

RATINGS AND REVIEWS ANALYTICS

AT A GLANCE

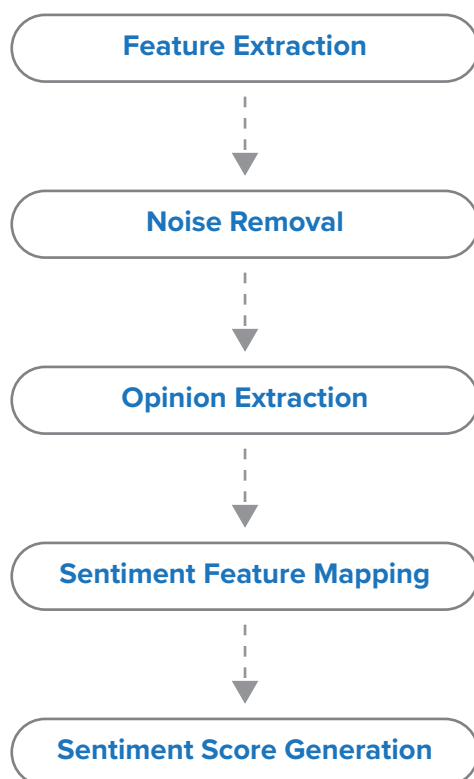
BUSINESS PROBLEMS

Brands have access to multiple customer reviews and ratings for their products. Even so, it's often a painstaking task to analyze this spectrum of varying tonalities and expressions, to determine the popularity of the products.

However, uncovering the emotions and attitudes from these reviews is a crucial and unavoidable exercise in today's landscape. Customer feedback provides brands with actionable pieces of information, useful in numerous areas of business and research for new product development.

Gauging public opinion by way of online reviews, helps you get a pulse of your brand.

OUR METHODOLOGY:



Review Breakup	Review Part	Opinion	Sentiment Type	Sentiment Score
Amazon took 5 days to deliver the product though they committed to deliver in three days, not happy with the delivery time	Delivery	Not happy	Negative	0.2
The battery life is fantastic	Battery	Fantastic	Positive	0.85
Not very happy with the camera	Camera	Not Very happy	Negative	0.45

HOW CAN WE HELP

Backed by our AI-powered NLP model, we're able to systematically extract, identify and score customer reviews. The logic that goes into the algorithm is one that has evolved over time and finely tuned to provide the highest degree of accuracy. The outcome for the brand is meaningful insights from previously unstructured reviews.

Due to the automation that this brings, you can save time, costs and will be able to operate at a massive scale. Our convenient and customizable insights bring all the information you need to the forefront and at any time you need it.

FAQ'S

Which NLP tool do you use?

The three latest tools we use are, Spacy, NLTK and TextBlob.

Can you differentiate between reviews like "Product is not bad" Vs "Product is bad"?

Yes, our algorithm is trained to differentiate between double negative statements like "not bad" and "it is bad" and rank them separately, based on the predetermined scores. This offers far more accuracy to something that is otherwise very subjective.

NEXT STEPS

Give it a try to experience the benefits for yourself. [Sign up for a demo](#)

Questions?

Email sales-team@dataweave.com or give us a call at 1.425.786.6210

For information on other DataWeave solutions, visit www.dataweave.com