

# Sentiment Analysis & Personalized Content Recommendation Solution

## The Customer

Customer is a multi-national conglomerate that produces audiobooks. It is based out of the United States with operations in more than 20 countries across six continents.



## The Challenge

- Lack of personalized recommendations
- Absence of mood-based recommendations
- Low user engagement



## The Solution

We developed a solution that leveraged NLP techniques and recommendation systems to enhance user engagement by providing precise recommendations based on user feedback and preferences. The solution's highlights are -

- Implement sentiment analysis on user reviews, ratings, and engagement data.
- Hybrid recommendation system based on user behavior, and preferences on top of sentiment analysis.
- Real-time recommendation system built on cloud infrastructure.
- Track and Refine Using Analytics
- Continuously refine the recommendation algorithm based on observed performance and feedback metrics.



## The Impact

- 32% increase in engagement metrics
- 40% increase in time spent
- 60% increase in CSAT score

## Tech Stack

NLP, Cloud Natural Language API, GCP, Looker Studio, Google Analytics

## About Us

DataSlush is a data & AI consulting and research company - providing Analytics, AI, Data Engineering services and solutions. At the frontier of knowledge in data analytics and Generative AI/LLM, we continuously push the boundaries of innovation to stay ahead of the curve. Our team of experts combines cutting-edge research with practical expertise to develop solutions that drive tangible results for our clients.

Our purpose is to **bring certainty and innovate for a better tomorrow.**

50+

Delighted Customers

80+

Projects Completed

96%

Net-Promoter Score

20

Subject-Matter Experts

