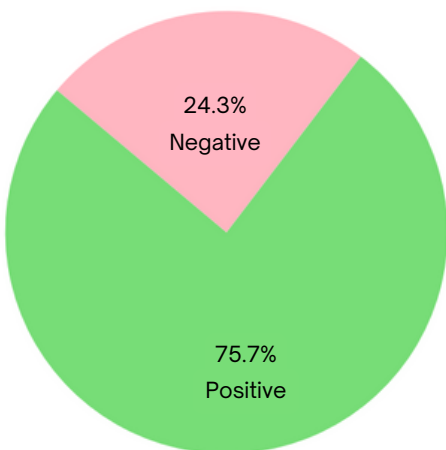


LINKAJA SENTIMENT ANALYSIS

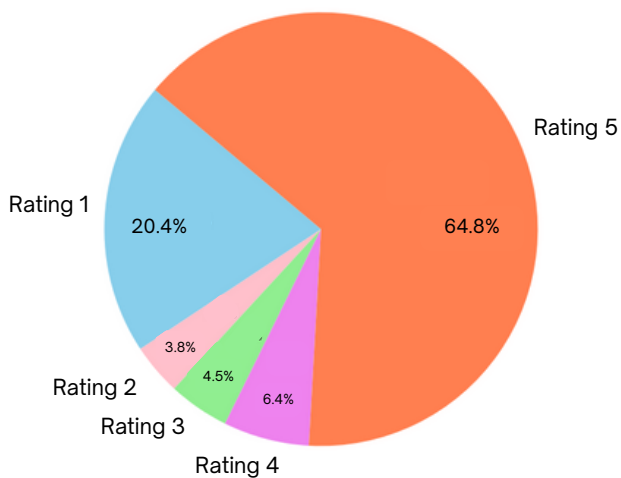


Customer reviews are crucial in evaluating and enhancing business quality. Sentiment analysis is a method for analyzing customer reviews. We analyze **400k newest reviews on Google Play Store** to provide strategies to improve the application

Sentiment Labels Distribution



Customer Ratings Distribution



Although LinkAja has a **high distribution in positive sentiment**, it is crucial to analyze the negative sentiment labels to enhance the quality of customers experience.

Negative Sentiment Wordcloud



Positive Sentiment Wordcloud



Wordcloud provides a visualization of frequently occurring words for each sentiment label.

Since LinkAja is an e-wallet service app, let's more **focus on negative sentiment related to transaction and payment issues!**

Transaction and Payment Issues Wordcloud



25.4% of negative sentiment experiencing transaction and payment issues.

Through Transaction and Payment Issues Wordcloud & Word Count,

- **14.6% of customers experienced transaction failures.**
- **19.97% of customers reported that their balances were reduced, cut, or lost.**

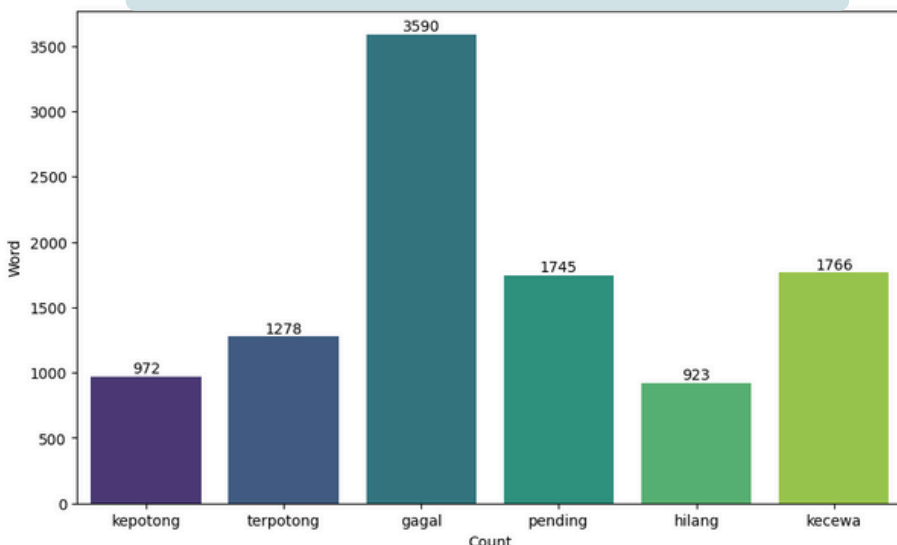
Consequently, 7% of customers who had this issues clearly stating their disappointment.



- To maintain customer confidence, **LinkAja urgently needs to prioritize system enhancement** and address these issues.
- If the issues are left unresolved, surely **LinkAja risks losing the customer trust.**
- This trust lost could **negatively impact the company's reputation and revenue.**



Transaction and Payment Issues Word Count



Check full customer reviews related to this issues in .csv



bit.ly/TransactionIssuesLinkAja