

Telecom Sentiment Analysis

Function : #Text Analytics | Industry : #Telecom Industry

Goal

- To identify high-level topics in the dataset, providing an understanding of subscriber feedback and their performance over time.
- To employ sentiment analysis on the verbatim responses associated with each identified topic to categorise sentiments as positive, neutral, or negative.
- To determine sentiment variations across different areas.

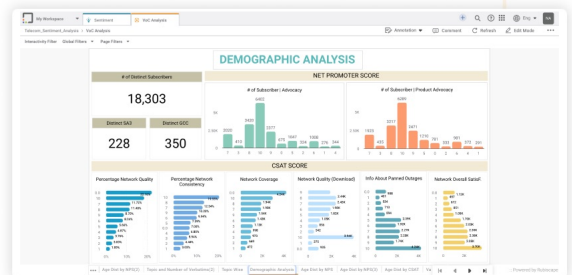
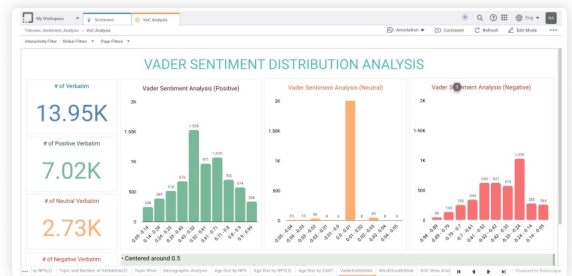
Technique

- Text Preprocessing
- Topic Modelling
- Sentiment Analysis
- Time Series Visualization
- Visualization

Impact

- Enable strategic decision-making by providing a clear understanding of the key topics in subscriber feedback.
- Pinpoint specific areas to guide targeted efforts and enhance customer satisfaction.
- Provide insights into subscriber opinions through verbatim sentiment analysis.

Result

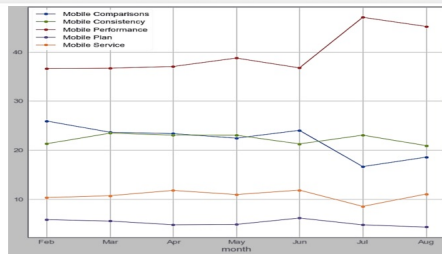


Value Points

Understand the what, why, when, where & how

Text Preprocessing

Exploratory Data Analysis On The Preprocessed Data To Derive Meaningful Data Insights

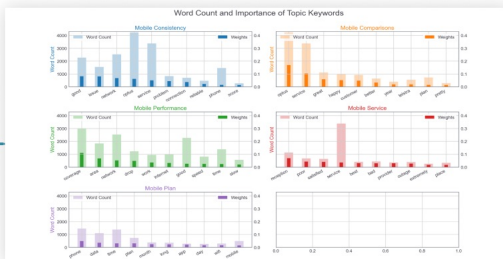


Transform text into a more digestible form to optimally perform, particularly for sentiment analysis.

The accuracy of machine learning techniques is greatly improved by the removal of unwanted text and noise.

Topic Modeling

- Forecasting
- Data Exploration
- Data Preparation
- Modeling



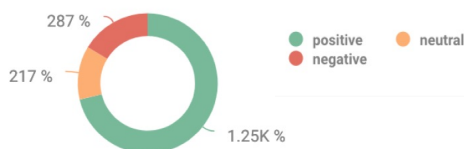
An unsupervised approach to determine high-level topics for the telecommunications industry

Discovers hidden topics in the dataset and classifies the verbatim into topics.

Sentiment Analysis

- Forecasting
- Data Exploration
- Modeling
- Auto ARIMA
- Automated Exponential Smoothing
- Holt Exponential Smoothing
- ARIMA

Consistency



Classify texts into positive, neutral, and negative sentiments that can be used to generate actionable insights.

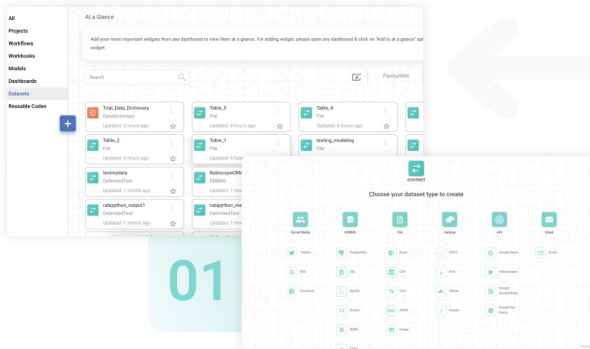
Pinpoint specific areas to guide targeted efforts and enhance customer satisfaction.

Multi Persona DSML Platform

For all your data needs- Data Engineering, Data Science, Data Visualisation, IoT



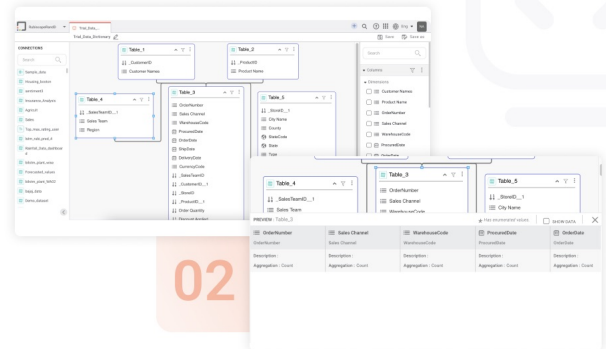
Data Connect



01

Telecom Sentiment Analysis

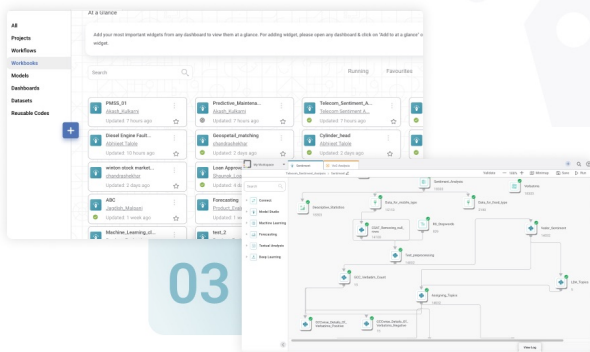
Metadata Manger



02

Comprehensive Data Operations, encompassing Metadata Management

Model Studio



03

Modelling, encompassing the selection and configuration of models

Visualisation



04

Viz Ops, Illustrating The Core Trends And Graphical Representations

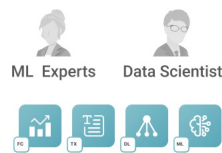
Agile Data Science

Encapsulating best practices, tools and methods

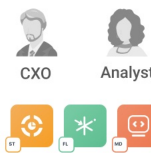
Data Ops



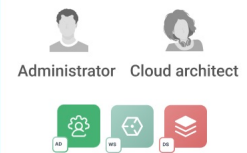
ML Ops



Viz Ops



Tech Ops



Ideate

- What is the goal?
- How can you leverage the data?
- What do you want to predict?

Acquire

- How is data sampled?
- Which data is relevant?
- Any data privacy issue?

Explore

- Plot the data
- Are there anomalies?
- Are there patterns?

Model

- Build a model
- Fit the model
- Validate the model

Present

- What did we learn?
- Do the results make sense?
- Can we tell a story?

Deploy

- Where to Deploy?
- What is the Structure of Pipeline?
- How to Optimise and Scale?