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VMA Home Appliance: Understanding Customer Feedback through Text Analysis

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Abstract:

Anindita Mukherjee, the new general manager of VMA Home Appliances, looks confused. VMA recently unveiled a completely autonomous robot that cleans floors. This floor cleaner was made with the possibility that domestic assistance will be unavailable due to the COVID 19 pandemic. This novel machine can sweep and mop floors automatically. There has been a wide range of customer reaction to the product's rollout to four big cities. Mukherjee envisioned his new product solving a serious issue for urban Indian customers, where it's not unusual for both spouses to have jobs outside the home, resulting in less time to maintain household chores like mopping the floor. Since the product's launch two months ago, Mukherjee has received some informal feedback from initial buyers. Customers have both said positive about the product and also pointed out its flaws. Mukherjee was worried that the feedback they were receiving about the new product was too limited. Buyers, on the other hand, have shared their thoughts and views via online portals like Amazon, Flipkart and others like it. These comments, however, are only readable as text. This case shows how to do text analysis of customers' feedback and draw meaningful conclusion from that for decision making.

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