CODE 10

For this report, I decided to use textual sentiment analysis on two different coffee shops in El Paso, Texas and compare them. After getting a list of 20 different coffee shops in the El Paso area, I chose to analyze Sand Dust Coffee, Proof and Press, Vyable Coffee, Global Coffee, and Perks Coffee.



Although our sample size is very limited, we can still make observations from the collected data. We can see that two of our coffee shops are reviewed very positively much ahead of the others at Global Coffee and Proof and Press having much higher positive measures and slightly higher compound ratings across the board with the highest being .96, 95, and 94 and the lowest among these being .88. As for Sand Dust coffee the highest compound rating is .89 and it holds the highest neutral rating at .868 giving that same review the lowest compound rating of .48. Vyable holds the highest of any compound rating at .98 but the other two reviews are pretty average for our sample selection along with the rest from perks and sand dust. We have one negative compound rating, but this is actually a misunderstanding with the text analysis. Our reviewer compares the place to Starbucks and talks about Starbucks negatively to emphasize the comparison. This definitely confused the negative to positive analysis, which we must be wary of especially when dealing with people reviewing. In this case the star rating would be important to reference as well. All the other reviews analyzed have negligible negative ratings so if we were to continue our analysis it would be good to collect a few more negative comments to truly grab any valuable feedback that the business can build upon.