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PROBLEM STATEMENT 2

Overview:

The problem statement revolves around utilizing G2's vast repository of reviews (over 2.5 million) for various products and services to extract valuable insights regarding the features customers are interested in. Specifically, the task is to develop a system that can analyze reviews of G2 Marketing solutions and generate a list of feature sets that customers are seeking. These feature sets could include aspects such as application performance, user experience, missing functionality, and bugs. In summary, the problem statement seeks to leverage G2's review data to understand customer preferences and needs regarding specific product features, ultimately empowering both buyers and software vendors in their decision-making processes.

Approach:

- **Fetch Reviews:** We will use the provided API endpoint (<https://data.g2.com/api/docs#reviews-list>) to fetch reviews of G2 Marketing solutions. We can fetch reviews in batches of 100 using the page[size] parameter.
- **Analyze Review Data:** Once we have accumulated all reviews, develop an algorithm to analyze the review data. This algorithm will be designed to identify and extract feature sets that customers are looking for. Some potential approaches include:
 - **Natural Language Processing (NLP):** Use NLP techniques to analyze the text of reviews and identify common themes or topics mentioned by customers.
 - **Keyword Extraction:** Identify key terms or phrases related to different feature sets (e.g., "performance," "user experience," "bugs") and look for occurrences of these terms in the review text.
 - **Sentiment Analysis:** Determine the sentiment of reviews regarding different aspects or features of the product (positive, negative, neutral).
- **Generate Feature Sets:** Based on the analysis, generate a list of feature sets that customers are looking for. This list should include the specific features mentioned in the reviews (e.g., performance, user experience, missing functionality, bugs) along with any relevant context or details extracted from the review text.
- **Expected Output:** The system will produce a list of feature sets based on customer reviews, providing valuable insights into the key aspects that customers prioritize when evaluating the target product. This output can serve as a valuable resource for both buyers, enabling informed decision-making, and software vendors, aiding in product improvement and marketing strategies.

THANK YOU