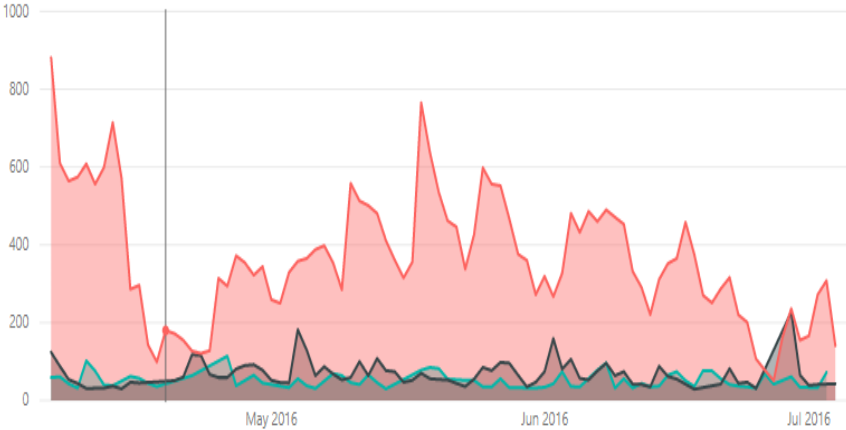




Sentiment Analysis

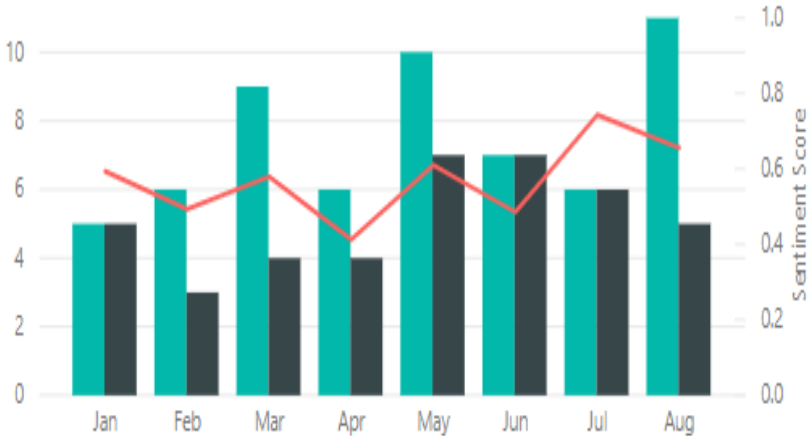


Request and Guidelines Provided

- **Client:** Large New York based public equity asset manager
- Evaluate multiple potential investment opportunities using feedbacks (unstructured) data
- Evaluate trends in user ratings over time across geographies, categories and topics
- Identify common themes using a keyword library

Methodology and Final Deliverable

- Web-scraped the customer feedback data from a review forum
- Performed distribution analysis based on time, geography, and reviewer demographic of the comments data
- Identified the top trending themes (using a combination of manual and automated tagging)
- The analysis helped the fund manager to augment the investment decision with the help of data analytics



Tools/Technology used : R, MS Excel