

Pocket FM **SENTIMENT ANALYSIS ON** **SHOW WITH** **CATEGORIZATION**



Pocket FM

#1 Audio Series Platform

Client

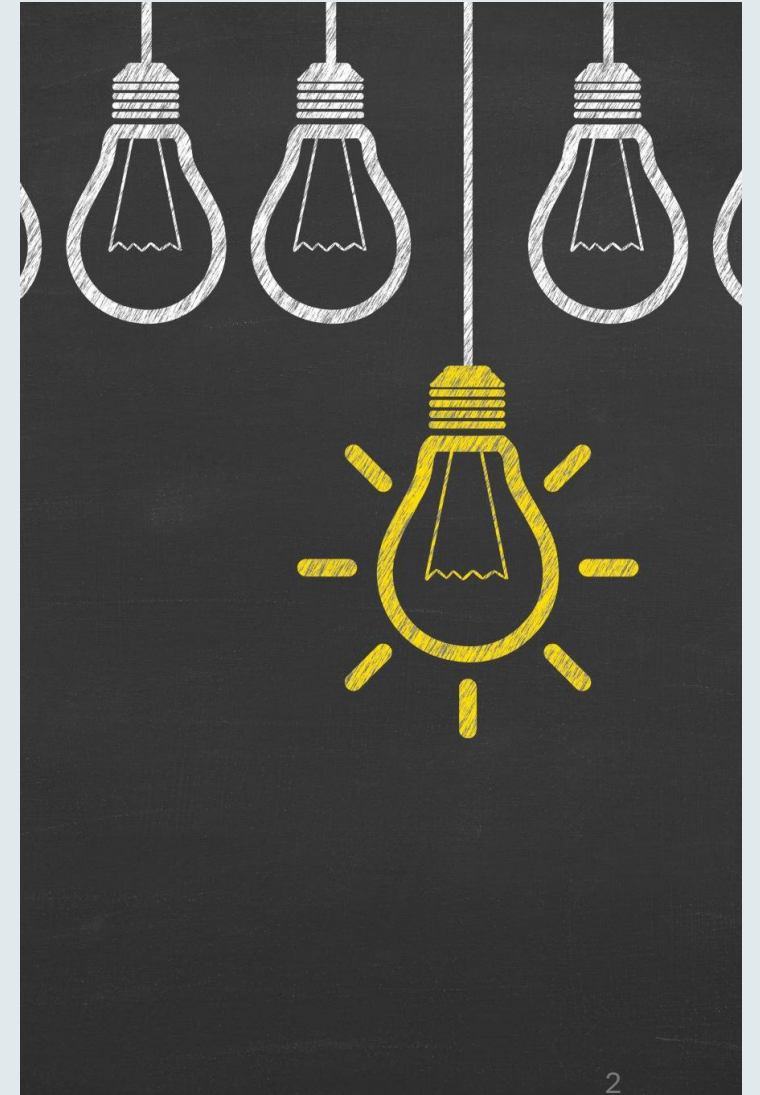
AJURS INSIGHTS



PROBLEM STATEMENT: Perform categorization with detailed sentiment and engagement analysis on a provided dataset of user comments, likes, and replies per chapter of a show, identifying chapters that require re-work and summarizing key insights for content enhancement.

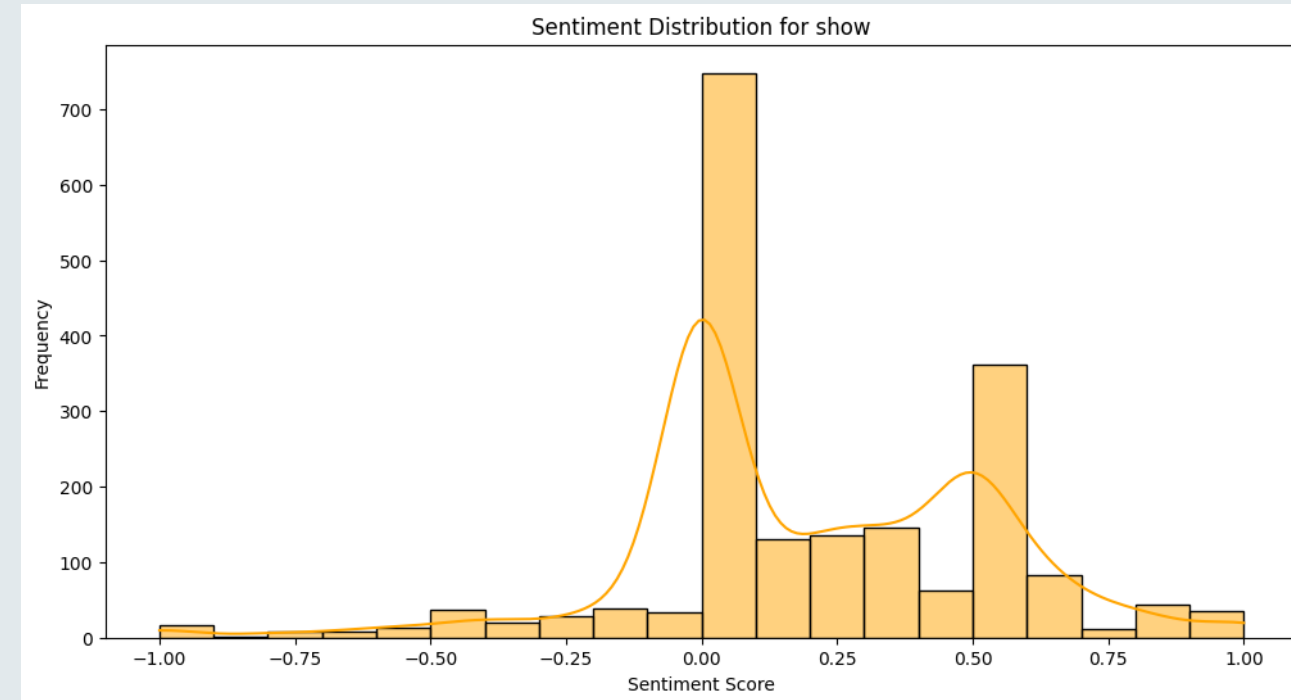
FRAMEWORK

- Data Exploration
- Sentiment Analysis
- Categorization of chapters
- Insights & Recommendation



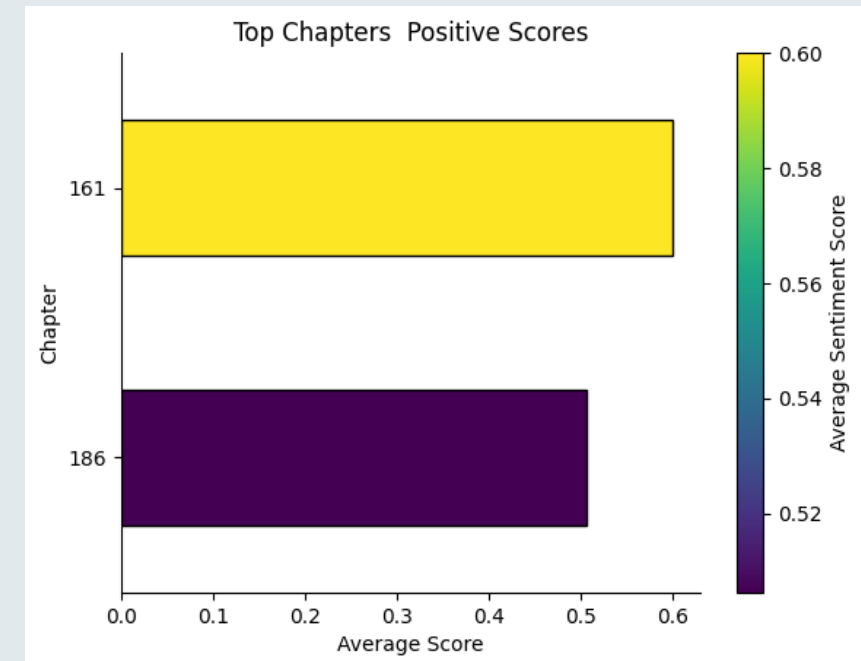
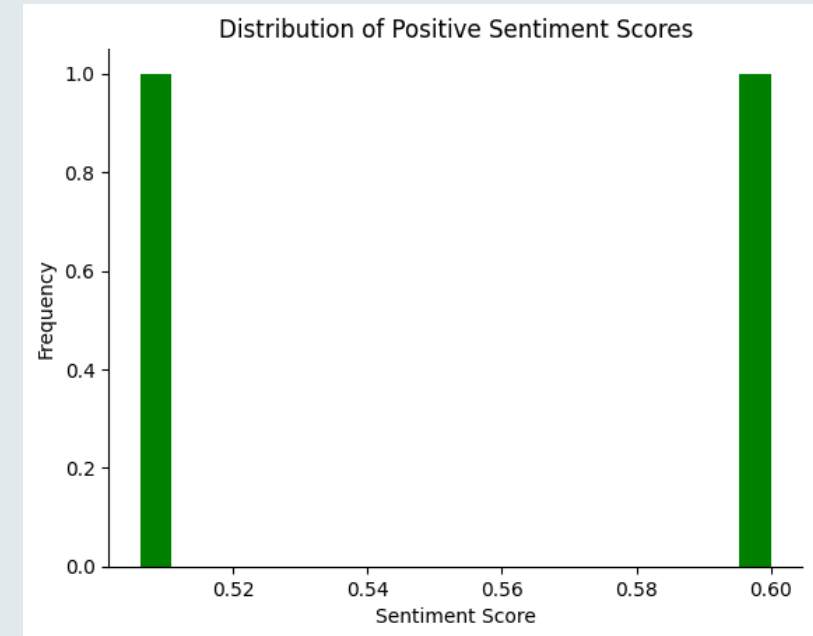
SENTIMENT ANALYSIS

- Performed Data exploration and feature engineering on data.
- Variables took consideration for analysis are
 - Username
 - Chapter
 - Comments
 - Date
 - Likes
 - Sentiment score
- Applied sentiment on user comments to understand their reaction.
- Sentiment polarity ranges from -1 to +1.
- Audience reactions were inclined towards neutral sentiment ranges +0.5 – 1.
- Most of the data lies in neutral sentiment from -0.1 to +0.4.
- Content engages audiences in more positive than negative which is minimum.



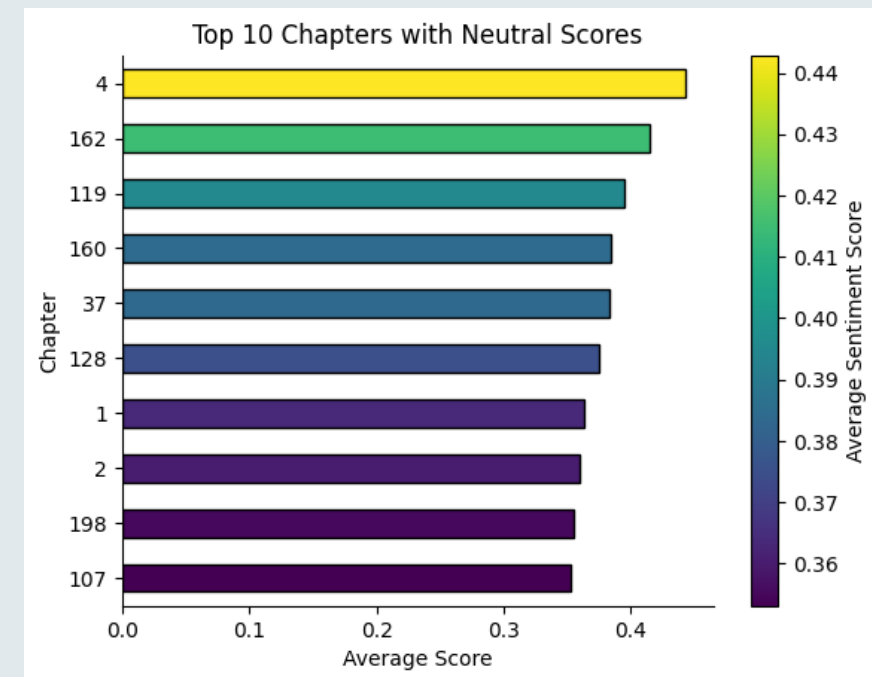
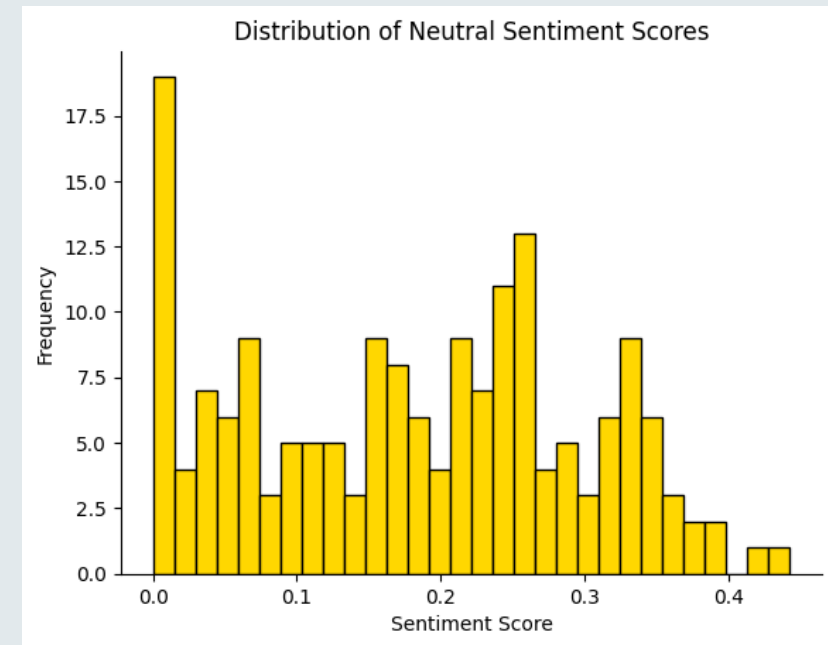
CATEGORY I

- Chapters were classified into three categories based on sentiment polarity scores.
- Category I consists of chapters with the highest positive sentiment scores by overall audiences.
- There are 2 out of 200 chapters were considered positive scores.
- Chapter 161 consists of an average score of 0.6 and Chapter 186 with an average score of 0.5.
- To delve deeper we classified chapters according to their engagement on content.
- Chapters 161, and 186 where audiences have shown more interest.



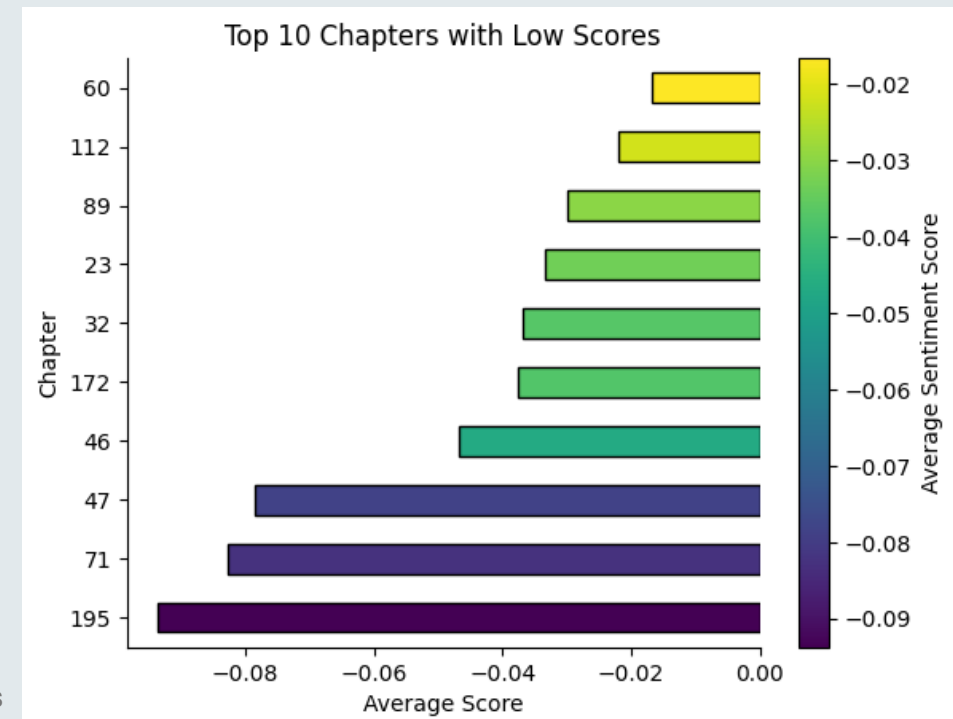
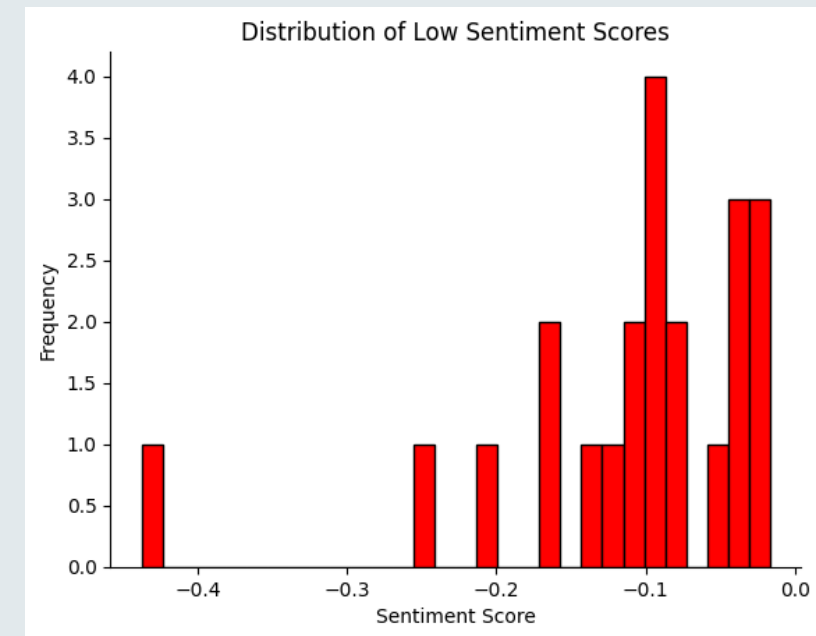
CATEGORY II

- Category II consists of chapters with Neutral sentiment scores by overall audiences.
- There are 175 out of 200 chapters that were considered neutral scores.
- 87.5% of chapters in show expressed their interest in the show as Neutral.
- To delve deeper we classified chapters according to their engagement on content.
- Retrieved Top 10 chapters in category II, having the overall highest sentiment score.
- Chapters 4 and 162 have shown more engagement and interest by audiences.



CATEGORY III

- Category III consists of chapters with Low sentiment scores by overall audiences.
- There are 23 out of 200 chapters that were considered neutral scores.
- 11.5% of chapters in the show not generate much traction with audiences.
- To delve deeper we classified chapters according to their engagement on content.
- Retrieved Top 10 chapters in category III, having the overall highest sentiment score.
- Chapters 60,112,89,23 and 32 have the potential to transition into category II.
- The remaining 18 chapters need to be reworked in terms of storytelling and character arc development in chapters.



Insights & Recommendations

- Analysis performed on The Duke's Masked Wife show is retrieved from 200 chapters with 1.96K comments by users.
- Category I and Category II are considered as one segment 177 out of 200 chapters were getting more traction and engagement from audiences.
- Category III is important to rework and discuss with writers and the story team to implement more engaging content in the chapters.
- Ensure content is released on a consistent schedule to build anticipation and retain reader interest.
- Positive audiences like the start and plot of the story which is the hook to build and develop similar stories.
- Most of the audience loved the story but the twist and character arc still need to develop well.