

The image displays three perspectives of the Xiaomi Redmi 7 Pro. On the left is the front view, showing a black bezel, a notch at the top for the front camera, and a screen displaying the time 8:16 and a sunset wallpaper. In the center is a side profile view, highlighting the phone's slim design. On the right is the back view, featuring a light blue finish, a vertical camera module with a dual-lens system and a flash, a circular fingerprint sensor, and the 'mi' logo at the bottom.

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graph TD
    A[Web scrapping] --> B[Data Cleaning]
    B --> C[Sentiment Analysis]
    C --> D[Topic Modelling]
    D --> E[Business Insights]
    A --- F[From Youtube]
    C --- G[Using python and tableau]
  
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Web scrapping

- From Youtube

Data Cleaning

Sentiment Analysis

- Using python and tableau

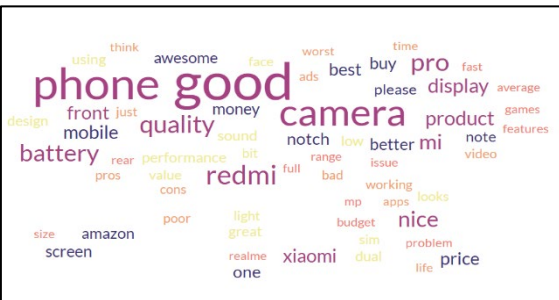
Topic Modelling

Business Insights

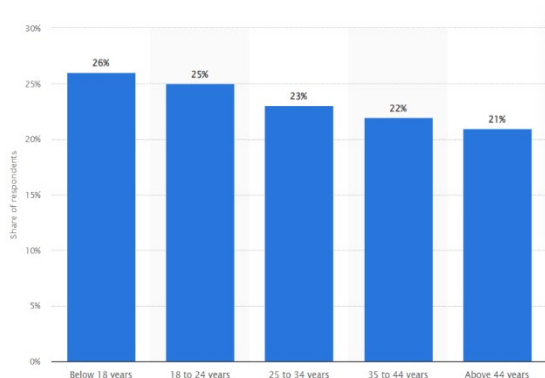
## Workflow

My findings show that most reviews are **positive**, but some users have complained about **MIUI updates and heating issues**. These insights can help **Xiaomi improve its user experience**. In the future, I plan to explore **advanced deep learning models** for better accuracy.

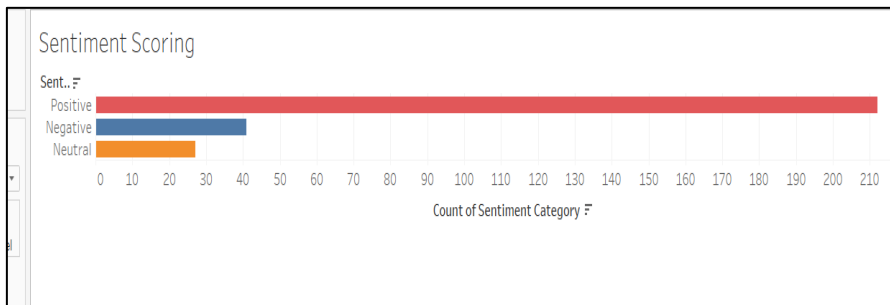
I extracted **YouTube comments** on **Redmi Note 6 Pro** reviews from famous reviewers of YouTube using **Youtube API Key** obtaining authorization Credentials from Google Developers console through application, since it has a limit I couldn't extraxt more than 359 comments.



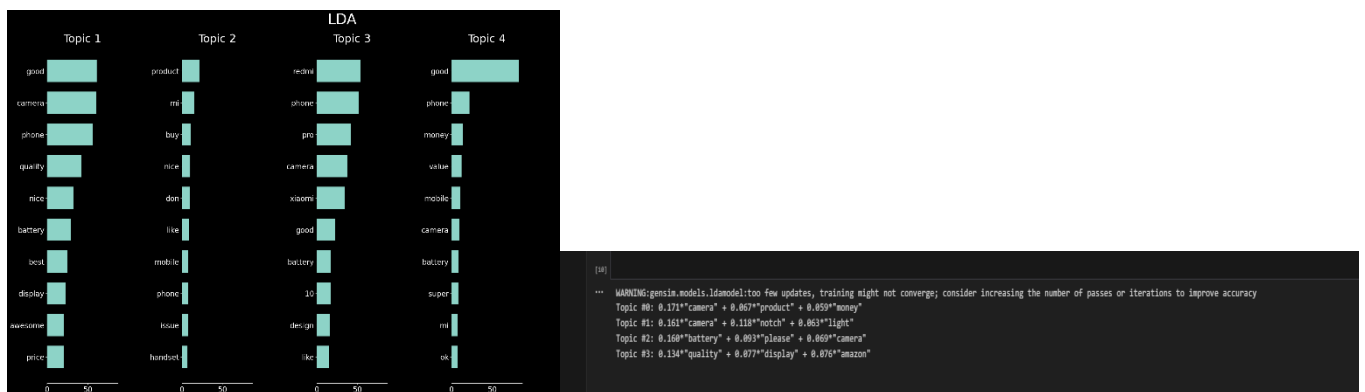
Overall, the feedback is **mostly positive**, with a focus on **camera performance and quality**, but with **occasional complaints about performance and other minor issues**.



1. **Youth Appeal:** Xiaomi is most popular among **below 18 (26%)** and **18-24 (25%)** age groups.
2. **Declining Trend:** Ownership decreases with age, with **21% in the above 44 age group**.
3. **Market Strategy:** Focus on **youth-centric features** while enhancing **premium offerings for older users**.



The sentiment analysis shows that **most reviews are positive**, with **some negative feedback** and **few neutral reviews**, indicating **high user satisfaction** with **minor issues**.



The LDA (Latent Dirichlet Allocation) topic modeling results reveal the following insights:

### 1. Topic 1: Focusing on Quality and Camera Performance

Keywords like "good," "camera," "quality," "battery," and "display" suggest that this topic revolves around **user satisfaction with camera quality, battery life, and display performance**.

### 2. Topic 2: Purchase and User Experience

Words like "product," "buy," "nice," "mobile," and "issue" indicate **user feedback on the buying experience, product satisfaction, and occasional issues**.

### 3. Topic 3: Brand and Performance

Keywords like "Redmi," "Xiaomi," "pro," "good," "camera," and "battery" highlight **brand recognition, performance evaluation, and camera performance**.

### 4. Topic 4: Value for Money

Words like "good," "money," "value," "mobile," "camera," and "super" suggest a focus on **affordability, quality, and overall user satisfaction with the product's value for money**.

### **My Business Strategy for the Redmi Note 7 Launch**

1. **I will target the youth-centric market**, as the majority of Xiaomi users fall within the below 18 and 18-24 age groups. I'll focus on **enhanced camera features**, **powerful battery life**, and a **sleek design** to capture their interest.
2. **I will enhance the strengths** that users loved, like the **camera quality**, **battery performance**, and **display experience**. I'll introduce **AI camera enhancements**, a **5000mAh battery**, and a **high-refresh-rate display** to deliver a top-notch experience.
3. **I will address the negative feedback**, such as **heating issues and design flaws**. I'll work on **better processor optimization**, **regular software updates**, and **improved build quality** to enhance customer satisfaction.
4. **I will set an affordable pricing strategy**, between ₹10,000-₹15,000, to attract value-seeking Indian consumers who appreciate quality at a reasonable price.
5. **I will run targeted marketing campaigns**, especially on social media, to connect with younger audiences. I'll also offer **exchange programs and EMI options** to appeal to older users and expand in **Tier-2 and Tier-3 cities**.
6. **I will strengthen after-sales support**, ensuring a **robust service network** to handle customer complaints and build long-term trust.