SonyLIV : App Review Analysis Solution

Data Science and Analytics teams at Tatvic were instrumental in automating the app store review analysis using Google Cloud Natural Language API and made insightful and actionable dashboards.

The challenge
The analytics team looks at all the feedbacks received from Play Store and other social listening platforms on a daily basis. Since this is the summary of customer sentiments and the scope to improvise is regularly discussed with leadership. The pre-existing approach used to scrape Playstore reviews and needed manual efforts to tag the reviews. This was a big time-consuming process.

The solution
Topic Modelling and Text Classification approaches were used to substitute manual tagging. The team had adept professionals with an in-depth understanding of the latest technologies being used in the space of Natural Language Processing.

The results
The project helped SonyLIV in analyzing bulk reviews coming from consumers at a brisk pace. The tasks that took manual interventions and hours from the team were done in a matt er of minutes using the automated dashboard developed by Tatvic. The frequency chart s analysed the issues in minutes saving hours wort h of time.

> " Tatvic's Review Analysis Solution has helped us work efficiently by reducing the repeat effort by 80%. We are now more focused on the actionable insights coming out of it rather than investing eff ort s on doing manual tagging. The customized solution tremendously helped us in attributing the reviews to a specific topic and each topic can then be owned by a specific team at SonyLIV to take action. "
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> Amogh Dusad, SVP & Head - Programming, Partnerships & New Initiatives, Digital Business at Sony Pictures Networks India (Sony LIV)

About SONY PICTURES NETWORKS INDIA PRIVATE LIMITED
SonyLIV is an Indian over-the-top Freemium streaming platform owned by Sony Pictures Networks India. SonyLIV was introduced in 2013 as the first OTT service in India. As a streaming service it is carrying content from its local networks, including films, television series, live Sports Matches, and Original Programming.

Industry: Media & Entertainment

Primary project location: India

About Tatvic Analytics Pvt Ltd.
Tatvic Analytics is a Google Marketing Platform Certified Sales Partner for along with GCP and Google ads premier partner.

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