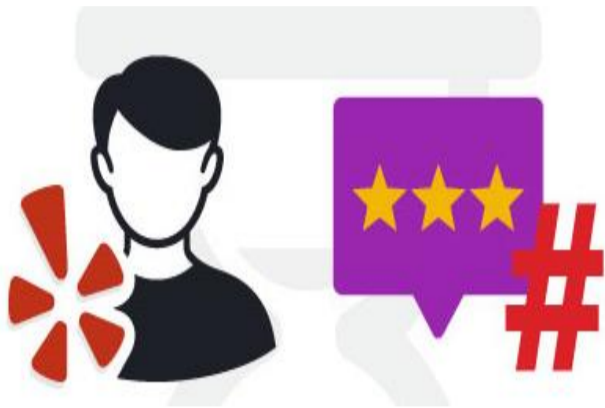


Kayo Kamguem Cecile Jelissa¹
 Prof. Christian Lopez^{2,3}

Chemical Engineering¹, Computer Science², Lafayette College, Easton, PA

Introduction

Engineers need feedback from customers on goods produced by their companies in order to update their products.



- This feedback could be obtained from online customer reviews of the product and using data mining, the data can be summarized.
- Data mining is a process in which meaningful information is extracted from large volume of data.

Motivation

- As engineers, it is important to understand how people feel about products or services we produce.
- Using data mining, customer sentiments for a product could be converted into numbers that are easy to interpret graphically.

EXAMPLES OF CUSTOMER REVIEWS

- Produces so **much noise**: It produces so **much noise** so will not be appropriate to make coffee at night when kids are sleeping. *Sentiment: -0.70*
- Perfect Temperature**: It produces coffee at a specific temperature that **suits** the consumer. Temperature could be modified and varied depending on how hot the consumer wants the coffee to be. *Sentiment of 0.90*

Case study

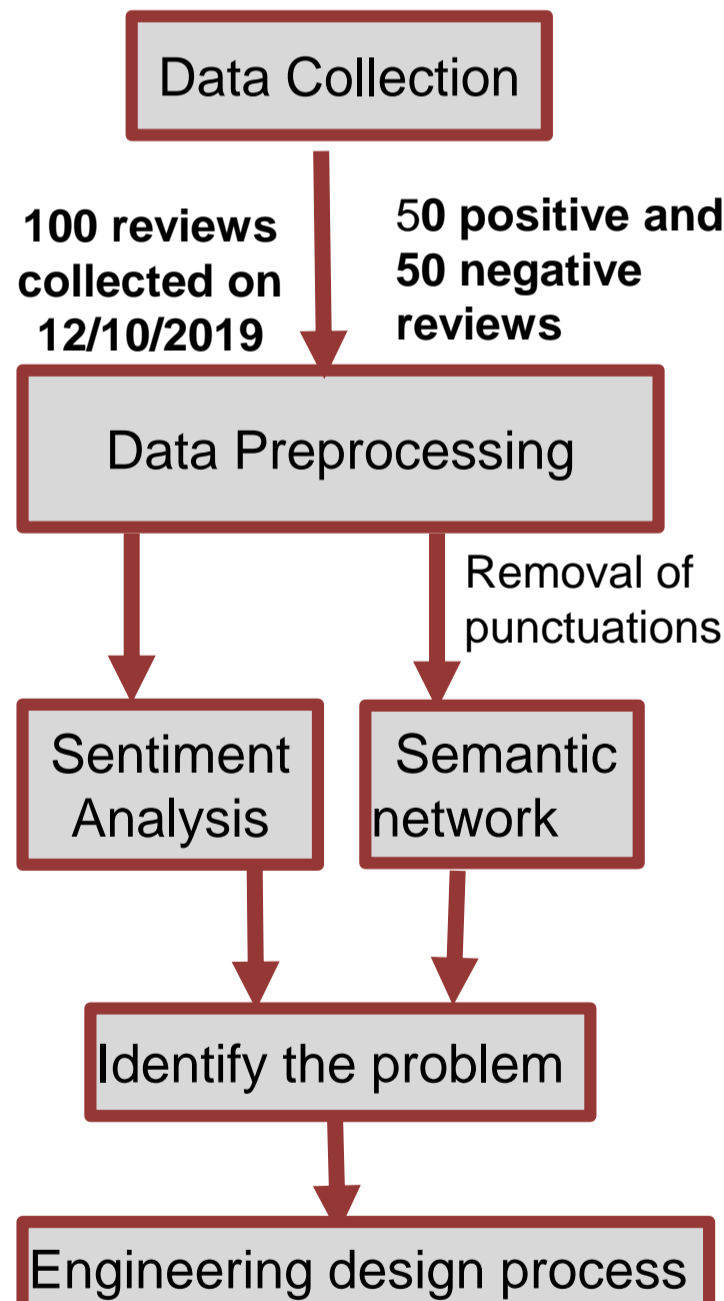
Using online customer reviews from Walmart to identify issues faced by a five cup coffee maker by:

- Performing sentiment analysis.
- Performing Semantic network



Walmart

Methodology



Conclusion

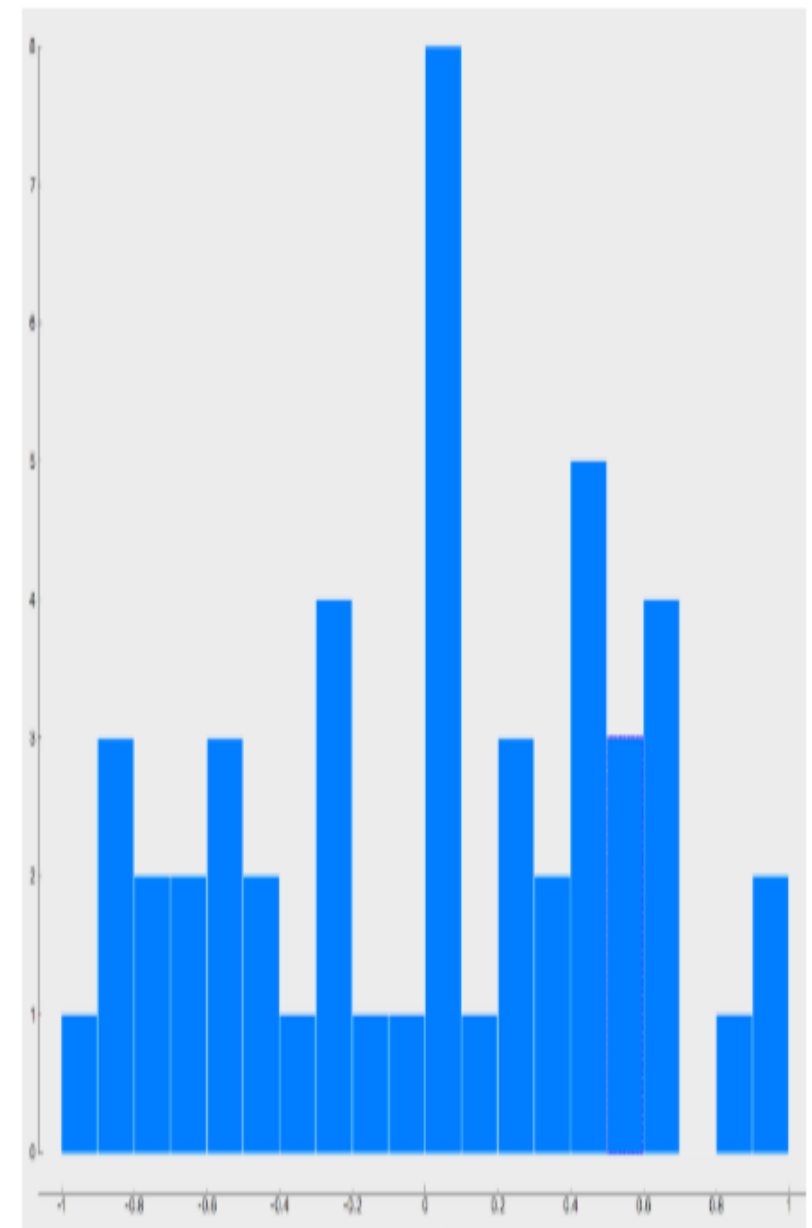
The sentiment obtained is highly positive showing that customers are overall satisfied with the current coffee maker which means that engineers should maintain the current features of the product while doing minute changes.

Contact details

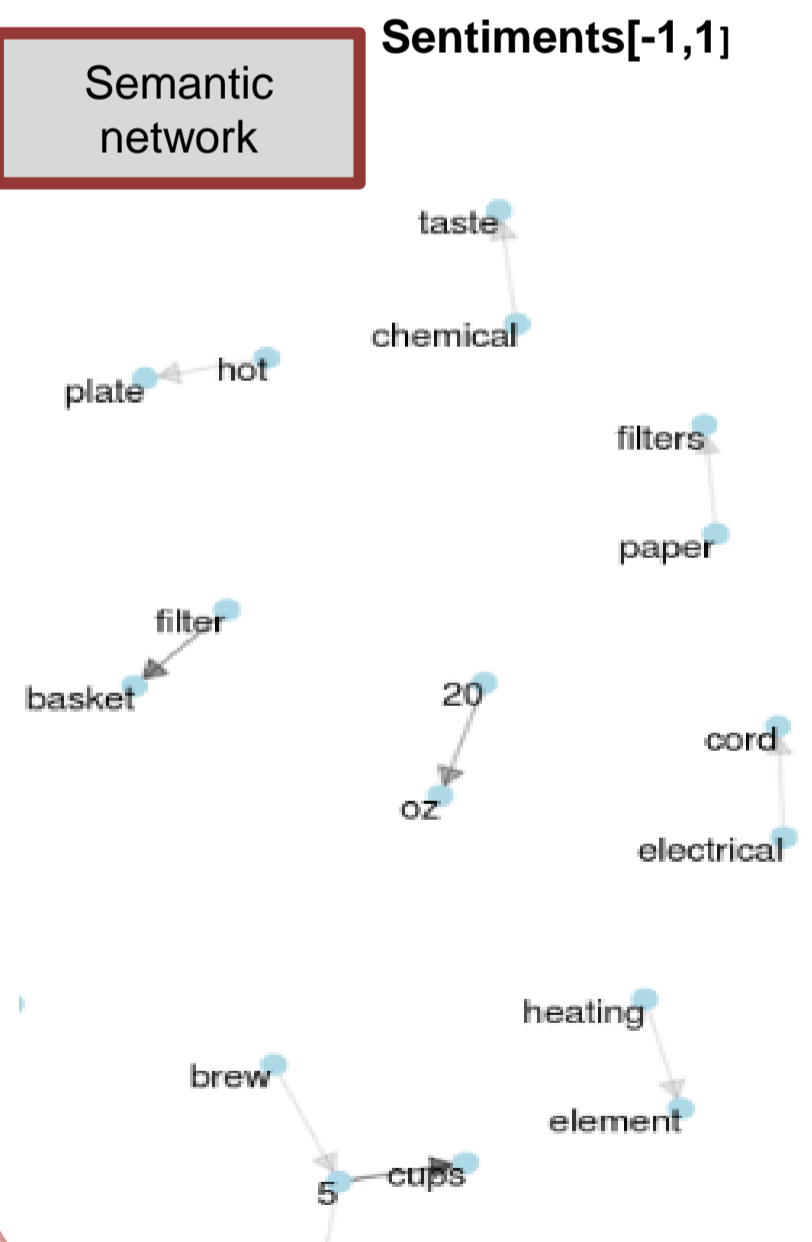
Jelissa, kayokamc@lafayette.edu
 Prof. Lopez, lopezbec@lafayette.edu
 sites.Lafayette.edu/lopezbec

Results

Sentiment Analysis



Semantic network



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