /r/gadgets in 2018

# Workflow



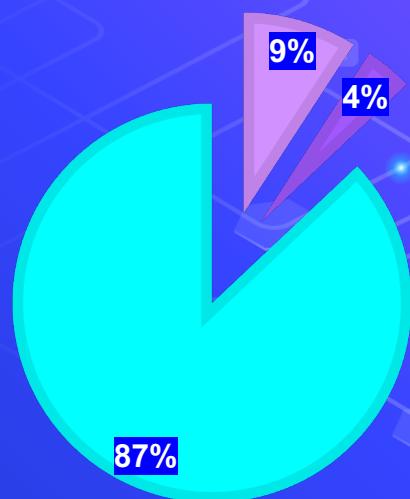
# 41,211 documents

Posts + Comments from /r/gadgets in 2018

3,758 Apple documents

1,586 Samsung documents

■ Apple ■ Samsung ■ Other



# 2018 Product Launches - Apple

February  
9  
• HomePod

March 27  
• Refreshed  
iPad

July 12  
• Refreshed  
MacBook  
Pro

September  
12

- Refreshed  
iPhone
- Refreshed  
Apple Watch

October  
30  
• Refreshed  
iPad Pro

Pos: 57%  
Neg: 25%  
Neu: 18%

Pos: 57%  
Neg: 20%  
Neu: 23%

Pos: 22%  
Neg: 26%  
Neu: 52%

Pos: 38%  
Neg: 35%  
Neu: 27%

Pos: 46%  
Neg: 28%  
Neu: 26%

# 2018 Product Launches - Samsung

February 25

- Galaxy S9/S9+

May 2

- Galaxy A6/A6+
- Galaxy J4
- Galaxy J6
- Galaxy J8

July 13

- Galaxy J7
- Galaxy J3

August 9

August 1

- Galaxy Tab S4

- Galaxy Note 9
- Galaxy Watch
- Galaxy Home

Pos: 41%  
Neg: 14%  
Neu: 45%

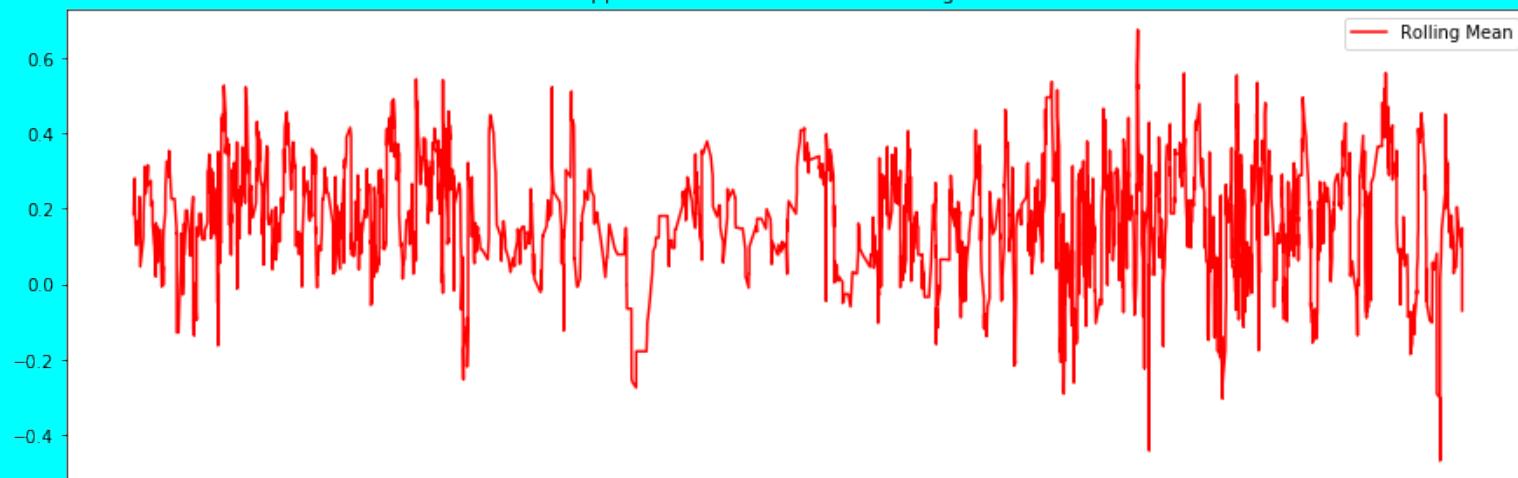
Pos: 18%  
Neg: 73%  
Neu: 9%

Pos: 31%  
Neg: 23%  
Neu: 46%

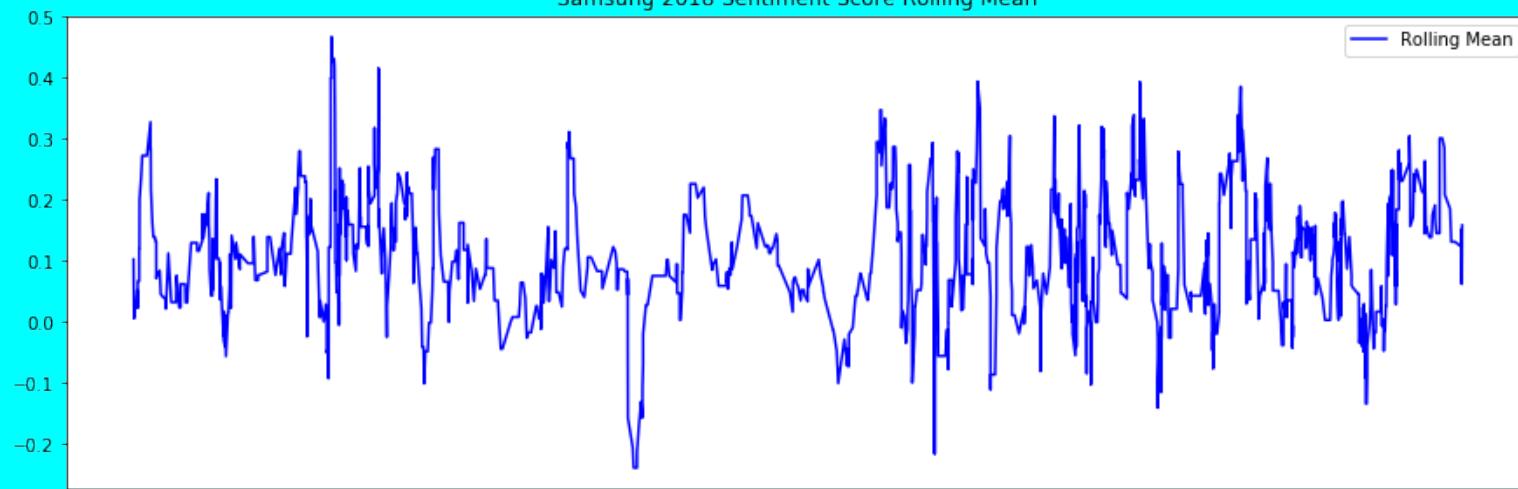
Pos: 31%  
Neg: 58%  
Neu: 11%

Pos: 27%  
Neg: 18%  
Neu: 55%

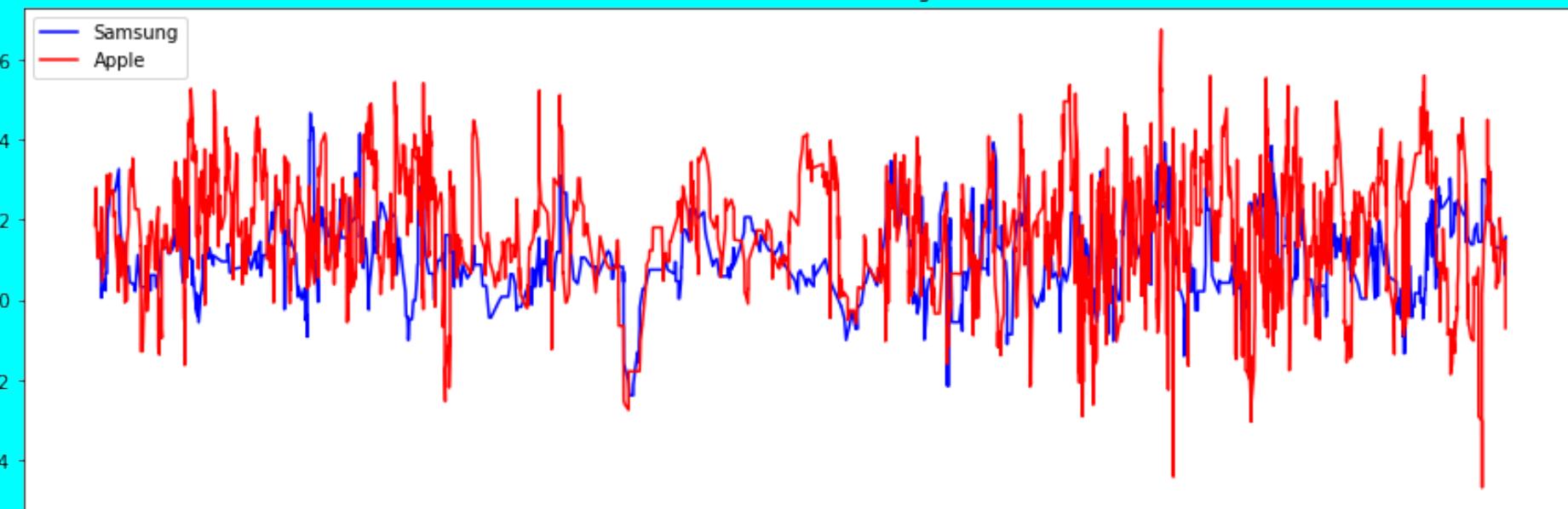
Apple 2018 Sentiment Score Rolling Mean



Samsung 2018 Sentiment Score Rolling Mean

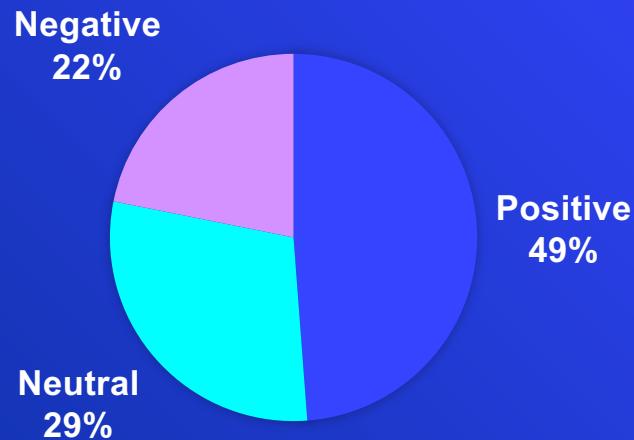


2018 Sentiment Score Rolling Mean

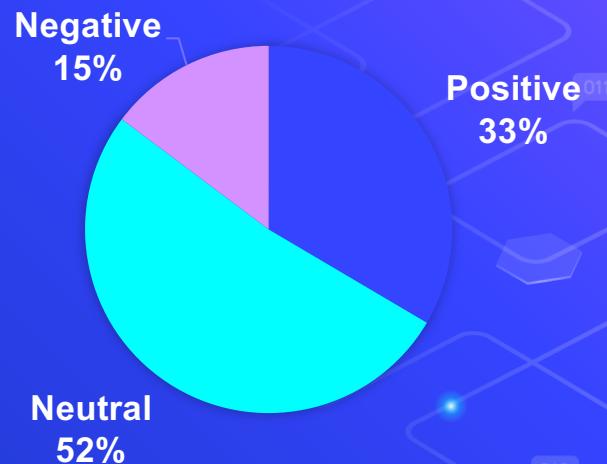


# 2018 Overall Results

**APPLE**



**SAMSUNG**



“ Samsung needs to  
leave software up to  
Google. Thank you.



# Conclusions and Future Work

- Conduct sentiment analysis for individual product categories
- Sentiment analysis is tricky in a casual context
- Check for correlation between sentiment scores and sales

# References

1. <https://minimaxir.com/2014/06/reviewing-reviews/>