

AI Review Summary and Customer Sentiment Analysis - Magento 2

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Installation



Before installing the extension, please make sure to **Backup your web directory and store database**



You will require to install MageDelight Base Extension first. If it is not installed then please download it from <https://www.magedelight.com/pub/extensions/magedelight-base.zip> and unzip the package file into the root folder of your Magento 2 installation.



Root Directory is - "**app/code/magedelight/#YourExtensionName#**"

- Unzip the extension package file into the root folder of your Magento 2 installation.
- Connect to SSH console of your server:
 - Navigate to the root folder of your Magento 2 setup
 - Run command as per below sequence,

```
php bin/magento setup:upgrade
```

```
php bin/magento setup:di:compile
```

```
php bin/magento setup:static-content:deploy
```

```
php bin/magento cache:clean
```

- log out from the backend and log in again



If you are using Magento 2.3 or later then you do not need to activate license. Extension will be activated with silent activation mechanism and does not require activation keys to be entered manually.

General Settings

Enable AI Sentiment Analysis
[store view]

Yes

Enable or disable the entire AI Sentiment Analysis extension

AI Service Provider
[store view]

Google Gemini

Select the AI service provider for sentiment analysis

Google Gemini API Key
[store view]

.....

Your Google Gemini API key

Gemini Model
[store view]

Gemini 1.5 Flash (Fast & Cost-effective)

Select the Gemini model to use for sentiment analysis

AI Prompt Template
[store view]

You are an expert sentiment analysis AI. Your task is to analyze customer reviews and provide a concise sentiment summary, identify key positive aspects (pros), and key negative aspects (cons). Consider the provided numerical rating as an additional data point, but prioritize the textual content for detailed sentiment extraction.

Customize the AI prompt template. Use placeholders: {review_title}, {review_text}, {rating_value}, {rating_max_value}

Summary Word Limit
[store view]

100

Maximum number of words for AI-generated summary (50-500, default: 100)

Process Reviews Older Than (Days)
[store view]

30

Only process reviews older than specified days. Leave blank to process all reviews.

Batch Size for Processing
[store view]

20 reviews per batch (Recommended)

Number of reviews to process in each batch

Processing Frequency
[store view]

Custom Time

How often to process sentiment analysis for new reviews

Custom Cron Time
[store view]

01 : 00 : 00

Set specific time for cron schedule (24-hour format)

Field	Description
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Enable AI Sentiment Analysis	Select "Yes" to activate the AI Sentiment Analysis extension and start analyzing customer reviews automatically.
AI Service Provider	Choose your preferred AI provider for sentiment analysis. You can select either Google Gemini or OpenAI GPT based on your integration.
Google Gemini API Key	Enter your Google Gemini API key here to enable secure communication between your store and Gemini services.
Gemini Model	Select the specific Gemini model to use. We recommend Gemini 1.5 Flash for fast and cost-effective sentiment processing.
AI Prompt Template	Customize the instruction sent to the AI. You can include placeholders like {review_title}, {review_text}, {rating_value} to guide the AI.
Summary Word Limit	Set the maximum word count for the AI-generated summary. You can enter any number between 50 to 500 words. Default is 100 .
Process Reviews Older Than (Days)	Define how old the reviews must be to be processed. For example, entering 30 will only analyze reviews older than 30 days. Leave blank to include all.
Batch Size for Processing	Select how many reviews you want the system to process in each batch. You can choose from 20, 30, 40, 100, 500, or 1000 reviews per batch.
Processing Frequency	Choose how often the sentiment analysis should run. Available options are: Every Hour, Daily, Weekly, Monthly, or Custom Time .
Custom Cron Time	If you selected Custom Time above, use this field to set the exact time (HH:MM: SS in 24-hour format) for the AI processing to run.

Developer Tools

Enable Debug Logging

[store view]

Yes

▼

Enable detailed logging for debugging purposes

Field	Description
Enable Debug Logging	Set to Yes to enable detailed logs for troubleshooting and debugging purposes.

Advanced Features

Minimum Review Count for Analysis
[store view]

Minimum number of reviews required before performing sentiment analysis

Include Review Title in Analysis
[store view]

Include review titles when performing sentiment analysis

Enable Storefront Display
[store view]

Display sentiment analysis results on product pages

AI Sentiment Analysis Title
[store view]

Enter the title for the main AI sentiment analysis section. This will be displayed on the product page.

Sentiment Distribution Title
[store view]

Enter the title for the sentiment distribution section.

Powered By Text
[store view]

Enter the text for the 'Powered By' (e.g., 'Powered by AI').

Show Sentiment Distribution
[store view]

Set to "Yes" to display the positive, neutral, and negative review distribution.

Show "What Customer Loved"
[store view]

Set to "Yes" to display the section highlighting positive keywords from reviews.

Show "What Could Be Better"
[store view]

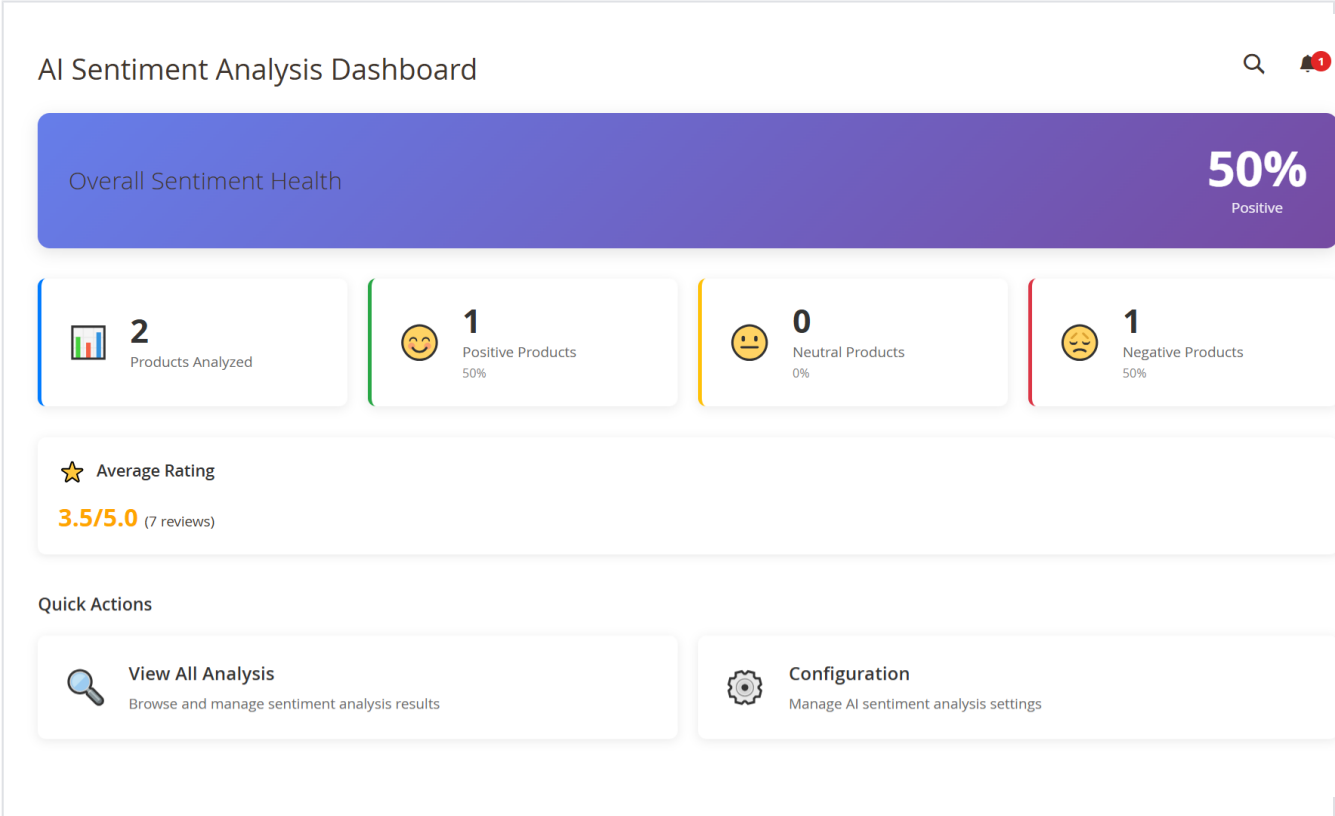
Set to "Yes" to display the section highlighting negative keywords from reviews.

Field	Description
Minimum Review Count for Analysis	Set the minimum number of customer reviews required before sentiment analysis runs. For example, entering 3 means the analysis will only begin from 3 reviews.
Include Review Title in Analysis	Select Yes to include review titles in the sentiment analysis process for richer insights.
Enable Storefront Display	Choose Yes to show AI sentiment analysis results directly on product pages in the storefront.
AI Sentiment Analysis Title	Enter a custom title for the AI sentiment section (e.g., "AI Analysis"). This will be visible to customers on the product page.

Sentiment Distribution Title	Enter a title for the sentiment graph or chart (e.g., "Sentiment Distribution"). This helps explain what the chart represents.
Powered By Text	Add an optional footer or tag like "Powered by AI" to credit the technology behind the sentiment analysis.
Show Sentiment Distribution	Set to Yes to display the sentiment distribution chart (positive, neutral, negative breakdown) to customers.
Show "What Customer Loved"	Choose Yes to display a section highlighting the most frequently mentioned positive keywords from reviews.
Show "What Could Be Better"	Choose Yes to display a section highlighting the most frequently mentioned improvement points (negative keywords) from reviews.

Backend Functionality

AI Sentiment Analysis Dashboard



Field	Description
Overall Sentiment Health	Quickly view the overall sentiment status of your products. A higher percentage means your products are receiving positive feedback.
Products Analyzed	See how many products have been successfully analyzed. This gives you an idea of your current AI coverage.
Positive Products	Check how many products received mostly positive sentiment. Aim to increase this number for better customer perception.
Neutral Products	Monitor products with mixed or neutral sentiment. These may benefit from improvements or more customer engagement.
Negative Products	Identify products with negative sentiment so you can take corrective action, such as updating content or addressing issues.
Average Rating	Review the average customer rating across all analyzed products. Use this to measure overall satisfaction and spot trends.
View All Analysis	Click here to dive into detailed sentiment data. You can explore summaries, pros and cons, and sentiment distribution per product.
Configuration	Access and update your AI settings. Customize how sentiment is analyzed and displayed across your store.

Manage AI Sentiment Analysis

Manage AI Sentiment Analysis

Process Pending Analysis

Search by keyword

Filters

Default View

Columns

Actions

2 records found

20 per page

1 of 1

	ID	Product Name	SKU	Average Rating	AI Summary	Sentiment	Total Reviews	Pros Count	Cons Count	Last Analyzed	Status	Action
☐	1	Push It Messenger Bag	24-WB04	★★★★☆ 3.3	The reviewer expresses strong positive sentiment towards the product, highlighting its good size, comfort during biking, and durability after six months of use. The four-star rating suggests minor room for improvement, but the review is overwhelmingly positive. The reviewer loves the bag but is very frustrated that the cell phone pocket is too small for an iPhone with a case. This key design flaw significantly impacts their overall satisfaction, despite their initial positive impression. The reviewer expresses disappointment with the bag's appearance, describing it as 'really ugly'. Although they acknowledge it's 'fine', their preference for a different bag...	Negative	3	5	5	Aug 7, 2025 5:34:41 AM	PROCESSED	Select
☐	2	Electra Bra Top	WB01	★★★★☆ 3.8	The customer found the product comfortable but not true to size, resulting in a neutral sentiment. While comfort is a positive, the sizing issue is a significant drawback, balancing the overall review. The customer found the product to have a comfortable, snug fit without causing irritation or chafing. The 4 out of 5 star rating suggests a minor drawback, though this is not explicitly mentioned in the review. The reviewer, a field hockey player, found the bra comfortable and dry even in hot conditions, giving a positive recommendation. The 4 out of 5 rating suggests minor room for...	Positive	4	6	1	Aug 4, 2025 1:04:15 AM	PROCESSED	Select Reprocess Delete

Field	Description
ID	Use this unique identifier to track and reference each analyzed product easily within the system.
Product Name	Click the product name to open detailed sentiment insights. This helps you understand customer perception at a glance.
SKU	Identify the product using its SKU. Useful for inventory tracking and quickly locating products in your catalog.
Average Rating	See the product's average customer rating (out of 5 stars). Use this to recognize top performers or flag items for improvement.
AI Summary	Review a concise AI-generated summary of what customers are saying. This helps you save time and gain insights without reading every individual review.
Sentiment	Understand how the AI classifies the overall sentiment — Positive , Neutral , or Negative — so you can take informed action quickly.
Total Reviews	Check how many reviews were analyzed. A higher count means more reliable insights for making business decisions.
Pros Count	See how many positive points the AI found in customer feedback. Use this to highlight strengths in product listings or promotions.
Cons Count	Find out how many negative points were detected. These help you identify and address specific customer concerns to improve satisfaction.
Last Analyzed	View the last time the product was processed for sentiment analysis. Reprocess if you've received new reviews or changed configuration settings.
Status	Confirm whether the product has been analyzed. When marked Processed , it means the AI has completed review analysis for that product.
Action	Manage each product's sentiment data: • Reprocess – Run analysis again to reflect new reviews or setting changes. • Delete – Remove the sentiment result if you want to reset or clear outdated data.

Top Positive Products Report

Top Positive Products Report						 
						 Filters  Default View  Columns
1 records found						20 per page < 1 of 1 >
ID	SKU	Average Rating	Positive Reviews ↑	Total Reviews	Product Name	
2	WB01	★★★★☆ 3.8	3	4	Electra Bra Top	

Field	Description
ID	Use this unique ID to quickly reference each product listed in the report.
SKU	Identify the product by its SKU so you can easily locate or manage it within your catalog.
Average Rating	View the average customer rating for each product. Use this to recognize well-received products.
Positive Reviews	See how many reviews are considered positive by AI. Focus on these products to promote what customers love.
Total Reviews	Understand how many total reviews the product has. Use this to measure engagement and review quality balance.
Product Name	Lists the product name with a clickable link, allowing you to quickly navigate to the product details page for deeper insights.

Top Negative Products Report

Top Negative Products Report						 
						 Filters  Default View  Columns
1 records found						20 per page < 1 of 1 >
ID	SKU	Average Rating	Negative Reviews ↑	Total Reviews	Product Name	
1	24-WB04	★★★☆☆ 3.3	2	3	Push It Messenger Bag	

Column	How You'll Use It to Improve Product Experience
ID	Use this internal product ID to quickly locate and manage items that need improvement.
SKU	Identify the product by its SKU to take targeted actions such as updates or inventory adjustments.
Average Rating	Review the product's average star rating. This helps you quickly identify which products may need attention or quality enhancements.
Negative Reviews	See the number of reviews marked as negative. Use this to understand where customers are dissatisfied so you can act accordingly.
Total Reviews	Check the total number of reviews for context. This helps you evaluate whether negative sentiment is a trend or an isolated case.

Product Name	Lists the product name with a clickable link so you can open the product details page, review the feedback in detail, and start making improvements.
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Most Mentioned Pros Report

Most Mentioned Pros Report			
Filters Default View Columns			
11 records found 20 per page 1 of 1			
ID	Positive Aspect	Mention Count	Created At
6	Comfortable	3	Aug 4, 2025 1:04:15 AM
7	No chafing	2	Aug 4, 2025 1:04:15 AM
8	Snug fit	1	Aug 4, 2025 1:04:15 AM
9	No irritation	1	Aug 4, 2025 1:04:15 AM
10	Dry	1	Aug 4, 2025 1:04:15 AM
11	Suitable for hot conditions	1	Aug 4, 2025 1:04:15 AM
12	Good size	1	Aug 7, 2025 5:34:41 AM
13	Comfortable to wear while biking	1	Aug 7, 2025 5:34:41 AM
14	Durable fabric (minimal wear and tear after 6 months)	1	Aug 7, 2025 5:34:41 AM
15	The reviewer loves the bag	1	Aug 7, 2025 5:34:41 AM
16	It's functional	1	Aug 7, 2025 5:34:41 AM

Field	Description
ID	Use this ID to reference each positive aspect quickly. It helps you stay organized as you review or report insights.
Positive Aspect	Discover the exact phrases customers mention most positively. You'll use these to highlight your product's strongest selling points.
Mention Count	See how often each positive point was mentioned. Focus on the highest counts to promote what customers love the most.
Created At	Check when each insight was generated. This ensures you're always working with the most recent and relevant feedback.

Most Mentioned Cons Report

Most Mentioned Cons Report

Filters

Default View

Columns

6 records found

20

per page

<

1

of 1

>

ID	Negative Aspect	Mention Count	Created At
5	Not true to size	1	Aug 4, 2025 1:04:15 AM
6	Cell phone pocket too small for an iPhone with a case	1	Aug 7, 2025 5:34:41 AM
7	Design flaw of cell phone pocket	1	Aug 7, 2025 5:34:41 AM
8	Ugly	1	Aug 7, 2025 5:34:41 AM
9	Not the reviewer's preferred choice	1	Aug 7, 2025 5:34:41 AM

Field	Description
ID	Use this ID to reference each negative aspect for internal tracking and corrective action planning.
Negative Aspect	Identify specific issues frequently mentioned by customers. Use this insight to spot product flaws or improvement opportunities.
Mention Count	View how many times each con was raised. Focus on the most frequently mentioned ones to prioritize your fixes and enhancements.
Created At	Keep track of when each issue was first identified. This helps you monitor patterns and react quickly to recurring concerns.

Frontend Functionality

Details

More Information

Reviews (4)

AI Analysis

★★★★☆
3.8/5
(4 reviews)

Overall Positive Sentiment

AI Summary

The customer, gave the product a positive review, highlighting its excellent comfort and snug fit that did not cause any irritation or chafing. They especially appreciated its ability to stay dry even during intense activity in hot conditions, making it ideal for active use. While the sizing was slightly off, this was a minor issue compared to the overall performance and quality of the product. With a 4 out of 5 star rating, the review reflects high satisfaction and a strong recommendation, with only minimal room for improvement.

Sentiment Distribution

Positive		3
Neutral		1
Negative		0

What Customer Loved

✓ Comfortable	(3)
✓ No chafing	(2)
✓ Snug fit	(1)
✓ No irritation	(1)
✓ Dry	(1)

What Could Be Better

✗ Not true to size	(1)
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Updated: Aug 4, 2025

Powered By AI

- Once the sentiment analysis is processed for a product, the results will appear on the product page under the **Reviews** tab in a section titled **AI Analysis**. This section helps customers understand overall product feedback at a glance, using AI-generated summaries and visual highlights. It highlights **what customers loved** and **what could be improved**, so shoppers can make informed purchase decisions quickly.

What Customers Will See on the Frontend:

- AI Analysis Title & Emoji**
 - Displays a smiley emoji with the title "**AI Analysis**" to indicate the sentiment.
 - Let's customers know this summary is automatically generated by AI for their quick understanding.
- Average Rating**
 - Shows the average star rating from all submitted reviews.
 - Includes the total review count for transparency.
- Sentiment Badge**
 - A badge like "**Overall Positive Sentiment**" to instantly communicate the general feedback tone.
 - Helps customers make faster decisions while browsing.
- AI Summary Box**
 - A short, clear AI-written summary of customer feedback.

- Highlights both positives and improvement points.
- Example: *"Customers praised the comfort, snug fit, and dry feel even in hot conditions. One reviewer mentioned sizing was slightly off."*
- **Sentiment Distribution Bar**
 - A visual breakdown of feedback sentiment:
 - **Positive** – Green bar (3 mentions)
 - **Neutral** – Grey bar (1 mention)
 - **Negative** – Red/grey bar (0 mentions)
 - Makes it easy to grasp the overall opinion trend at a glance.
- **What Customers Loved (Pros)**
 - Lists the most praised aspects, including:
 - Comfortable (3 mentions)
 - No chafing (2 mentions)
 - Snug fit (1 mention)
 - No irritation (1 mention)
 - Dry (1 mention)
 - Shows the number of mentions for each point.
- **What Could Be Better (Cons)**
 - List improvement suggestions:
 - Not true to size (1 mention)
 - Helps customers identify potential drawbacks before purchase.
- **Last Updated**
 - Displays the date the sentiment analysis was last refreshed.
 - Shows the recency of insights.
- **Powered By Text**
 - A customizable "Powered By AI" note to let customers know the analysis is AI-generated.

By enabling this feature, you're helping customers shop smarter by presenting meaningful insights upfront. This not only builds trust but also improves the overall shopping experience on your store.

Demo

[Click here](#) to visit the frontend.

[Click here](#) to visit the backend admin panel.

FAQs

[Click here](#) to visit FAQs.

Support

[Click here](#) to raise a support ticket using your MageDelight account.

Additional Services

[Click here](#) to get the customized solution for this extension.

Thank you for choosing MageDelight!
