

Sentiment Analysis for Retail Client

A Global retail client faced challenges in gathering insights from customer reviews on product quality, shipping and overall consumer experience. Achala proposed Sentiment analysis solution to gather and analyze customer review data on a continuous basis. This analysis provided insights in reducing the customer churn and increasing the Customer life time value

Challenges

- ✓ Access to External website API's to gather user feedback
- ✓ Storage of the structured and unstructured data on cloud
- ✓ Product Organization and Review Mapping
- ✓ Text Mining to summarize the reviews
- ✓ Filtering and data cleansing of unstructured user reviews

Benefits

- ✓ Real time access to user reviews and feedback
- ✓ Competitive intelligence and insights into Competitive strategies
- ✓ Improving customer satisfaction and reducing customer churn
- ✓ Identifying upsell and cross-sell opportunities

Our Approach

