# Mobile app reviews analysis for the month of March

The reviews analysis is an analysis of app reviews provided by BuyPower users to describe their experience with the product.

While monitoring the reviews is valid, analysing them is a great way to get insights into how customers perceive the product. This could inform product recommendations and improvement in the future.

The reviews were thus analysed and visualized to communicate the results.
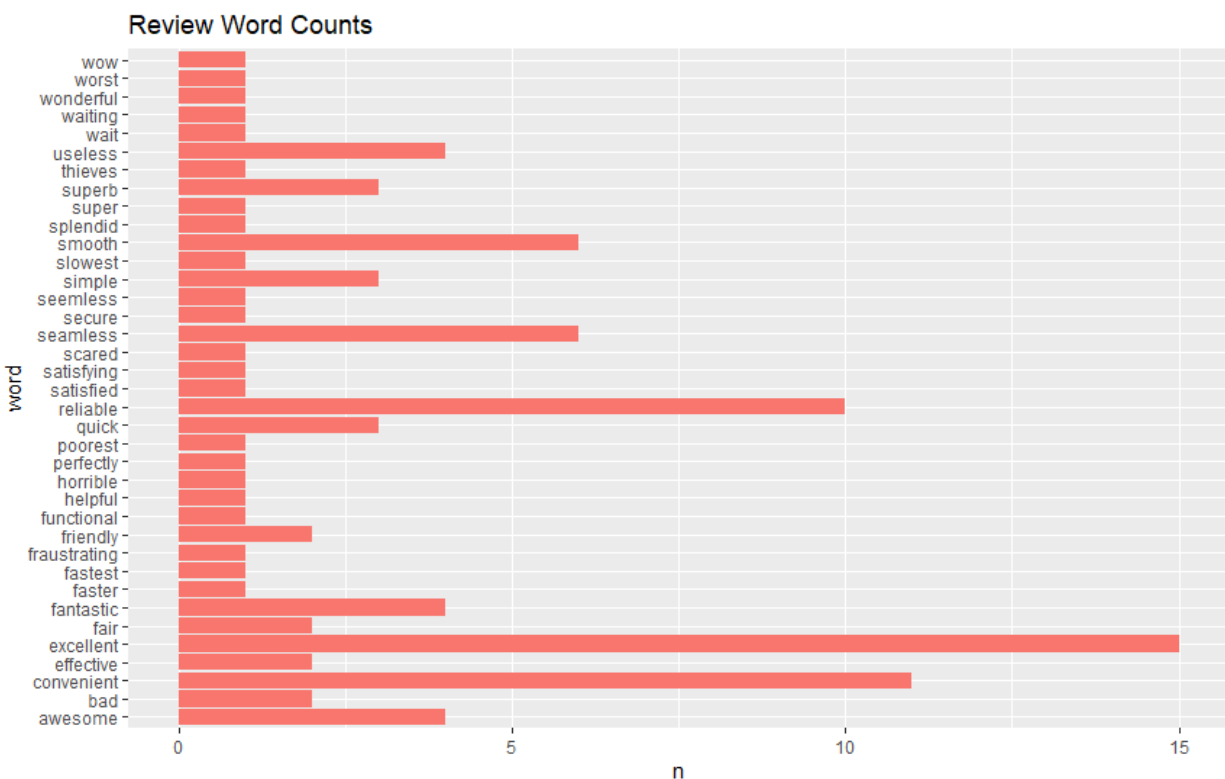

- The Review Word Count chart above shows the most used words by customers used in describing their experience with the app and the number of times they were used.

- The word, 'excellent' was used more by users to describe an excellent service.

- The Rating Count chart below counts the number of times a rating was awarded by users.

- More users rated Buypower with a rating of 5 in the month of March.

Rating Count
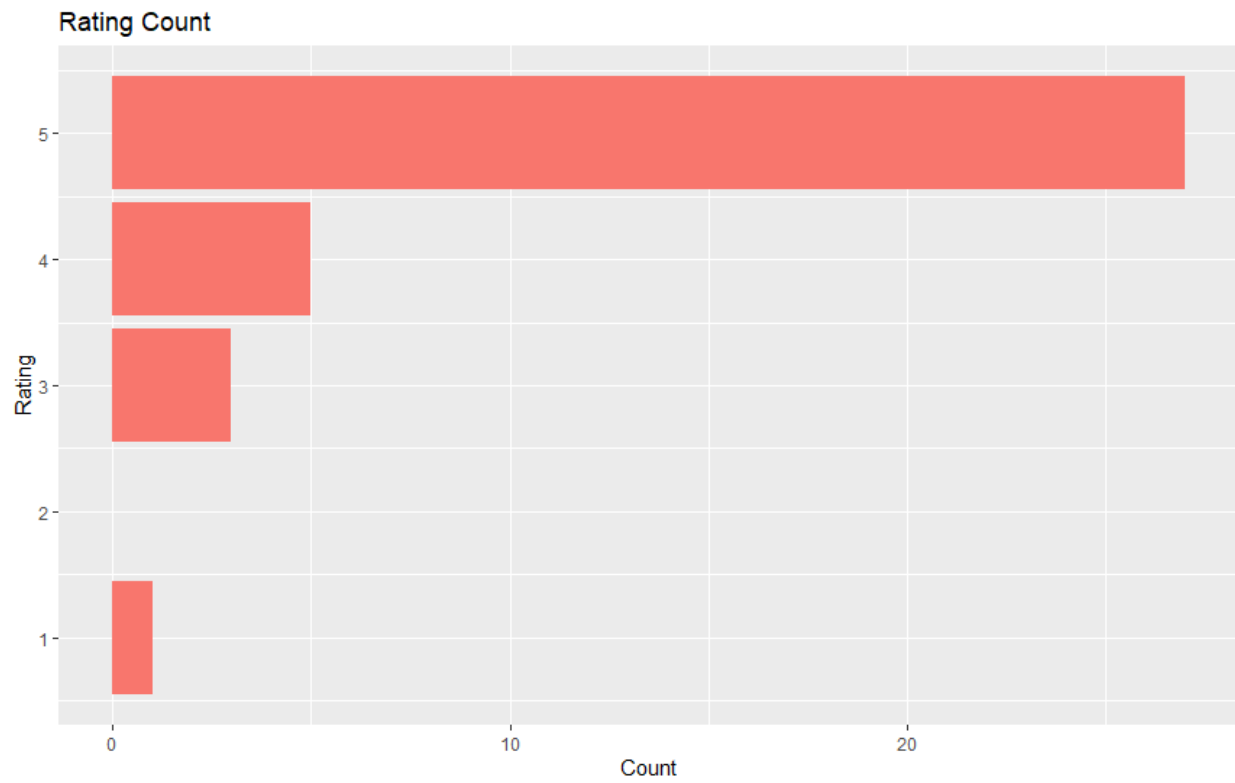
- The Sentiment Word Counts chart below groups the total sentiment into positive and negative and shows the number of time a word associated with a particular group of sentiment was used by users.
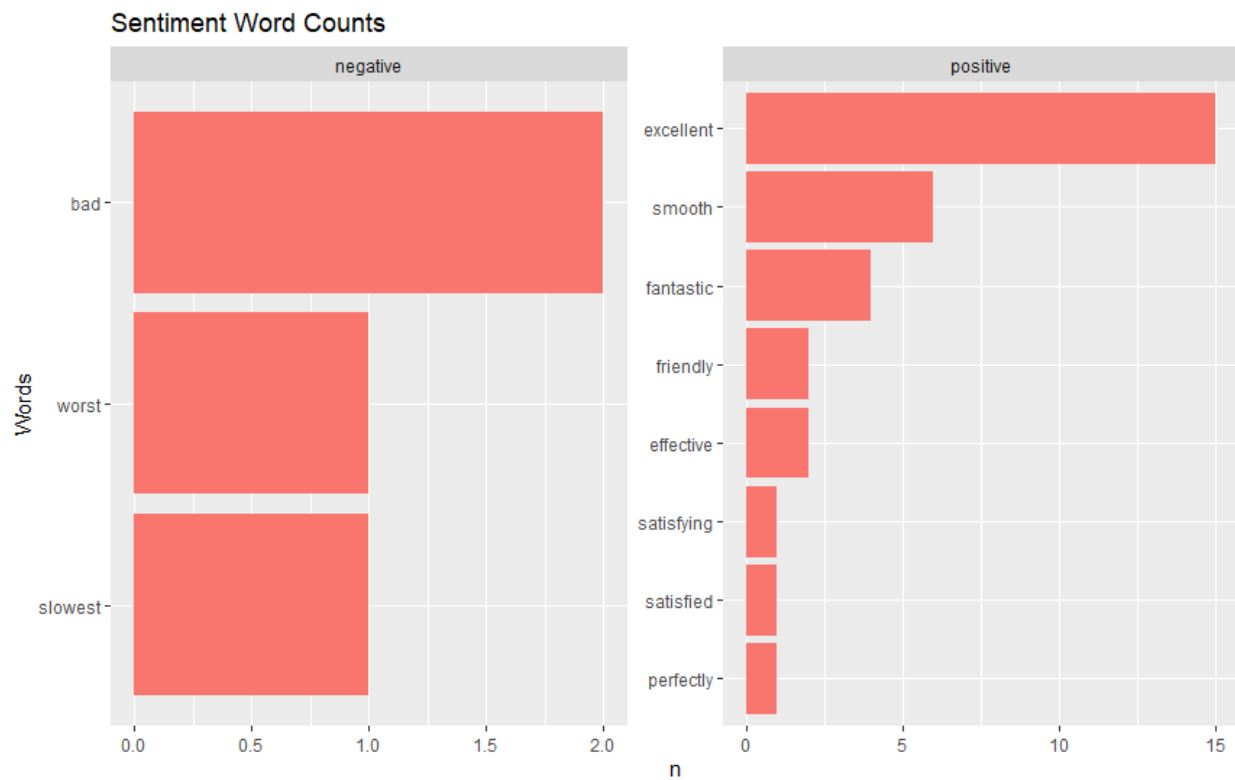
- The chart below is a word cloud that highlights the most used words. It can be seen that most of the words used are positive sentiments, which indicates that users enjoyed a fantastic experience in the month of March.

convenient
fantastic
seamless
simple
quick superb
smooth reliable
excellent
awesome
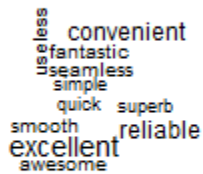
Comment:
Overall, it was a great month for BuyPower. It is apparent that users had a great experience with the product.

Recommendation:
To ensure a continued great experience, BuyPower should maintain a fantastic user experience for its users.