

CODE 10 Report

Plan for Data Retrieval and Analysis:

The code aims to retrieve information about businesses related to the term 'service' in El Paso, TX, which It performs sentiment analysis on the reviews of a specific business.

The following search parameters are used in the code and what each means:

term: 'service'

This parameter defines the term or keyword for which I wanted to search. In this case, it's set to 'service', indicating that the code is searching for businesses related to the term 'service'.

location: 'El Paso, TX'

This parameter specifies the location where I wanted to search for businesses. In this case, it's set to 'El Paso, TX', indicating that the code is looking for businesses in El Paso, Texas.

sort_by: 'rating'

This parameter determines the sorting criteria for the search results. Here, it's set to 'rating', indicating that the code wants to sort the businesses based on their ratings in descending order (from highest to lowest).

limit: 20

This parameter sets the limit on the number of results to be returned by the API. In this case, it's set to 20, meaning that the code wants to retrieve information for up to 20 businesses that match the search criteria.

How is this information used for Insights?

The code retrieves a list of businesses based on the specified parameters and prints information about each business. In this instance, a specific business was chosen('taqueria-el-cometa-el-paso') and performs sentiment analysis on its reviews using TextBlob. After this, the text analysis performed is sentiment analysis using TextBlob, measuring the polarity of each review.

The sentiment polarity score typically ranges from -1 to 1:

- ☐ A score closer to 1 indicates a positive sentiment.
- ☐ A score closer to -1 indicates a negative sentiment.
- ☐ A score around 0 indicates a neutral sentiment.

Results from analysis and conclusion:

3 reviews were used as basis for analysis,

The first review had a sentiment polarity of 0.69, indicating that the review expresses a high level of positivity and in turn means the review was most likely positive.

the second review had a polarity of 0.35, indicating a moderately positive sentiment. This means it was not as positively written as the first review, but still was positive.

Lastly, the third review had a polarity of 0.5, indicating a moderate positive sentiment. This review is more likely more positive than the second review used, but less than the first review

Conclusion:

The Results of Analysis show that all three reviews exhibit positive sentiment, as indicated by their positive sentiment polarity scores. Common positive sentiments include satisfaction with the food, authenticity, and specific features like the salsa bar and customizable toppings. The analyzed reviews collectively suggest a positive sentiment towards the restaurant, particularly praising its food quality, authenticity, and unique features. Another takeaway is that customer satisfaction is evident in the positive language used to describe the dining experience.

Lastly, this text analysis provides a quick overview of the sentiment expressed in the reviews, helping to understand the general tone and satisfaction level of customers. The positive sentiment scores suggest a favorable perception of the restaurant.