Digital technologies have opened up new opportunities and established completely new rules of the game for companies; as a result, the competition has shifted from creating a better product/service to creating a better customer experience. The relevance of our product is the absence of publicly available programs/sites that compare customer experience in 24 banks of Russia. The purpose of our work is to create a web app that allows users to compare several banks by several criteria using interactive charts and map of bank offices and to compare banks with each other by the following categories: convenience of the office, ATMs, level of service, staff, products & services, remote service channels.

As input data, we used reviews from Yandex.Maps cartographic service to offices. To create our project, we used Python and frameworks: streamlit, scikit-learn, plotly and folium.

The result of our work is the web app that provides a visualization of the analysis. There are three types of diagrams and the interactive map: horizontal bar (average ratings, important words), radar chart (average ratings by categories), tornado chart (distributions of positive & negative reviews by category and on average), interactive map with detailed analytics for each office (average overall rating of bank office, average ratings by each category). We have created an approach that can be applied to assessment and comparison of various types of service (e.g. banks' & delivery apps, etc.). Now we are planning to perform analysis of the reviews using other ML-methods to compare them with SVM.