Sentiment Analytics is Both "Art and Science"
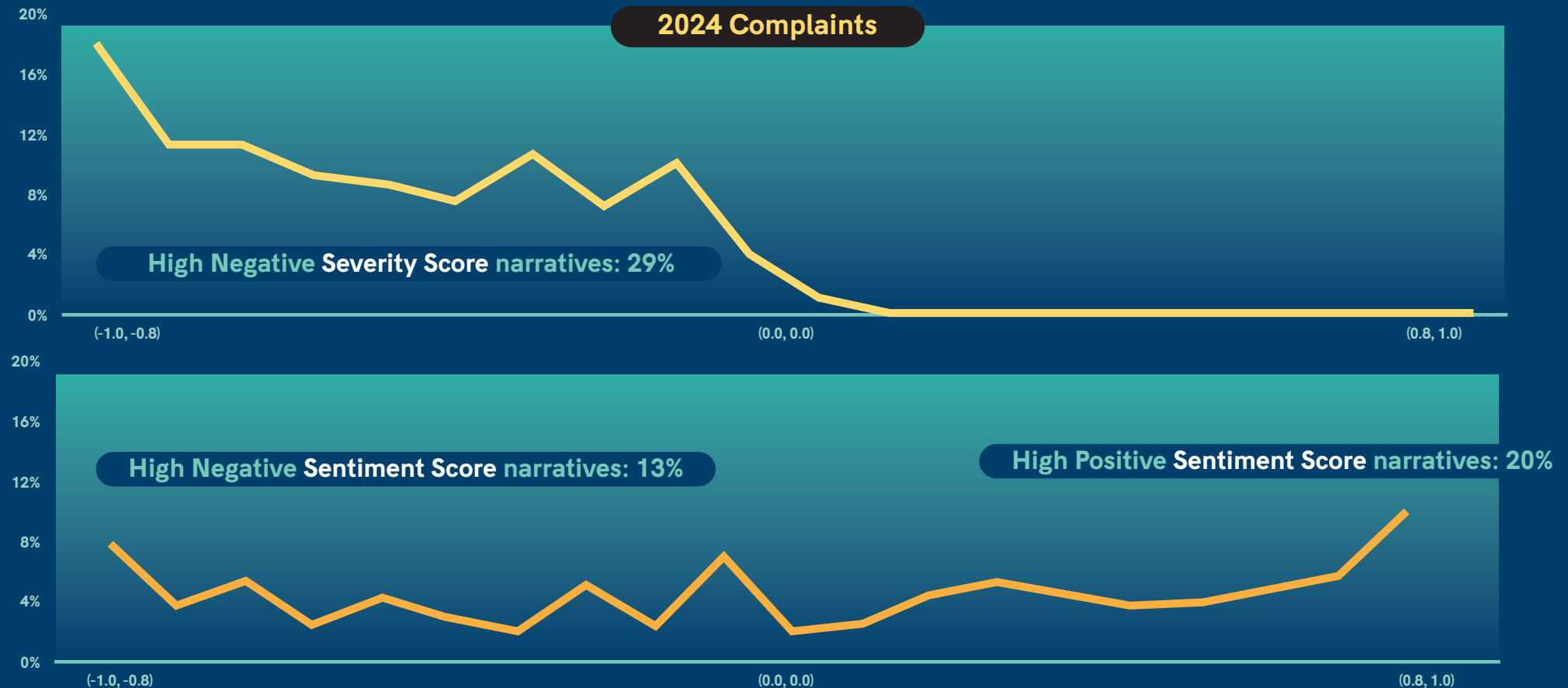
The Severity Score identifies high frustration in complaints 2.3x more than the Sentiment Score.

2024 Complaints

High Negative **Severity Score** narratives: 29%

High Negative **Sentiment Score** narratives: 13%

High Positive **Sentiment Score** narratives: 20%

How can 20% of complaints submitted to the CFPB portal score High Positive Sentiment?

Sentiment Score Applications Require Business Expertise

Severity Score and Sentiment Score Swap Analysis highlights opposite outcomes

- 30% of the High Negative Severity Score narratives score High Positive Sentiment

- 51% of the High Positive Sentiment Score narratives score in the High Negative Severity range

High Negative Severity Score	**30%** High Positive Sentiment Score

51% High Negative Severity Score	High Positive Sentiment Score
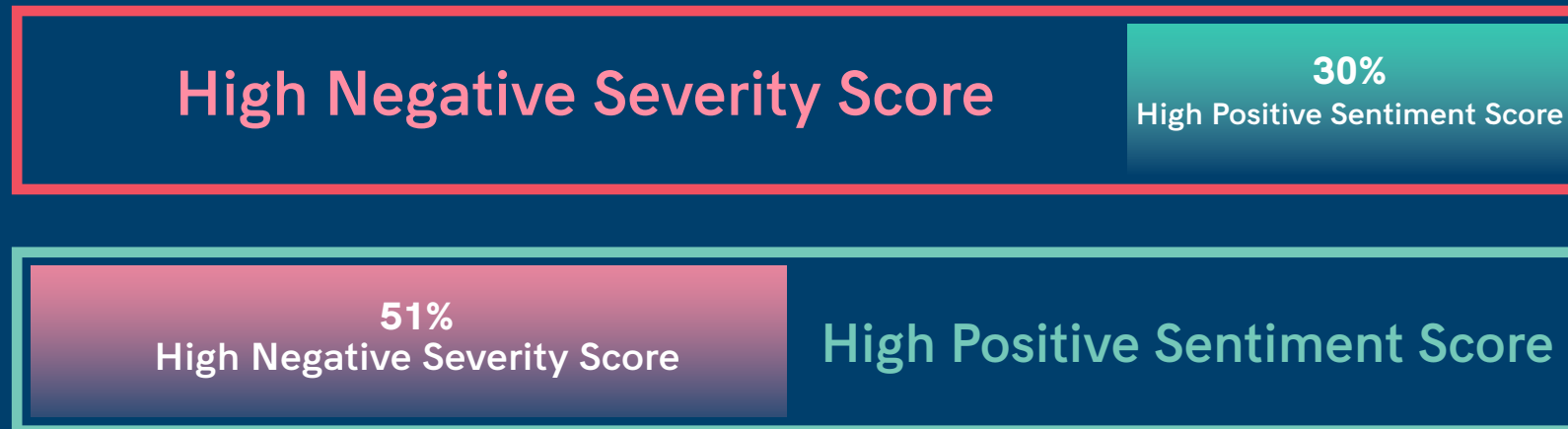
How do both algorithms add value?