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Which Smart Phone to Choose?

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Android smartphones have over 88% of the market share in the smartphone industry. With so many new phones launched with similar price point and features it almost makes impossible for a customer to make a decision and be satisfied. One effective approach to this problem is by using the experiences of users of these products to draw insights and reach a conclusion. Experiences of these customers are best captured in the form of feedback or reviews. What can be a better source of such reviews than the largest online marketplace “Amazon”. Reviews are individual perspectives, which are very diverse and cover both positive and negative emotions of customers for a product. Analyzing the details of these reviews could provide more information than just plain specifications of smartphones. Information regarding performance of the touchscreen, actual abilities of the camera, music and audio experiences, and other important factors could be insightful for the phone buyer as well as phone manufacturer. Buyer can narrow down their choice to a single product bases on their most desired aspect of a phone whereas manufactures can understand the limitations of their current version and come up with a better product to have success in this competitive and growing marketplace. In this paper my objective is to analyze the overall sentiment of the reviews of smartphones which fall in similar price point. In order to pursue this I have extracted the user comments from Amazon using a web crawler and user SAS enterprise miner and SAS sentimental studio to draw insights.

The data set for this analysis contains the Product Title, Brand, Price, Rating, Reviews of smartphones which were collected from the Amazon website. The data was taken from the https://www.kaggle.com/PromptCloudHQ/amazon-reviews-unlocked-mobile-phones. The dataset has over 400,000 customer reviews on various phones.
**Results**

- We could find few recurring issues that were causing customer dissatisfaction leading to a poor review.

**Discussion**

This analysis was limited to only single models of Samsung and Blu which were in the same price point but it gave insights on the few common issues and troubles that were observed. This analysis can be further applied to different models from different segmentation to give a good value for money factor for smartphones. Similarly, this analysis can be applied to other electronic gadgets like laptops so as to increase customer satisfaction and also improve the brand value of the company. 80% of the real world data is in unstructured form this information can be leveraged to make improvements in the upcoming models and also learn what people feel about their competitors. They quickly learn from the common occurring problem to have a good reputation for the brand value they carry and also retain their customers, like in BLU Vivo 5 there were many complaints on the front camera, if these issues are detected early it can be rectified. Similarly, this analysis is useful for people who are looking to buy new phones it can help them compare the pros and cons of models beyond just the technical specifications of phones.

**References**

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