

Sentiment Analysis Excel

Product Review Sentiment Analysis Tool - User Guide

Overview

This tool analyzes customer reviews for multiple products/companies and provides comparative sentiment analysis. It uses a multilingual model that can process reviews in 21 languages, making it ideal for global market analysis.

Supported Languages

- English, Chinese (), Spanish (Español), Hindi (), Arabic ()
- Bengali (), Portuguese (Português), Russian (), Japanese ()
- German (Deutsch), Malay (Bahasa Melayu), Telugu (), Vietnamese (Tiếng Việt)
- Korean (), French (Français), Turkish (Türkçe), Italian (Italiano)
- Polish (Polski), Ukrainian (), Tagalog, Dutch (Nederlands)
- Swiss German (Schweizerdeutsch)

File Preparation

For Multiple Products (Excel File)

1. Create an Excel file (.xlsx or .xls)
2. Create separate sheets for each product/company
3. Name each sheet with the product/company name
4. In each sheet, create a column titled “Reviews”
5. Add review texts in the Reviews column (one review per row)

For Single Product (CSV File)

1. Create a CSV file with a column titled “Reviews”
2. Add review texts in the Reviews column

Using the Tool

1. Upload your prepared Excel/CSV file
2. Click “Analyze Sentiments”
3. View results:
 - Sentiment Distribution Chart: Shows proportion of positive to negative reviews
 - Summary Metrics Table: Quick comparison across products
4. Download the detailed report for complete analysis

Understanding Results

Sentiment Distribution Chart

- Stacked bars show the percentage breakdown of sentiments for each product
- Color coding:
 - Green: Very Positive/Positive
 - Yellow: Neutral
 - Red: Negative/Very Negative

Summary Metrics Table

- Total Reviews: Volume of feedback per product
- Positive (%): Combined percentage of Positive and Very Positive reviews
- Neutral (%): Percentage of neutral reviews
- Negative (%): Combined percentage of Negative and Very Negative reviews

Downloadable Report

The Excel report contains: - Individual sheets for each product with review-level sentiment analysis - Summary sheet with comparative metrics

Important Notes

- Column name must be exactly “Reviews” (case-sensitive)
- Sheet names in Excel will appear as product/company names in analysis
- Empty cells in the Reviews column will be skipped
- Reviews can be in any of the supported languages

Check out the configuration reference at <https://huggingface.co/docs/hub/spaces-config-reference>