For this project, I discovered review data on chicken wings in the Dallas, Tx area to see what people had to say about different restaurants and the quality of what made the chicken wings good. I gathered insights from 5 different restaurants which are “mikes chicken”, “Ricky’s hot chicken”, “invasion”, “wings 88” and “Wing city”.

For each restaurant I used the ‘rating’ parameter to get a list of a some of the best places in Dallas, however when grabbing insights, I did not go in order but instead choose the restaurants at random to eliminate any possible bias that could have come from reviews from certain places at the very top.

By using both sentiment and by being able to grab key words from certain reviews I planned on using these steps to see what people had to say about the chicken. For example, to see if crispiness or freshness had any factors for a good/ bad review. I also used sentiment to see how positive, natural, or negative certain reviews were.

After conducting my analysis, I found that for each restaurant, there was a higher sentiment score {compound} when the reviewer specified a certain key word about their experience such as freshness, fried, flavor, service, respectful. All restaurants with such words have a compound score greater than .50 indicating that there was a slightly positive sentiment in their reviews.

Two restaurants that I would like to point out is ‘wing 88’ and wing city’, when looking at their compound scores only one out of the three came out as negative for each restaurant based on the three reviews given. When looking closer we see that for ‘wing 88 there was negative sentiment due to the customer getting the wrong order. For wing city there was negative sentiment but when looking at the review word for word, there was not anything negative about it. The review was more positive or even more neutral however in the review the user uses a cuss word to emphasize how good the wings are so maybe the machine interpreted it as a negative comment.

In all, the restaurants, all came back with positive reviews by satisfied customers. These insights might be useful for someone who wants to open a wing place in the Dallas because they will be able to look for certain key words to see what people look for in their wings and how to provide customer service.

mikes-chicken-dallas

best

interesting

fried

chicken

laundry

mat

line

door

{'neg': 0.0, 'neu': 0.602, 'pos': 0.398, 'compound': 0.9348}

wan

na

start

star

reviews

room

improvement

{'neg': 0.0, 'neu': 0.906, 'pos': 0.094, 'compound': 0.4588}

best

fried

chicken

spicy

spicy

crispy

home

biscuit

{'neg': 0.0, 'neu': 0.821, 'pos': 0.179, 'compound': 0.6239}

ricky-s-hot-chicken-richardson

place

must-try

place

lunch

{'neg': 0.0, 'neu': 0.87, 'pos': 0.13, 'compound': 0.6696}

Food

good

different

bit

expensive

small

btw

slaw

{'neg': 0.085, 'neu': 0.7, 'pos': 0.214, 'compound': 0.6421}

opportunity

less-than-pleasant

experience

buzz

excitement

{'neg': 0.106, 'neu': 0.683, 'pos': 0.212, 'compound': 0.4767}

invasion-dallas

first

time

food

best

chance

freshness

hotness

food

{'neg': 0.0, 'neu': 0.864, 'pos': 0.136, 'compound': 0.5255}

chicken

awesome

non-ordinary

umami

flavor

sandwich

huge

{'neg': 0.0, 'neu': 0.781, 'pos': 0.219, 'compound': 0.6648}

place

while

deal

email

today

edge

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

wings-88-irving

service

best

service

service

nice

respectful

great

spot

dinner

{'neg': 0.0, 'neu': 0.308, 'pos': 0.692, 'compound': 0.9735}

place

displeased

order

wrong

{'neg': 0.221, 'neu': 0.734, 'pos': 0.045, 'compound': -0.8289}

dinner

great

spot

i

picky

{'neg': 0.0, 'neu': 0.876, 'pos': 0.124, 'compound': 0.6249}

wing-city-garland-4

bias

craziest

thing

{'neg': 0.121, 'neu': 0.7, 'pos': 0.179, 'compound': 0.7391}

good

\*

\*

go

first

{'neg': 0.066, 'neu': 0.877, 'pos': 0.057, 'compound': -0.0836}

great

find

last

minute

chicken

chunk

combo

think

{'neg': 0.0, 'neu': 0.824, 'pos': 0.176, 'compound': 0.765}