



There's no such thing
as too much feedback.



Natural Language Processing to
understand **brand reputation**
and **customer concerns** at scale



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December 2019
Metis Final Project

Monitoring opinion across multiple domains

hashtag monitoring



Enterprise brand awareness tools



Customer-Brand
Reputation?



custom scrapers



industry experts

A Instant Focus Group - **Branded Forums**

Case Study



The Product:

a streaming gaming service



Forum: Feb **2019**, Launch: Nov **2019**

Unique Brand Challenges:

- Industry paradigm shift
- Early adoption crucial
- **Hardware tribalism**

Consumer Insight Goals



What are the driving **neutral topics** in the forum?

Can we drill down to **opinionated topics**?

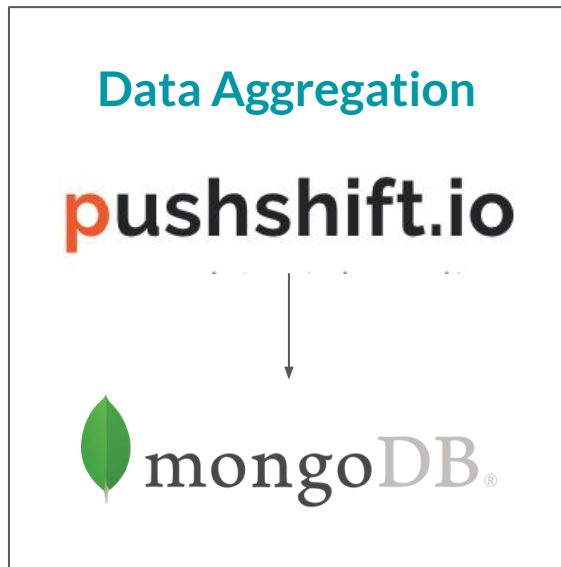


Can **sentiment analysis** tools enhance our understanding of the discussion?

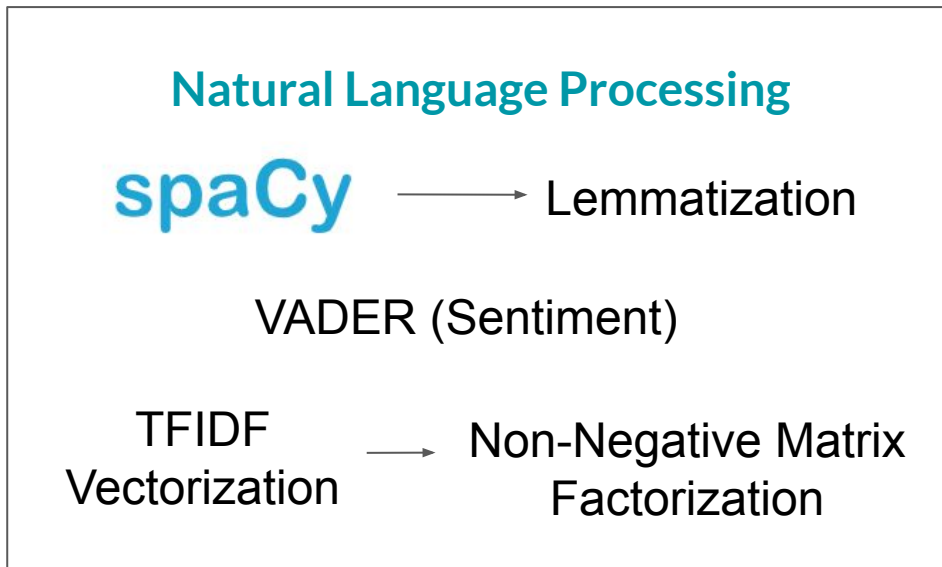
Can we **segment customers** according to topical affinity?



Toolsets

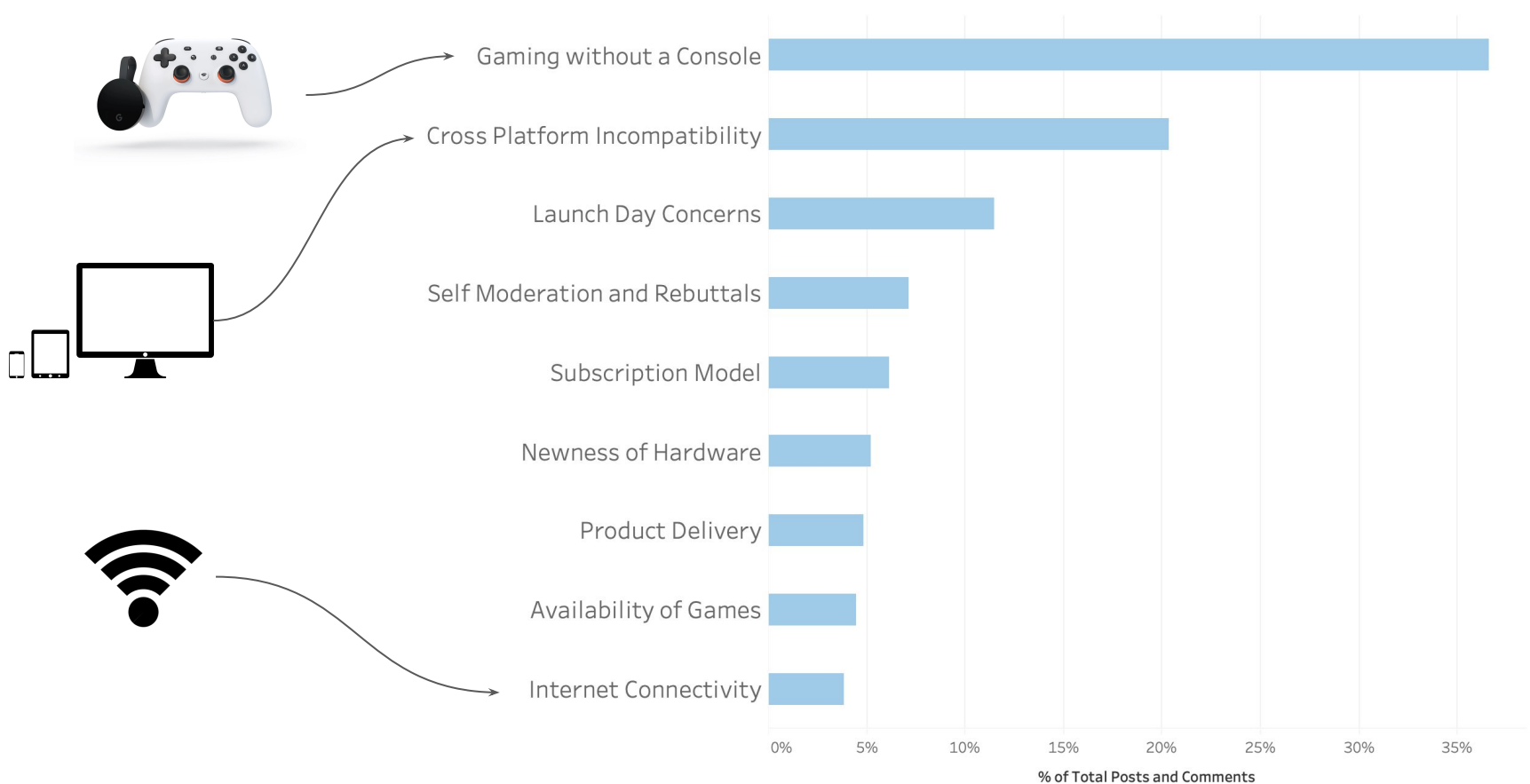


Feb '19 to Dec '19
40K Threads
240K Posts



“Neutral” Topic Model
“Opinionated” Topic Model

"Neutral" Topics uncover leading messaging opportunities



VADER sentiment...

In “meta” discussions, There's a catch...

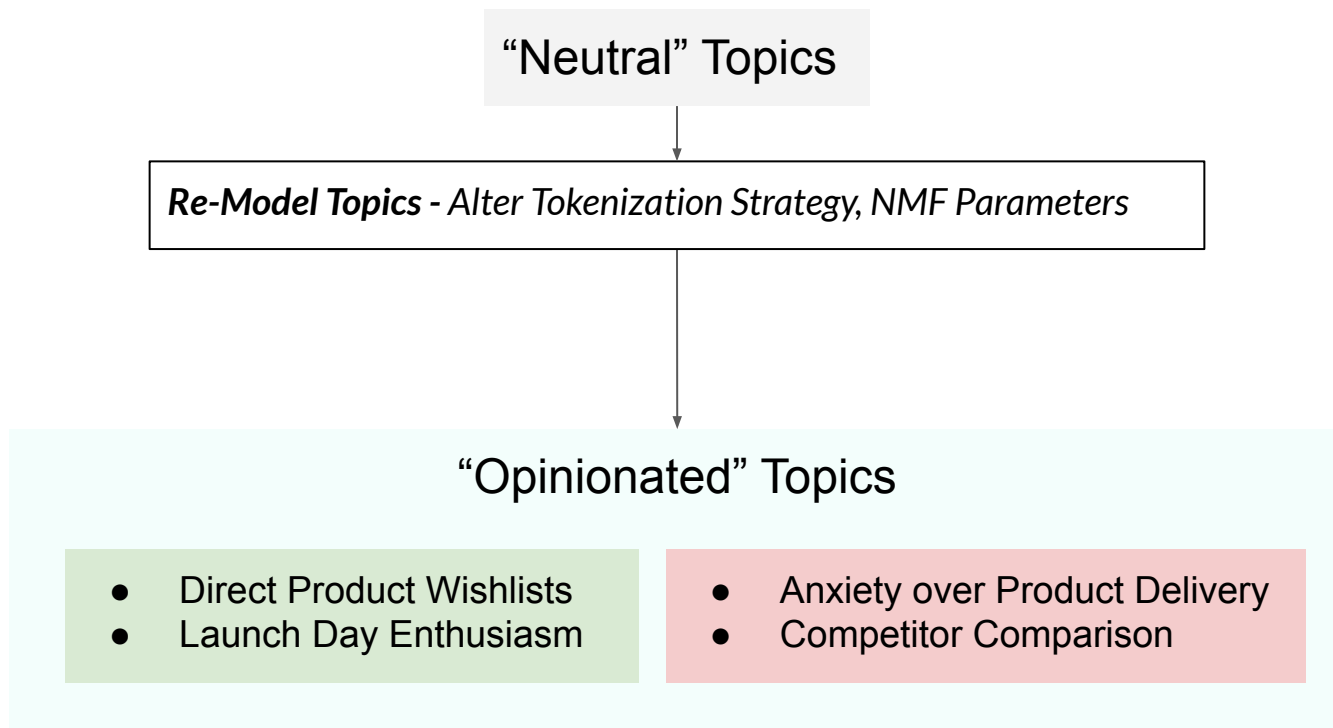
Customer writes **pro-brand rebuttal**

”

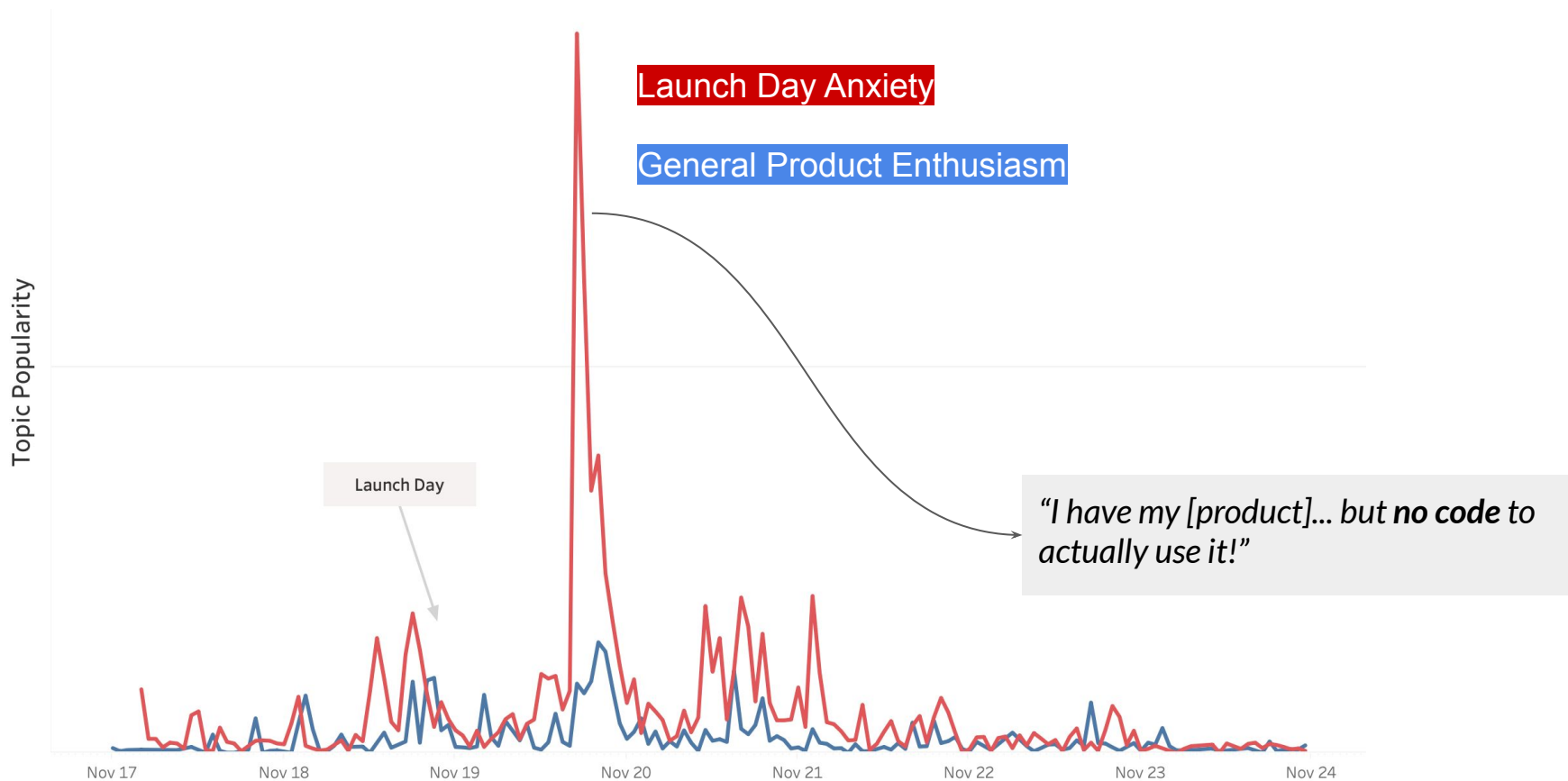
*Gamers are a **hostile** bunch... people who use different consoles **argue** why their console of choice is **best** and everything about the rest **suck**.*

VADER SCORE = (-0.69)

Evolved Approach: Topics as Customer “Opinions”



Topics Can Signal Discussion Anomalies



Branded Forums x NLP – Takeaways

“Neutral” Topics

- Understand brand’s position in industry
- Identify consumer message opportunities

“Opinionated” Topics

- Identify customer pain points
- Alert brand to reputation-critical anomalies
- Segment customers according to topical engagement

Thank You

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