

PAXCOM

# HAIRCARE SENTIMENT ANALYSIS:

## RATINGS, POLARITY, & INSIGHTS

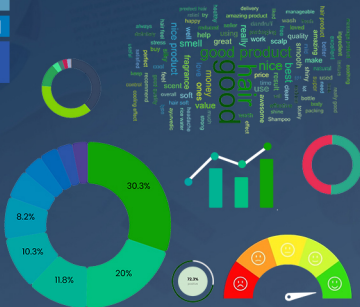
Spotlight on Our **Sentiment  
Analysis Tool's** Capabilities

TOTAL SKU COUNT: 5356

CHANNEL COVERED: AMAZON

SUB-CATEGORIES COVERED:  
HAIR OILS, SHAMPOO

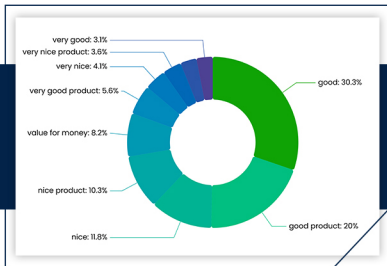
Swipe >>



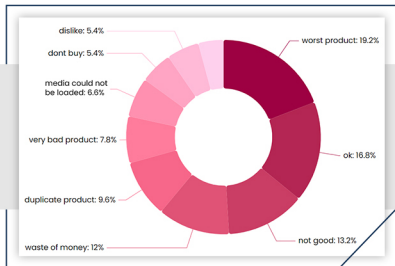
This document contains the dates as follows - Jan 1 - Sep 30



## Positive Opinions Polarity



## Negative Opinions Polarity



The data provides insights into customers' **favorable and unfavorable opinions** in the **haicare category**. Using these keywords can help you build positive sentiments about your brand.

For example – Media issues and duplicity of the product are the problem areas here; fine-tuning your content strategy can reduce the risk of media loading issues and introduce authentication marks to reduce product duplicity.



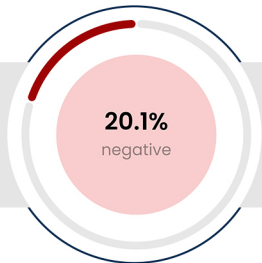
## Positive Polarity Share

Total - 2.4k, Positive - 1.9k



## Negative Polarity Share

Total - 2.4k, Negative - 480

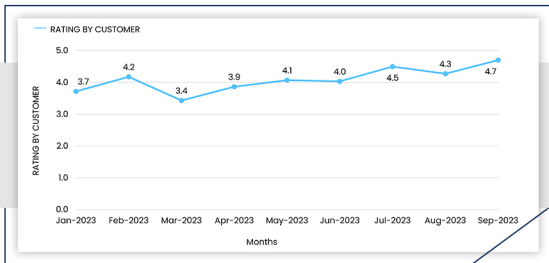
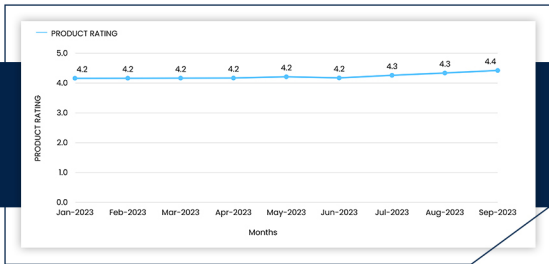


The data illustrates the **positive and negative polarity share** of the **haircare category**. Brands can proactively monitor this sentiment share and take corrective action when negative sentiment exceeds the predefined internal benchmarks.





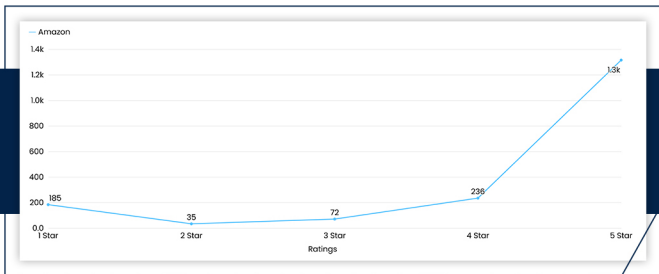
# Average Product Rating & Rating by customer (MoM trend)



The graph presents a detailed analysis of how average product and customer ratings in the **haircare** category have evolved month by month throughout the period from **January to September 2023**. Analyzing this data can help you co-relate it with other business operation aspects. For example, if your rating is down, brands can correlate if the negative sentiment is high due to fulfillment issues during specific periods; this can help you plan for the future and address potential issues.



## Review Rating Distribution



The dataset shows reviews across different rating levels for **haicare products**. This graph can help you track distribution in rating, and brands can take action as and when they see an uptick in lower ratings to minimize the risk of an overall product rating drop.



## Positive and Negative Review Aspects



The above data delves into the **sentiment analysis** of customer reviews, uncovering both the **positive and negative review aspects**. This representation provides a quick and effective way to pinpoint areas that need improvement or attention.



PAXCOM

Harness the power of  
**sentiment analysis**  
with **Paxviz**

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