

CASE STUDY

Product Reviews – Sentiment

Gathering insights from customer feedback can be challenging, especially with complex sentences and longer reviews. Our client wanted to incorporate customer feedback into their designs for audio products and needed help clarifying the driving factors for negative reviews. They needed to do develop a new design without changing their single hard datapoint - a star rating for the product.

- We developed an ontology for the products (i.e. bluetooth connectivity, appearance, shipping, packaging, and audio quality)
- We implemented relationship tagging between entities, descriptors, and annotator-generated sentiment ratings
- We trained and maintained a team of 25 annotators to label data in batches for the client to utilize for data-driven product management

Our team processed over 5,000 reviews per week and drove insights into process and product improvements for the client. With our feedback, the client invested in industrial engineers to solve the most common issue – aesthetics.



*The DDD team
processed over 5,000
reviews each week!*

Data Preparation Services for Machine Learning

Machine learning teams and AI startups leverage DDD's 1500+ training data associates to prepare high-quality, structured training datasets at scale to train, test, and improve machine learning algorithms that deliver real-world applications.

What makes us unique? We set up dedicated teams selected with particular backgrounds that are given specialized domain-specific training. These purposefully built teams remain consistent throughout the project, resulting in a lower total cost of operation and higher quality datasets.

Our Social Mission

DDD pioneered the impact sourcing model of offering employment in data preparation services to people from underserved communities. This socially responsible approach to performing work provides these individuals with a path to economic self-sufficiency.



Data Collection
and Creation



Data Cleaning
and Curation



Video and Image
Annotation for
Computer Vision



Text and Audio
Annotation for Natural
Language Processing