



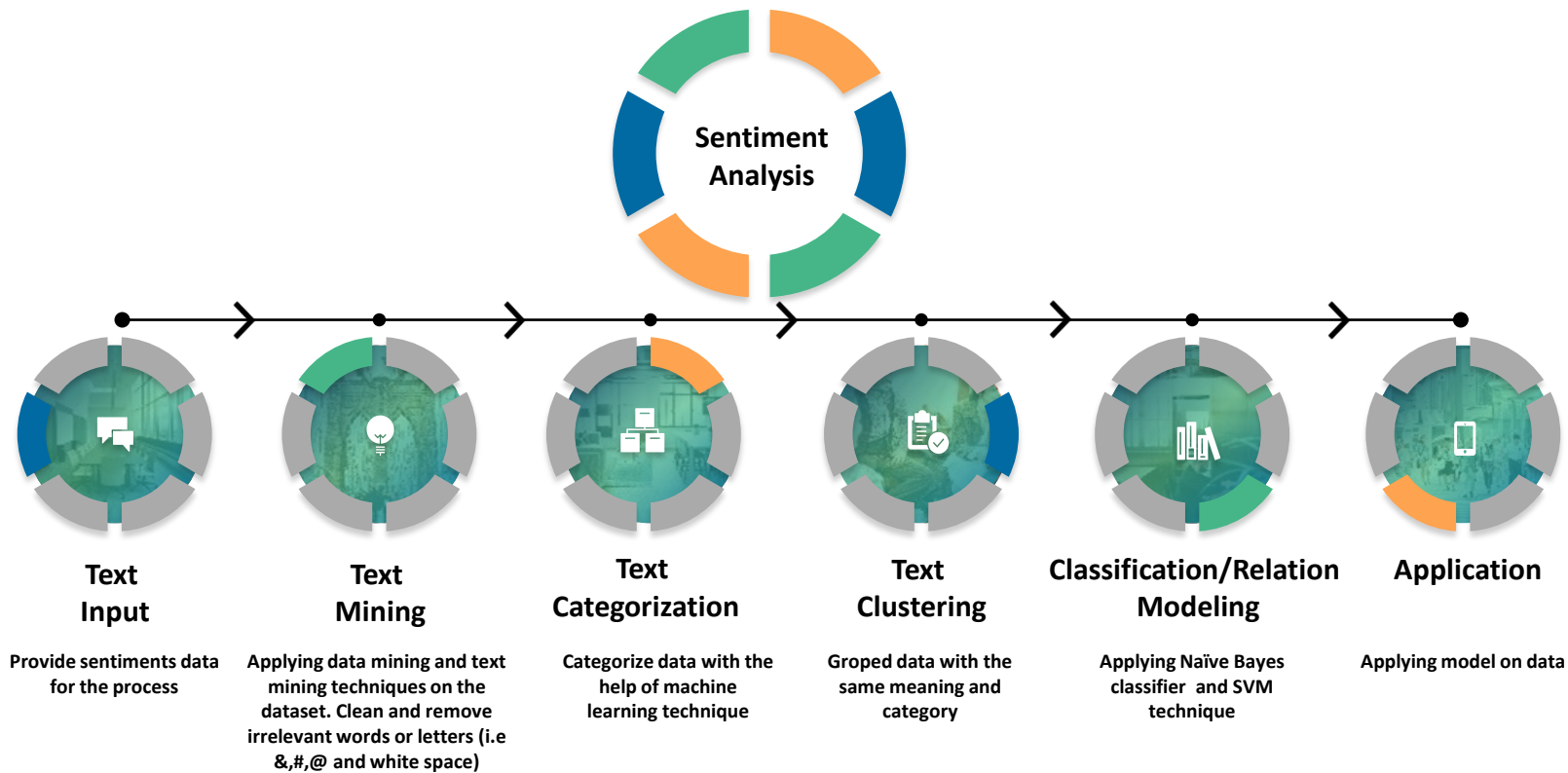
SENTIMENT ANALYSIS

Project Outline -

One of our existing clients, wanted to have text analysis for the VOC through various sources including social media, online feedback portal and direct communication.

All the data was captured real time basis and the analysis reports were presented on monthly and quarterly basis.

EVALUATION FRAMEWORK



ANALYSIS OUTPUT

Sentiments	← Break Point Neutral Delighted →				Total Score	Sentiment Class	Suggested Action
	Very Negative (Count)	Negative (Count)	Positive (Count)	Very Positive (Count)			
Good service and nice discounts. But we found whenever new offers like more than 50% Free sale.. there many customers in store that real buying customers can't enter into stores. Many customers just coming and throwing cloths and going away. Because of real customers also can't buy anything.	0	1	3	11	34	Positive	😊
It felt nice hearing about 3 days free shopping but first off the products displayed in the sale were mostly looked like the very off stuff. This sale ultimately seemed to be a stock clearing idea by promoting as lucrative deal. Even staff members were cooperative to explain or help customer by shop.	0	6	4	13	27	Positive	😊
You always do bad billing but experience was ok.	0	1	1	0	-3	Neutral	😞
I was disappointed for 2 things 1. Too less trial rooms and billing counters. Hence crowded. 2. Unskilled billing staff n slow systems.	5	2	0	0	-26	Negative	😞
We understand it was a busy day offering discount and then managing the crowd but we had bad experience as we tried to share some concerns with manager at second floor the fellow went and told him and in front of us only he denied to attend us and was busy greetings his known ones. This approach was very unprofessional At the same time the transparency in the offers was not there all the customers were feeling cheated when they were reaching the cash counter knowing the Terms n conditions. Height was that on such busy day the trial rooms were closed and therefore we all suffered and confused to opt for the correct size and just after the discount was over all trial rooms are working	7	6	1	9	-22	Negative	😞

RCA*

*Root cause analysis of all neutral and negative sentiments

