

## CIS3330 - CODE 10

### Yelp API Text Analysis

Mariana Casas

In this week's coding assignment, we were tasked to retrieve and analyze various reviews from YELP using the YELP Fusion API. For my analysis, I decided to set my parameters so that I would be able to collect reviews from taco places located in New York, New York. I made sure to sort the output by ranking in order to obtain the most popular restaurants that sell this delicious Mexican dish.

After choosing Los Tacos No. 1 from a list of ten restaurants, it was now time to analyze three reviews that we extracted from YELP. The text analysis tool that I used for this analysis was Valence Aware Dictionary and Sentiment Reasoner, which is specifically designed to review sentiment in short text. With the help of VADER, we were able to obtain a dictionary with positive, negative, neutral, and compound scores to understand the reviewers stand on his or her experience with the restaurant.

#### Results:

```
Pros:
Great food.
Fast service.
Great prices.
Recommend the pork tacos!

Cons: Line is long but moves fast.
{'neg': 0.0, 'neu': 0.677, 'pos': 0.323, 'compound': 0.7304}

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I have been to NY many times and am surprised that Los Tacos No. 1 wasn't on my radar before! We were staying nearby and
looking for a quick, good cheap...
{'neg': 0.0, 'neu': 0.851, 'pos': 0.149, 'compound': 0.6239}

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Okay, hold up. This exceeded my expectations! It is san diego approved as legit tacos.

Pro tip: Get adobada tacos on corn tortillas.
{'neg': 0.0, 'neu': 0.808, 'pos': 0.192, 'compound': 0.6114}
```

After taking a look at the results, it is clear the in the compound, overall sentiment scores, they are all positive. We can attest to this by reading each statement and verifying that none of these reviews seem to be leaned towards a negative sentiment, but rather a satisfied one.

Although this sentiment tool is not perfect, it is quite effective when determining the tone of a YELP review, and it seems to have had provided accurate results when analyzing the opinion of customers from Los Tacos No. 1.