Code 10

Text Analysis

By

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**Executive Summary:** I will be running a short and basic text analysis to discover relative sentiment of sushi restaurants in the city of El Paso, TX. The search parameters will be “sushi” as the search term and El Paso, TX as the location. I will use the compounded sentiment score for each listed Yelp API alias to find the average sentiment score instead of the individual review sentiment score for each restaurant.

Word Count 70.

**1.0 Introduction:**

In the pursuit of finding the best sushi restaurant in El Paso, TX, I am running text analysis on Yelp reviews to find the highest compounded sentiment score. The reasoning is that if the compounded sentiment score is high, then that restaurant should be a good value. Conversely, if the compounded sentiment score is low, then that restaurant should not be of good value.

The compounded sentiment score’s highest value can be a 1 and lowest is a -1. A positive sentiment is any score equal to or greater than a .05. A neutral sentiment is one between -.05 and .05. A negative sentiment is any score less than -.05. The limit of returned restaurants is 20 and it is quite possible that there may be more than 20 that serve or prepare sushi.

**2.0 Text Insight:**

**2.1 Highest rated**

Sunny’s Sushi was the highest rated with an average compound sentiment of .89. The reviews listed that services is a highlight and that the sushi was good. There are several locations across town, so it is important to note that each location has a different alias that Yelp uses. I believe text analysis is not enough to discern between locations.

**2.2 Lowest rated**

Kaizen Sushi was the lowest rated at .12. However, their sentiment score is still above .05 which gives this place a positive sentiment score, though lowest among the 20 that were returned. To reiterate, there might be more than 20 sushi restaurants or restaurants that serve sushi in El Paso, TX and this score is the lowest of the 20 that were returned.

**3.0 Conclusion**

It is possible that Yelp reviewers in El Paso, TX are positively skewed in sentiment towards sushi and that text analysis may not be a good technique to find good sushi in El Paso. Exposure to a niche type of food is limited if that type of food is not prevalent in an area and I believe that is the case here. I find it highly irregular that every returned alias had a positive sentiment as there is a limit to how good sushi can be in a land-locked city that is El Paso.