SENTIMENT ANALYSIS USING ASPECT DETECTION

Step 1 : Data Profiling ( Understanding the meta data, presence of special characters/ unwanted data, attributes required for analysis)

Step 2 : Data Pre-processing i.e., Data Cleaning (remove Stop words, convert rating into float, recognise the alphanumeric. Use of NLTK and VADER)

Step 3 : Extraction of Aspect terms from the given reviews. Example: seating, lunch, chicken, happy hours. Terms extracted from the reviews will be maintained instead of using generic features for accurate analysis.

Step 4 : Determine the frequency of each aspect of the restaurant. We propose this by analyzing the count of terms that the customers review. The frequency of the Aspect terms will show us the categories that can be used for sentiment analysis for the restaurant.

Step 5 : Detect the polarity of each aspect between positive, negative and neutral.

Step 6 : Compare the polarity between four restaurants.