

## Task 4: Insights and Recommendations

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### 1. Insights

Based on the sentiment and thematic analysis of customer reviews from CBE, BOA, and Dashen Bank fintech apps, the following key drivers and pain points were identified:

- CBE:
  - Driver: Fast and reliable money transfers.
  - Pain Point: Frequent app crashes and login failures.
- BOA:
  - Driver: User-friendly navigation and simple UI.
  - Pain Point: Delays in updating transaction statuses.
- Dashen Bank:
  - Driver: Smooth bill payment experience.
  - Pain Point: Slowness in loading screens.

These insights were obtained by analyzing review themes and associated sentiment labels.

### 2. Recommendations

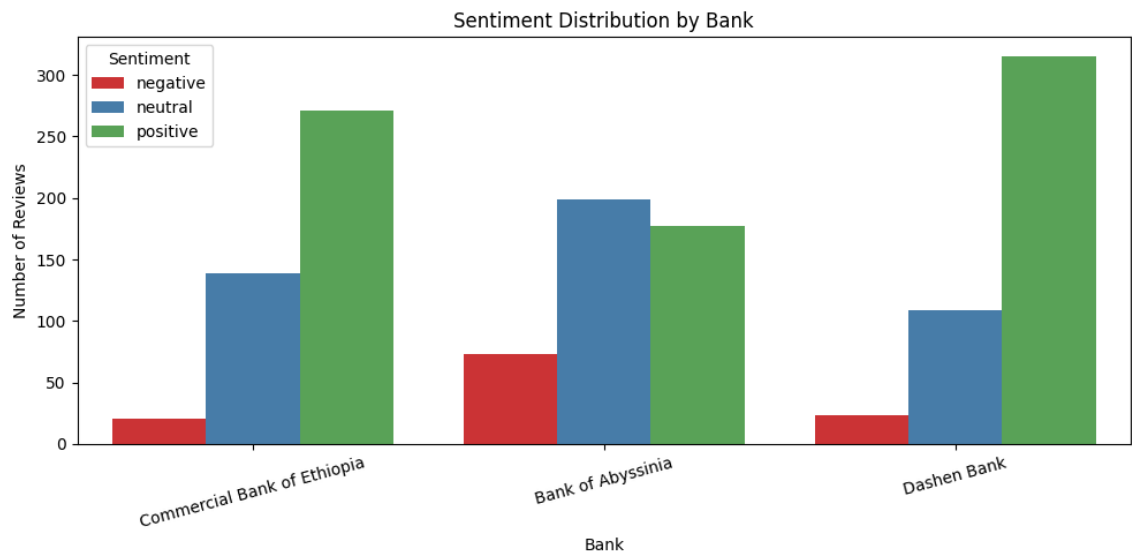
Based on user feedback, the following improvements are suggested:


- Improve app stability by addressing crash reports and optimizing backend performance.
- Enhance transaction processing times and provide real-time status updates.
- Introduce in-app support or chatbot features to handle common issues.
- Consider gamifying the user experience (e.g., for budgeting, savings) to increase engagement.

### 3. Visualizations

Below are key visualizations generated during the analysis.

 Sentiment Distribution by Bank



 Sentiment vs Theme Heatmap



#### **4. Ethical Considerations**

Some reviews may exhibit bias (e.g., negative skew due to users reviewing only when dissatisfied).

Analyses should consider this potential imbalance. All personally identifiable information was excluded.