

CODE 10 REPORT

Insights Discovery Using Yelp Fusion API

1. **My Focus on Service in El Paso:** I'm looking into how businesses in El Paso, TX are doing in terms of service. I'm checking out different types of places like shops, restaurants, hospitals, and car services to see who's good at taking care of their customers.
2. **Finding the Best in Service:** I'm trying to find out which places are the best when it comes to customer service. I'm looking at things like how the staff behaves, how fast they serve customers, and if people generally feel happy with the service they get.
3. **What Customers Like and Expect:** I'm trying to figure out what people in El Paso really want when they deal with a business. Are they looking for quick service, friendly staff, or someone who really knows what they're doing? Understanding this will help me see what makes a good service experience for them.
4. **Sorting by Rating:** This approach will help you identify the top players in the market based on customer satisfaction.

Search Parameters

1. **Term:** 'Service'
2. **Location:** 'El Paso, TX'
3. **Sort Criteria:** 'Rating' – focusing on customer satisfaction and quality.

Review: aesthetics on point

vibes on point

FOOD on point!

Love love LOVED this place! Food, style and everything! Will definitely be back!

Sentiment Polarity: 0.5

Review: My favorite restaurant in El Paso by far! The service was amazing and the ambiance of the restaurant was beautiful. There are lamps you can turn on if it...

Sentiment Polarity: 0.51875

Review: Let me start by saying my family and I have been here multiple times throughout this year! My little brother and I had become obsessed with this place and...

I did a sentiment score to easily see if people are happy or not with the businesses I'm checking out. It's a shortcut to understand everyone's opinion without reading all the reviews. A high score means people are saying good things, and a low score shows there's some problems. This helps me figure out what customers are thinking and lets businesses know what they're doing right or what needs to get better.

Sentiment Polarity: -0.22916666666666666

So, the review's -0.23 score indicates that it is somewhat negative. Since it is below the middle value of zero, the speaker most likely mentioned some unfavorable things. While not entirely negative, there is some criticism in the review.

Conclusion

After looking into AMAR, a restaurant in El Paso, TX, I used the Yelp Fusion API to analyze customer service sentiment. The results showed that the restaurant generally has positive reviews, with customers were happy with the ambiance and service. Although most feedback was good, there was a review with a negative sentiment score, indicating some dissatisfaction. This tells me that while AMAR is doing well, they should keep an eye on feedback for continuous improvement. Overall, the sentiment analysis is a good tool for getting the vibe of customer satisfaction quickly and easily.