

# SAMSUNG

## UNDERSTANDING EMPLOYEE EXPERIENCE AT SAMSUNG ELECTRONICS

AN NLP - BASED ANALYSIS



GROUP 1 MBA-BA(A)

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## INTRODUCTION



## BENEFITS



- Employee reviews provide insights into work environment, culture, and job satisfaction.
- This project focuses on analyzing Samsung Electronics employee reviews.
- Uses NLP to extract sentiments, categorize opinions, and identify key strengths and concerns.
- Crucial for understanding workplace dynamics.
- Helps improve policies and job satisfaction.
- Enables Samsung Electronics to make informed decisions.
- Aids in talent retention and enhancing the work environment.



### Title

Job title of the employee



### Job Type

The nature of the employment (full-time, part-time, etc.).



### Date

The date when the review was submitted.



### Ratings on Specific Aspects

Ratings on various aspects like work-life balance and job security.



### Likes

Textual review describing what employees appreciate about Samsung Electronics



### Place

Location of employment



### Department

The specific business unit the employee is part of.



### Overall Rating

A general sentiment rating of the employee's experience.



### Work Satisfaction

A metric indicating the employee's overall job satisfaction.

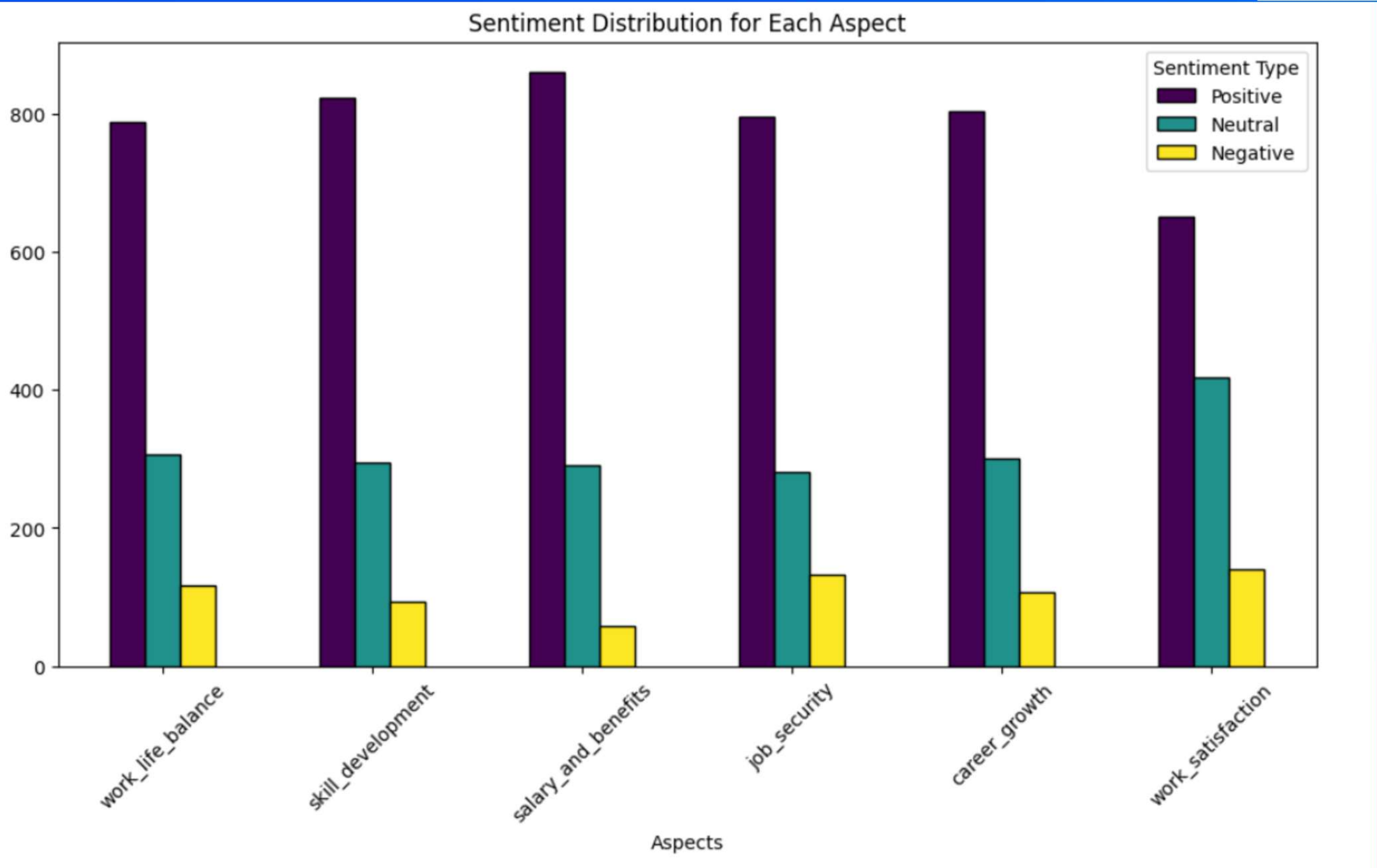


### Dislikes

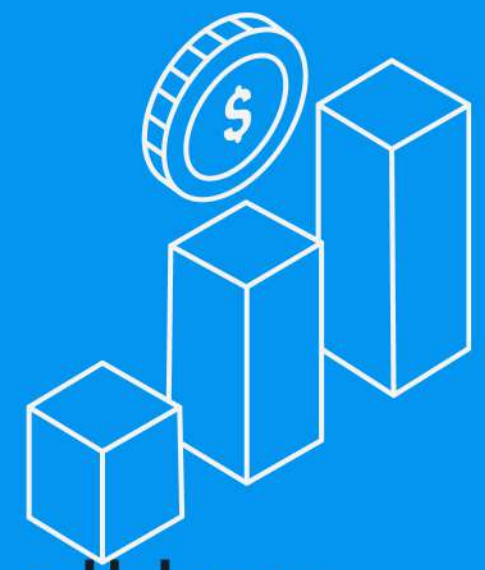
Textual review describing concerns or drawbacks of working at Samsung Electronics

# SAMSUNG ASPECT BASED SENTIMENT DISTRIBUTION

	Positive	Neutral	Negative
work_life_balance	788	306	117
skill_development	823	295	93
salary_and_benefits	861	291	59
job_security	796	282	133
career_growth	804	300	107
work_satisfaction	651	419	141



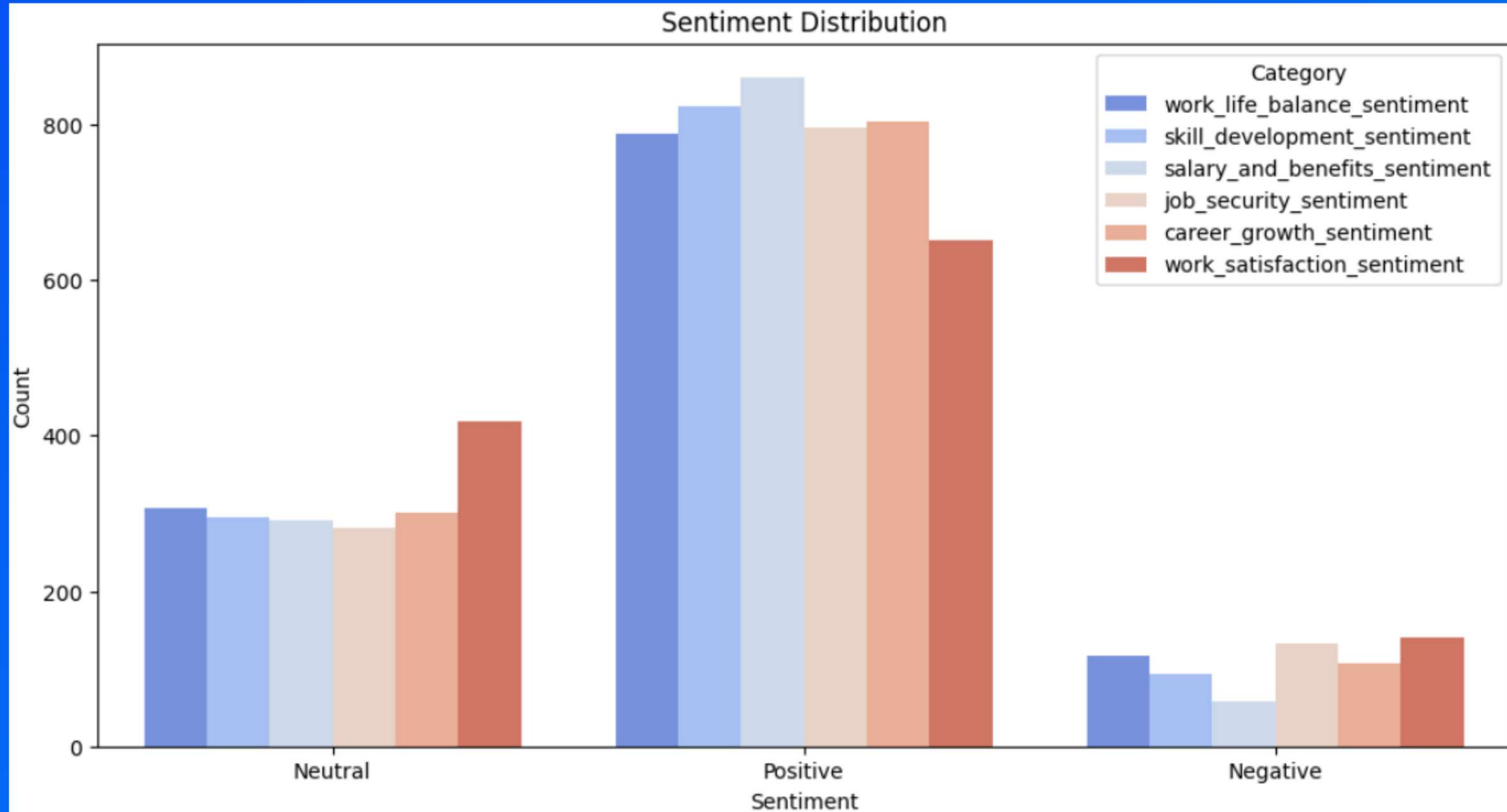




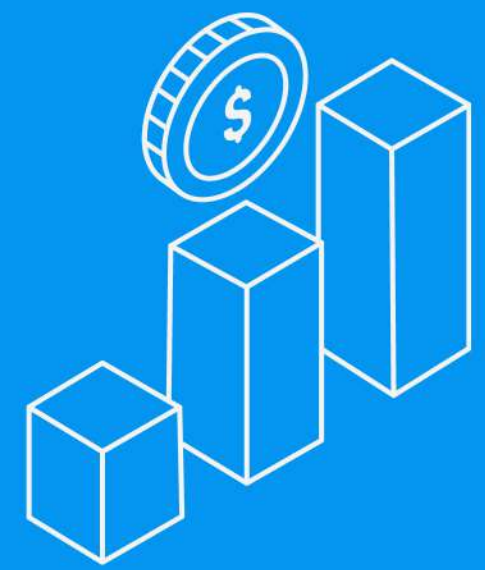
- Employees generally have a favourable perception across all key areas, with positive sentiment significantly higher than neutral or negative sentiment.
- A moderate portion of employees hold neutral opinions indicating areas of improvement.
- Dissatisfaction is minimal, though job security and career growth shows slightly higher concerns.

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# ASPECT WITH HIGHEST POSITIVE SENTIMENT



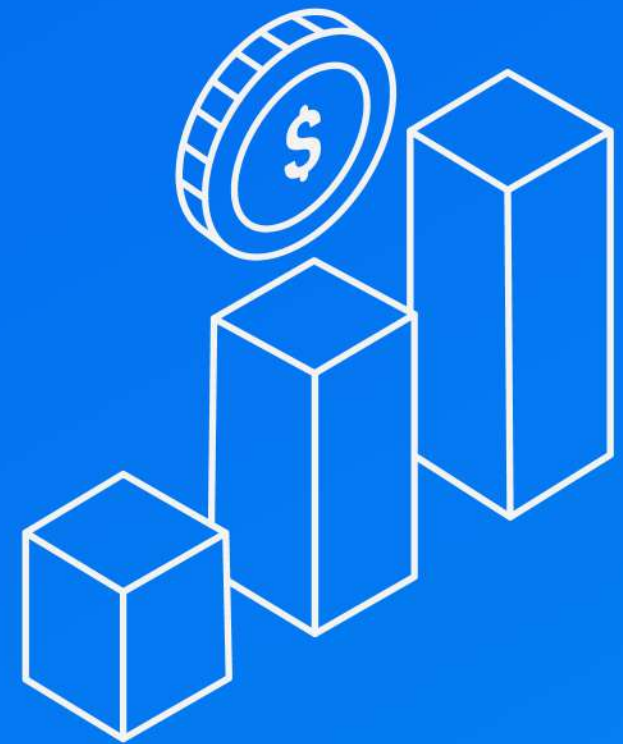
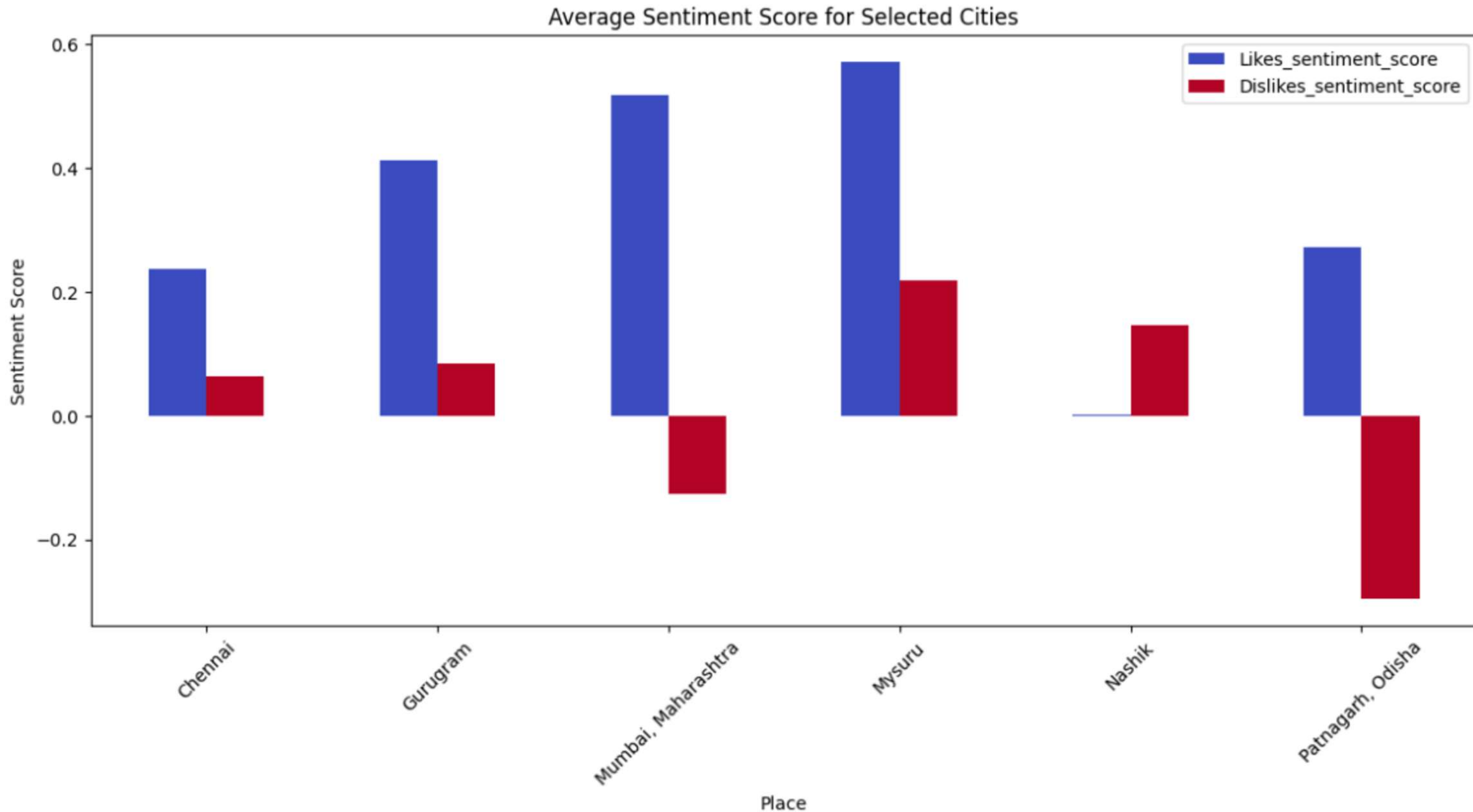




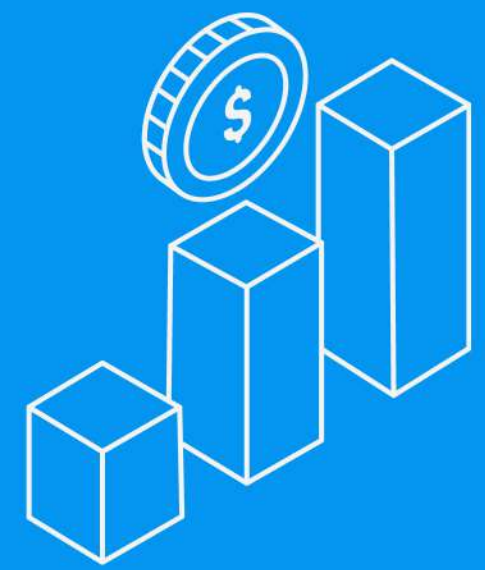
- Strong Positive Sentiment: Employees have a highly favorable perception of skill development, salary & benefits, and overall work experience.
- Neutral Sentiment is Considerable: Many employees hold neutral opinions on work-life balance, skill development, and job security, indicating potential areas for better policies or communication.
- Negative Sentiment is Low but Notable: Job security, career growth, and work satisfaction show relatively higher negative sentiment, suggesting concerns about promotions, stability, or job conditions.

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## AVERAGE SENTIMENT SCORE FOR SELECTED CITIES



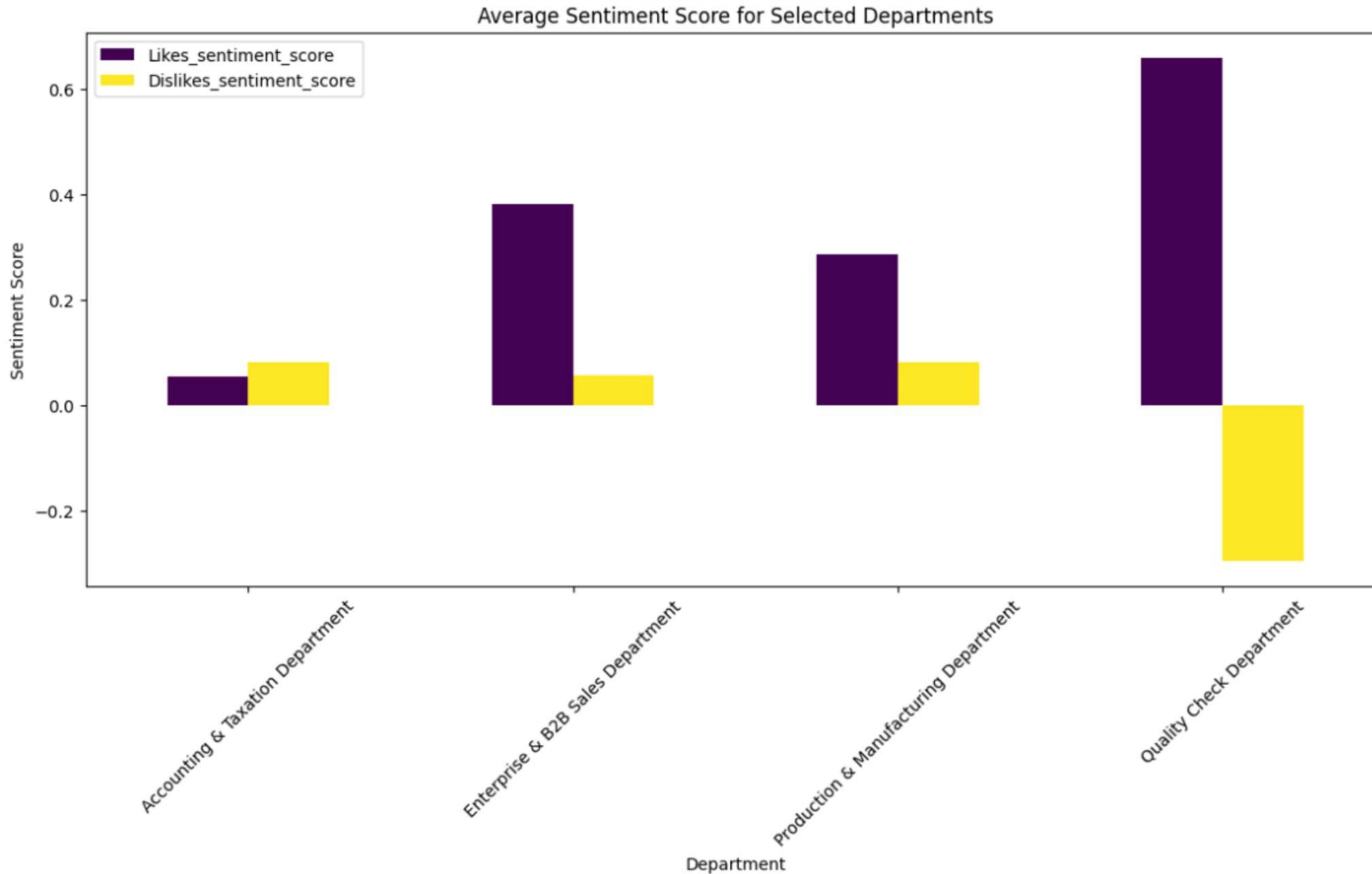




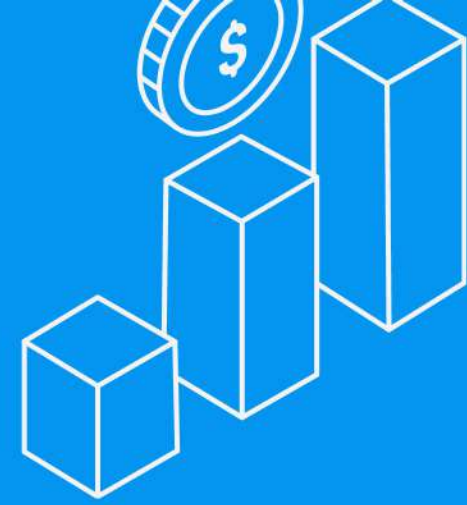
- High Positive Sentiment: Mysuru, Maharashtra, and Gurugram show strong positive employee sentiment, indicating a good work environment.
- Noticeable Negative Sentiment: Maharashtra and Sambalpur, Odisha, have higher dissatisfaction, with Sambalpur showing the most concerns.
- Neutral to Mixed Sentiment: Chennai and Nashik have a balanced sentiment with both positive and negative feedback.
- Key Takeaway: While some cities have strong positive sentiment, others like Sambalpur and Maharashtra indicate areas for improvement.

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## AVERAGE SENTIMENT SCORE FOR SELECTED DEPARTMENTS





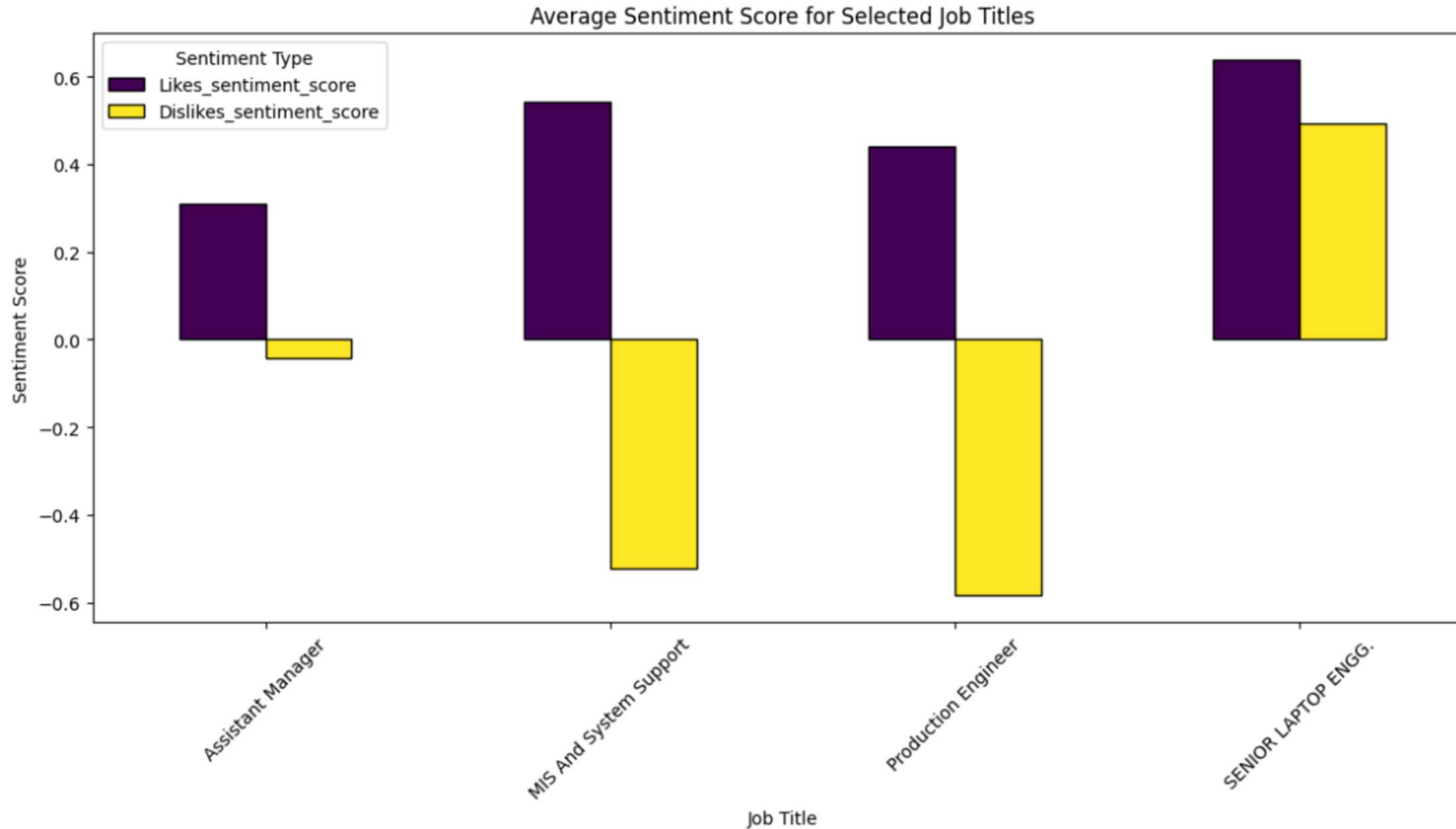


- **Quality Check Department Stands Out:** It has the highest positive sentiment (0.6597), but also notable concerns with a negative dislikes sentiment (-0.2960).
- **Enterprise & B2B Sales and Production & Manufacturing:** Both show moderately positive sentiment, indicating employee satisfaction with minimal concerns.
- **Accounting & Taxation Department:** Sentiment is neutral to slightly positive, with no major complaints but also no strong enthusiasm.
- **Overall Trend:** Most departments have a generally positive sentiment, though some concerns exist, particularly in the Quality Check Department.

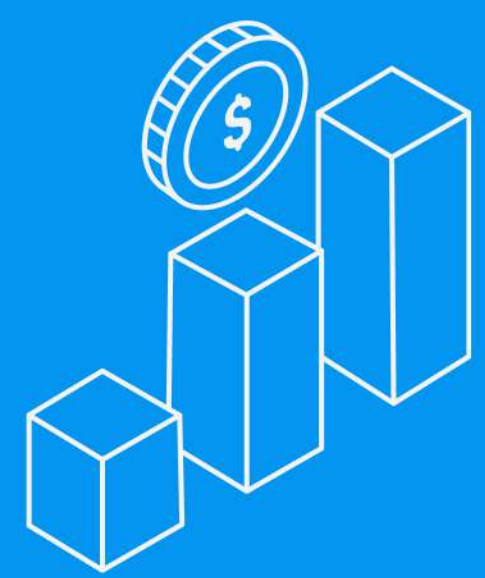


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## AVERAGE SENTIMENT SCORE FOR SELECTED JOB TITLE

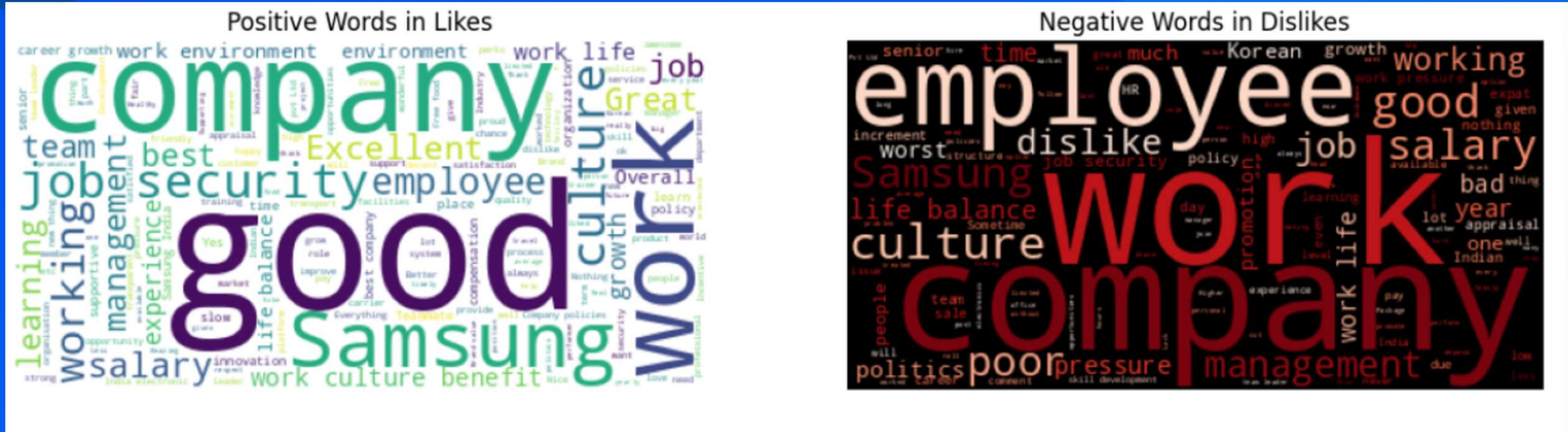






- Senior Laptop Engineer is the Best Perceived Job: It has the highest positive sentiment in both Likes (0.6369) and Dislikes (0.4927), indicating strong job satisfaction with even concerns framed positively.
- Assistant Manager Has the Least Complaints: With neutral Dislikes sentiment (-0.0424) and moderate positive sentiment (0.3108), this role is generally well-perceived with minimal dissatisfaction.
- MIS & System Support and Production Engineer Have Divided Sentiments: Both roles have strong positive sentiment but also high negative sentiment, indicating employees appreciate aspects of the job but have serious concerns (e.g., workload, job security).
- Production Engineer Faces High Dissatisfaction: Strong negative sentiment (-0.5849) suggests dissatisfaction with working conditions, stress, or job security despite appreciation for the role





✓ Top Positive Words: Good, Company, Samsung, Security, Culture, Job, Salary, Learning, Management, Work-life balance, Team, Experience, Supportive, Growth.

✓ Strengths Identified: Job Security & Salary, Work Culture & Management, Learning & Growth Work-Life Balance

Top Negative Words: Work, Company, Employee, Culture, Politics, Pressure, Poor, Salary, Management, Life Balance, Job Security, Promotion, Dislike, Worst.

Concerns Identified: Workplace Politics & Pressure, Job Security & Promotions, Salary & Work-Life Balance



# TOPIC MODELLING

Final\_project

## ◆ Topics for 'Likes':

Topic 1:

['samsung', 'experience', 'like', 'excellent', 'brand', 'compensation', 'company', 'great', 'organization', 'india']

Topic 2:

['good', 'environment', 'salary', 'growth', 'working', 'company', 'overall', 'career', 'benefits', 'policy']

Topic 3:

['work', 'job', 'culture', 'company', 'security', 'life', 'balance', 'good', 'management', 'policies']

## ◆ Topics for 'Dislikes':

Topic 1:

['samsung', 'like', 'politics', 'compensation', 'working', 'company', 'experience', 'brand', 'employee', 'opportunity']

Topic 2:

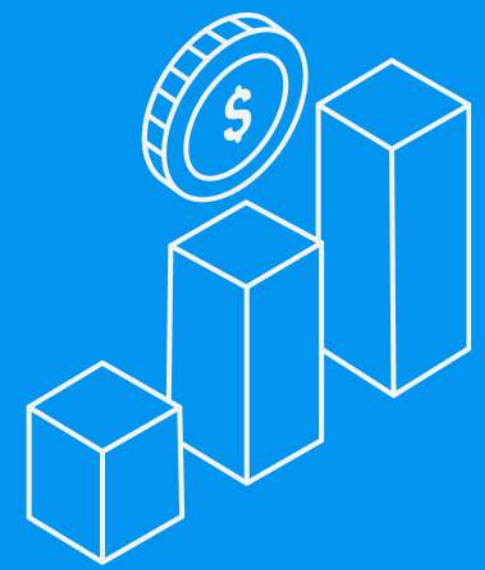
['good', 'growth', 'salary', 'working', 'career', 'appraisal', 'promotion', 'company', 'policy', 'people']

Topic 3:

['work', 'job', 'culture', 'security', 'dislike', 'life', 'balance', 'management', 'company', 'pressure']

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## INSIGHTS



- **Strong Positives:** Employees appreciate Samsung's strong brand reputation, good compensation, and career growth opportunities. Job security, work culture, and management policies are generally viewed positively.
- **Mixed Sentiment on Compensation:** While salary is a major positive factor, there are inconsistencies in satisfaction, suggesting some employees feel undercompensated.
- **Career Growth & Work Pressure Issues:** Concerns exist around career progression, appraisals, and work pressure. Some employees feel limited in opportunities, and management policies may not always be favorable.
- **Leadership & Culture Improvement Needed:** Office politics and work stress are key concerns. While policies are mostly appreciated, leadership and workplace culture could be improved to enhance employee satisfaction.



# LAMBDA SCORES

## Lambda Scores for 'Likes' Topics:

Topic 1: {'samsung': 0.04635132936822327, 'experience': 0.02732959903468255, 'like': 0.024214156598003876, 'excellen  
t': 0.021786955010323104, 'brand': 0.021767157782129426, 'compensation': 0.019590257995698072, 'company': 0.01911569  
7332930465, 'great': 0.013850485015676954, 'organization': 0.011855305261451263, 'india': 0.011754321410815564}

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Topic 3: {'work': 0.06522665020172312, 'job': 0.03519722701205212, 'culture': 0.03273131525812354, 'company': 0.0315  
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d': 0.023567360078697214, 'management': 0.02189346407569115, 'policies': 0.016660391826459092}

## Lambda Scores for 'Dislikes' Topics:

Topic 1: {'samsung': 0.030882392602946528, 'like': 0.02086747732372316, 'politics': 0.0174480386261473, 'compensatio  
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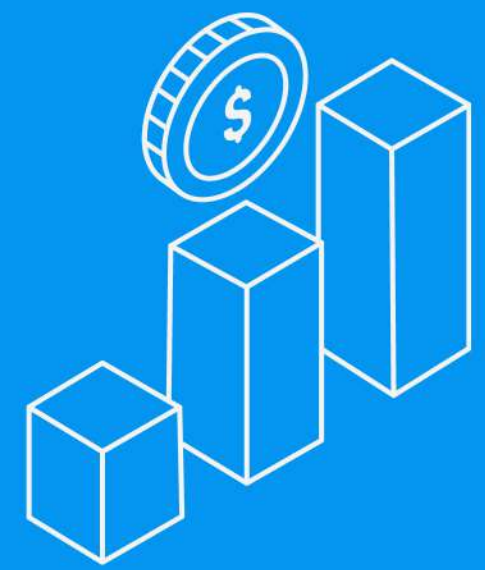
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## INSIGHTS



### 👍 Positive Aspects

- ✅ Brand Reputation & Experience – Employees value Samsung's reputation, compensation, and work experience.
- ✅ Work Environment & Career Growth – Appreciation for work culture, salary, and career growth.
- ✅ Work-Life Balance & Job Security – Employees find job security and management policies positive.

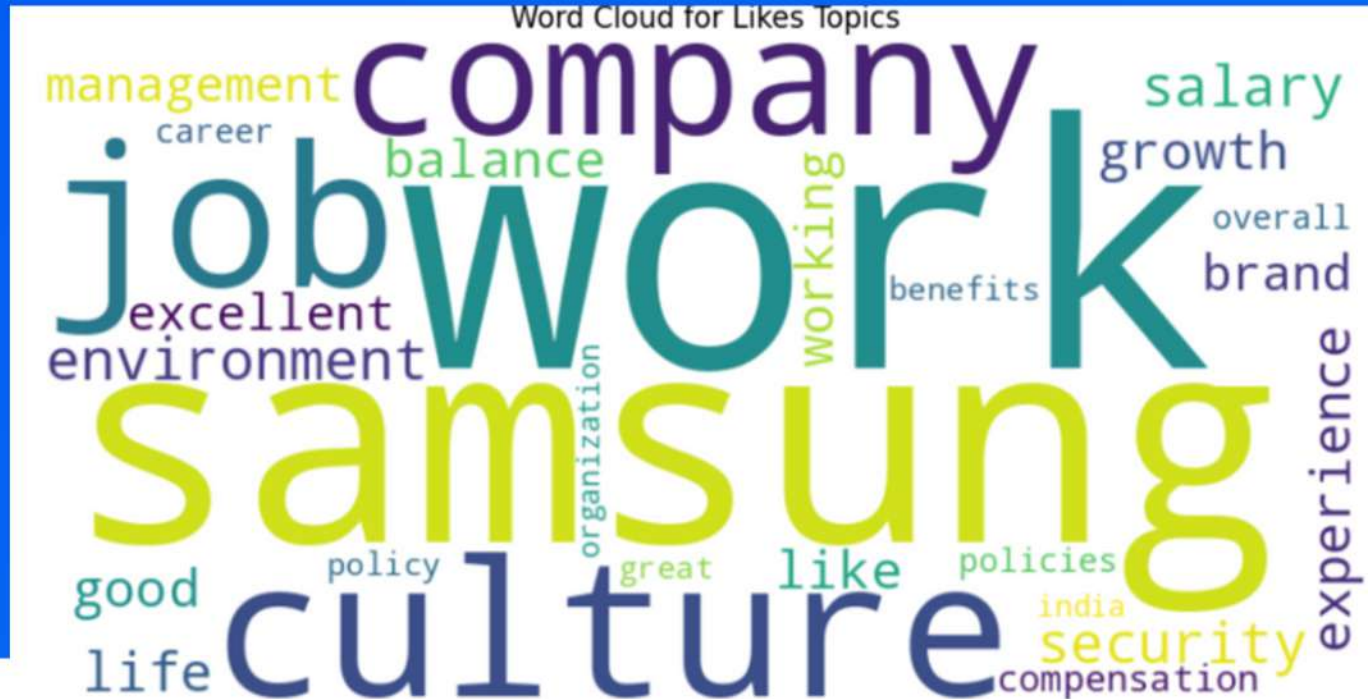
### Negative Aspects

- Politics & Limited Opportunities – Concerns over workplace politics and career growth.
- Salary & Growth Concerns – Dissatisfaction with salary, promotions, and career progression.
- Work Pressure & Job Security – High stress, poor management, and job insecurity.

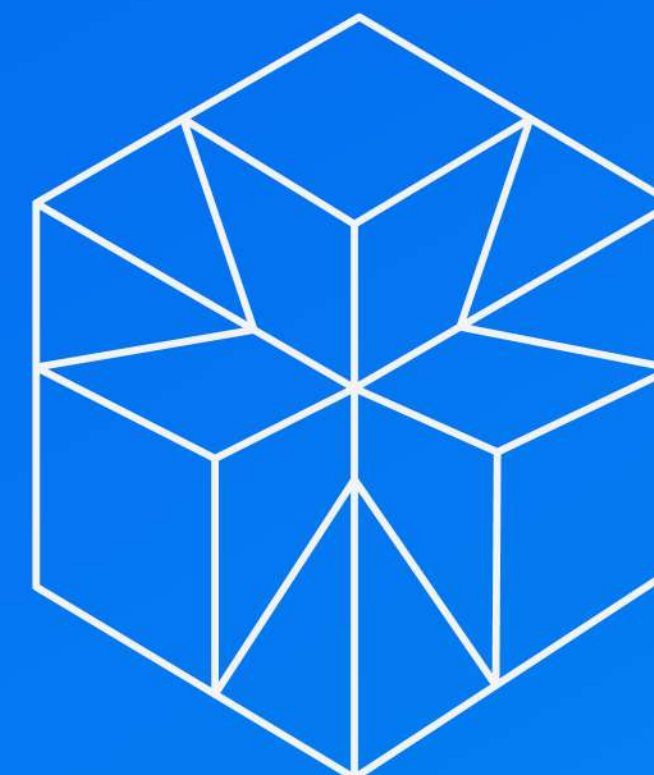
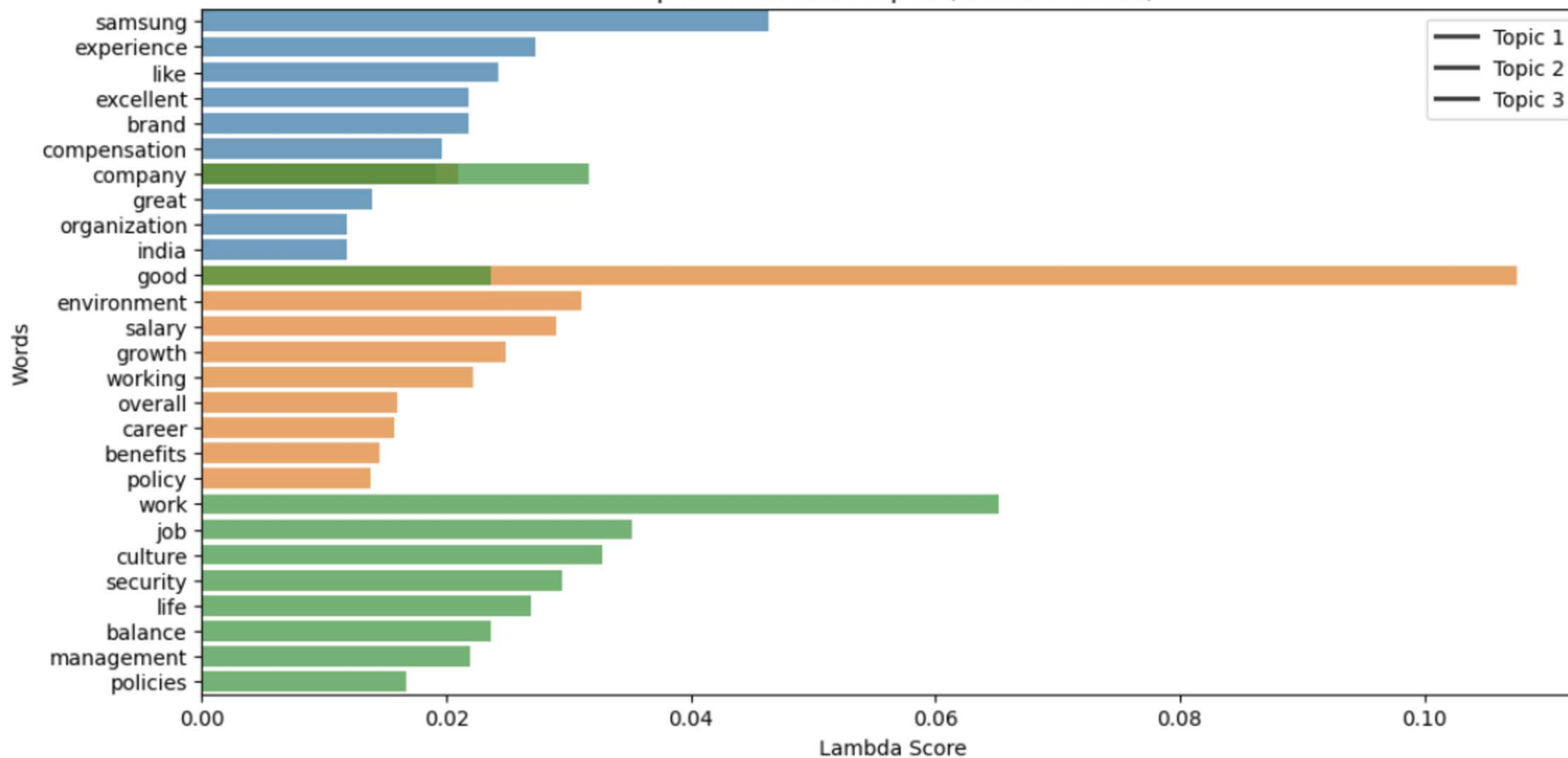


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## ASPECT BASED SENTIMENT DISTRIBUTION



Top Words in Likes Topics (Lambda Scores)

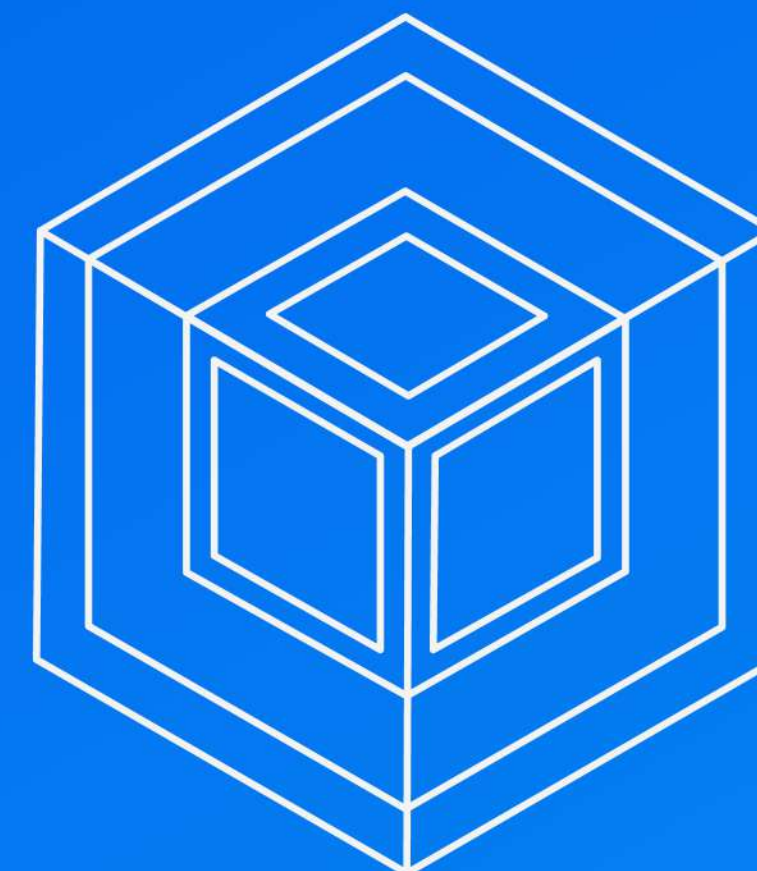
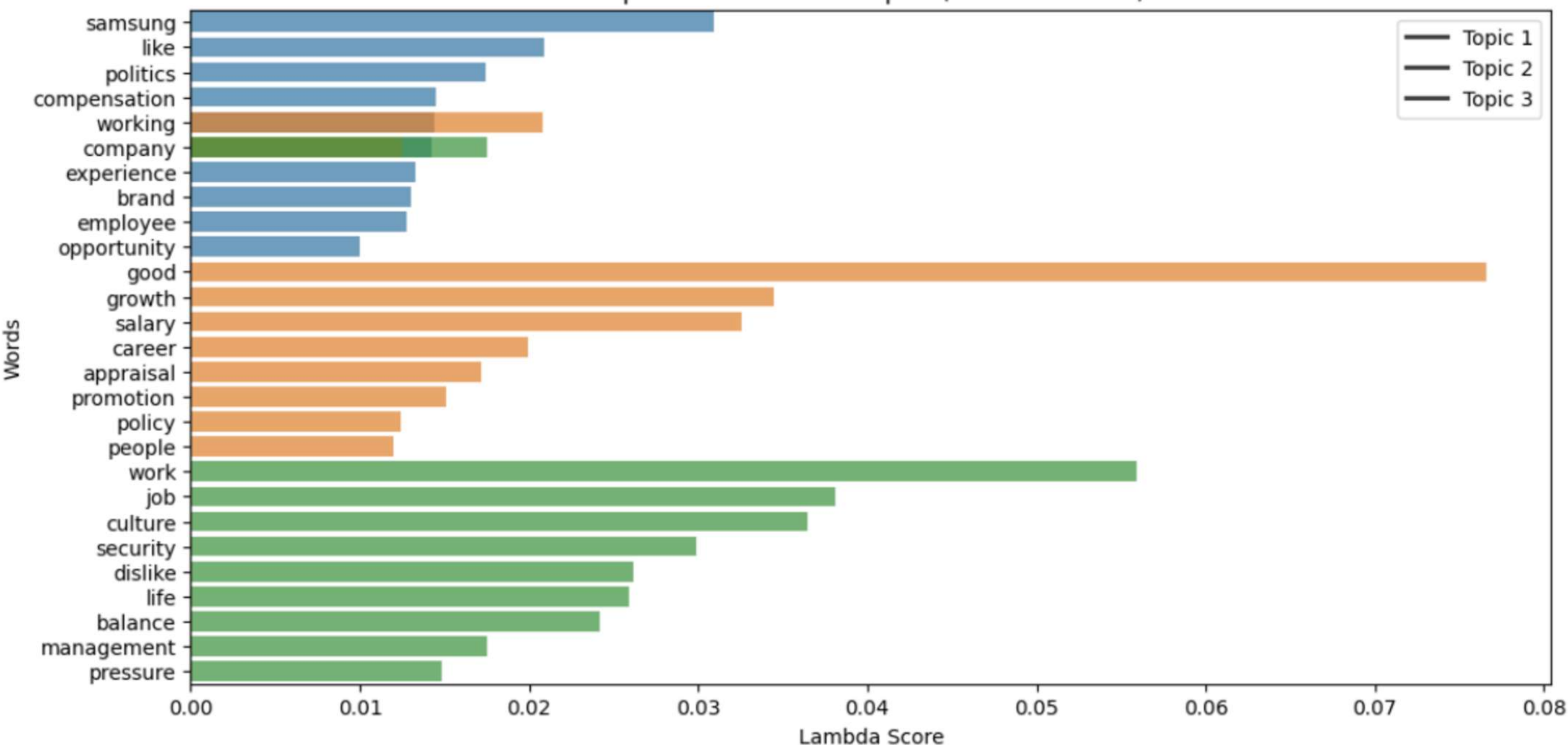


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## ASPECT BASED SENTIMENT DISTRIBUTION



Top Words in Dislikes Topics (Lambda Scores)





# RECOMMENDATIONS

- Enhance Job Security Policies – Offer better job stability assurances and transparent policies.
- Monitor Work-Life Balance – Implement flexible work policies to address concerns about
  - long working hours.
- Improve Career Growth Opportunities – Introduce clear promotion pathways and training
  - programs to support career progression



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# THANKYOU



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