A general insight I want to discover is what I can use to help conclude how one should start a business with several competitors. To look further into insights, I want to see specific words from the three recent reviews from the code to determine a burger business's success. I want to know if people are going to continue going to the business that they reviewed and what makes them stay. If the customer points out any concerns, I would like to see why they think of their reasoning in the recent reviews. I'm going to search in our local area of El Paso and search for different burger restaurants sorted by rating. For this analysis, I’m going to use the Vader Sentiment analysis.

This begins the text insights report. I have decided to look at the West Texas Chophouse burger restaurant as it’s not well known as other burger restaurants, but its rating says otherwise of 4. The most important aspect to look at was the reviews. After using the Vader Sentiment analyzer, it is seen that the reviews are relatively positive.

This was the result of the analysis with review 1: {'neg': 0.0, 'neu': 0.745, 'pos': 0.255, 'compound': 0.819}

Review 2: {'neg': 0.0, 'neu': 0.533, 'pos': 0.467, 'compound': 0.9748}

Review 3: {'neg': 0.0, 'neu': 1.0, 'pos': 0.0, 'compound': 0.0}

Review 3 might have shown as overwhelmingly neutral than positive may have been because of how long the actual review was and the analyzer couldn’t get an accurate reading. To conclude this report, the most important insight the customers highlighted was the service. According to them, the service was positive and even highlighted the actual person they deemed was great service. If one were to start a new burger business, they should not only have decent food, but decent service around El Paso. Service is one of the very good reasons why a customer would come back to West Texas Chophouse.