Scenario: Consumer Sentiment Analysis for Product Improvement

UVA DS 4002 Case Study: Victoria Guo Spring 2024

Overview

As a data analyst at a leading instrument manufacturing company, you are tasked with improving the company's understanding of consumer sentiment. The company has launched a new product, and the marketing team wants to gauge public reaction to determine the success of the launch. Your role is to analyze consumer sentiment using data surrounding customer reviews and ratings.

Your analysis will help inform strategic initiatives aimed at optimizing consumer engagement and enhancing overall satisfaction with the product. By identifying key trends, patterns, and insights, you will provide valuable guidance for the marketing, product development, and customer service teams.

Task Brief

Your task is to conduct a comprehensive analysis of consumer sentiment regarding the new product line. You will be expected to:

1. Identify key themes, trends, and sentiments expressed by consumers.
2. Analyze the data to determine factors contributing to positive and negative sentiments.
3. Create a model that communicates the overall sentiment of the product and provide actionable recommendations for improving consumer satisfaction.

The deliverable should be in a format that is easily digestible by stakeholders who may not have a technical background. It should effectively convey the current state of consumer sentiment and offer guidance on potential areas for improvement.

Success Criteria

To successfully complete this mission, you should:

- Demonstrate a thorough understanding of consumer sentiment and how it can impact business decisions.
- Use an appropriate model to extract meaningful insights from the data.
- Develop clear, actionable recommendations based on your analysis.
- Present your findings in a way that is accessible and informative to a broad audience, including non-technical stakeholders.

Your deliverable will play a key role in shaping the company's strategic initiatives to enhance consumer engagement and satisfaction. Good luck!