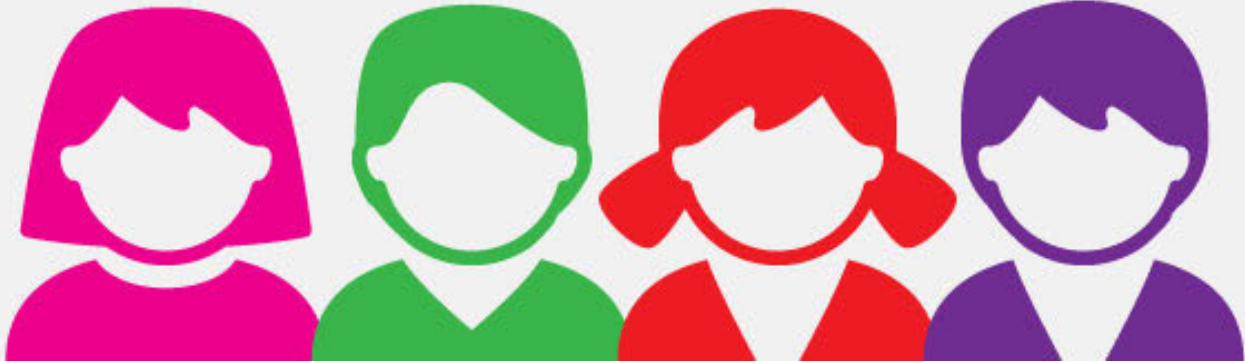


# SENTIMENT ANALYTICS



## Sentiment Analytics

## Our Client

A Japanese auto manufacturer

## Why they needed us

They were looking to design and introduce a new product line-up for the Indian market. They wanted to quantitatively measure which features the different geo-demographic groups valued, in order to design for and target the Indian auto consumer market for maximum returns. They approached us not only for our expertise in analytics, but also for our intricate know-how about the Indian auto market's sentiment.

## What we did

We sourced information from various social media platforms and auto review websites and performed analysis (using KANDENCE our text analytics engine) to give insight (using KALEIDOSCOPE our rendering engine) about the current sentiment of the Indian auto consumer market.

We performed key phrase identification to identify the particular range of products (SUV, Hatchback etc.) that were being talked about and the various features that were being talked about for that particular product range.

Next, we performed sentiment analysis to classify the sentiment on each feature for the various product ranges, as positive negative or neutral by assigning scores ranging from 0 to 1.

We took a weighted average of these individual scores for the features to determine the overall sentiment about each product range. Different weights were chosen for the different geo-demographic groups to accurately reflect their sentiment.

We built a web application to present these insights in a meaningful and easily comprehensible way.

## How they benefited

They were able to get meaningful insights into how the different geo-demographic groups in India perceived the different product ranges.

These insights included, but were not limited to details such as, which features the different geo-demographic groups valued high for each product range, how the different product ranges were perceived among the different geo-demographic groups etc.

This enabled them to better target the Indian auto consumer market.

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### About Redeem Systems

*Redeem Systems is a pure-play Engineering and Digital Services Company with focus on mission critical highly engineered + high availability systems. Our global presence spans Asia-Pacific, Middle-east, Europe and North-America.*

*Our focus verticals include – Tele-communications, Medical Electronics and Aerospace & Strategic Electronics.*

*Our Product Engineering competencies include Product Design and Development, Verification & Validation, Emerging Markets Strategy and Product Life-Cycle Extension through Value Analysis and Value Engineering*

*Our Digital competencies are focused on Industrial Internet-of-Things (IIoT), Engineering Big Data Analytics and Software Defined Networking (SDN)/ Network Functions Virtualization (NFV).*