



BULLOCK

ASLAMI

WALBURGER



LA'S KOREAN RESTAURANT SCENE

SEONG BUK DONG

Flavor Meets Feedback: Understanding Customer Experience Through Text Analytics. Customers don't just review the food, they are interested in the complete experience.

3303 W 6TH ST,
LOS ANGELES,
CA 90020





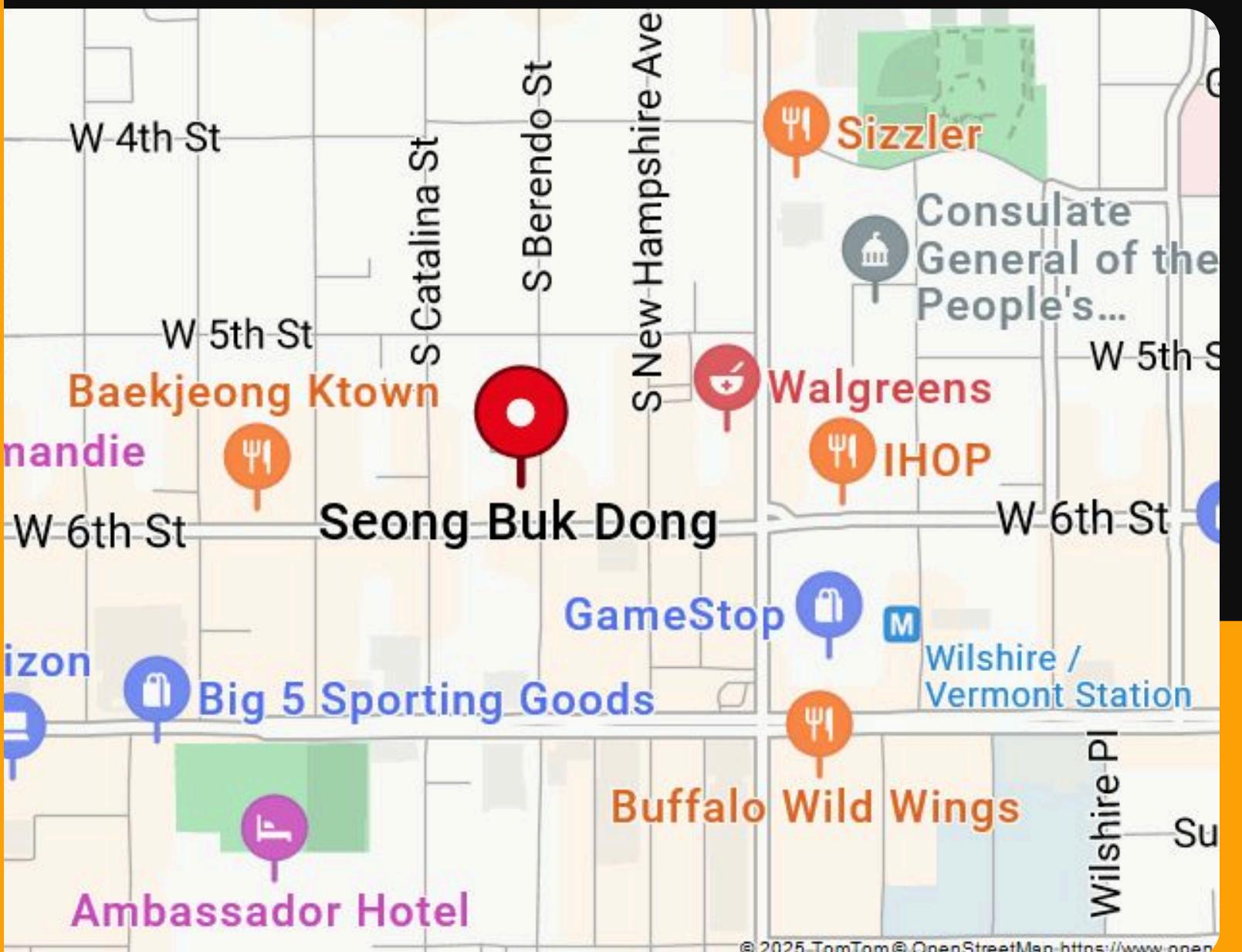
SEONG BUK DONG

- Korean Restaurant
- Customers emphasize exceptional dining experience
- **Menu Highlights:**
 - **Galbi Jjim:** braised beef short ribs
 - Banchan: small Korean side dishes
- Small space, but comfortable and inviting atmosphere

[Menu of Favorites](#)

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TEXT PREPROCESSING

- Raw reviews, especially multilingual, are often messy
- Preprocessing cleans and structures the data
- Enables models to accurately interpret and analyze text
- Essential step for meaningful insights from text data like restaurant reviews



LOW RANKED VS HIGH RANKED

The figure is a word cloud titled "Low Ranked" at the top and "Top Ranked" at the bottom. It contains two sets of words, one in red and one in green, representing different categories of food and dining experiences.

Low Ranked:

- Brisket, Yummy, Pork Belly, Sides, Perfect Love
- Authentic Hyang Woo, Woo Hyang
- Tables, Hyang Time, Perfect Love
- Majordomo Selection, Short Rib Far Grill Pasta Quick
- Soup, Bones, Meat, One Everything Definitely
- Items, Sweet Bbq, Fish Prime Around Entree
- Decent, Woo, Prime, Around Entree
- Outdoor Front Night Kbbq Fried Rice Group Ktown
- Parking Never, Fried Rice, Group Ktown
- Alex Korean Rib Pork, Also Patio Bar Since
- Belly Friend, Many Times Rib Pork, Also Patio Bar Since
- Friend, Many Times Rib Pork, Also Patio Bar Since
- People Overall Vibes Tofu, Can Fried Like Lot Cook, Kimchi Able
- Ribs Went Vibes Tofu, Can Fried Like Lot Cook, Kimchi Able
- Got Big Vibes Tofu, Can Fried Like Lot Cook, Kimchi Able
- Small Table Vibes Tofu, Can Fried Like Lot Cook, Kimchi Able
- Well Table Vibes Tofu, Can Fried Like Lot Cook, Kimchi Able
- Table Next Back Side Jokbal Two Spicy Set Know
- Took Cheese Large Jokbal Two Spicy Set Know
- Away Stuffed Jokbal Two Spicy Set Know
- Scallops Served Enjoyed Rice Wait Try Every Cooked
- Shrimp Bring Served Enjoyed Rice Wait Try Every Cooked
- Short Ribs Broken Pancake Braised Clean Raw
- Come Back Feel Nice Combo Level Loved Busy Chance
- Tasty Friends Bowl Beef Short Musubi Stew Thank
- Medium Though Broken Mouth Now Spam Musubi Flavor

Top Ranked:

- Location, Pork Belly, Sides, Perfect Love
- Authentic Hyang Woo, Woo Hyang
- Tables, Hyang Time, Perfect Love
- Majordomo Selection, Short Rib Far Grill Pasta Quick
- Soup, Bones, Meat, One Everything Definitely
- Items, Sweet Bbq, Fish Prime Around Entree
- Decent, Woo, Prime, Around Entree
- Outdoor Front Night Kbbq Fried Rice Group Ktown
- Parking Never, Fried Rice, Group Ktown
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Yelp Rank 240

— Seung Buk Dong (Rank 189)

Yelp Rank 1



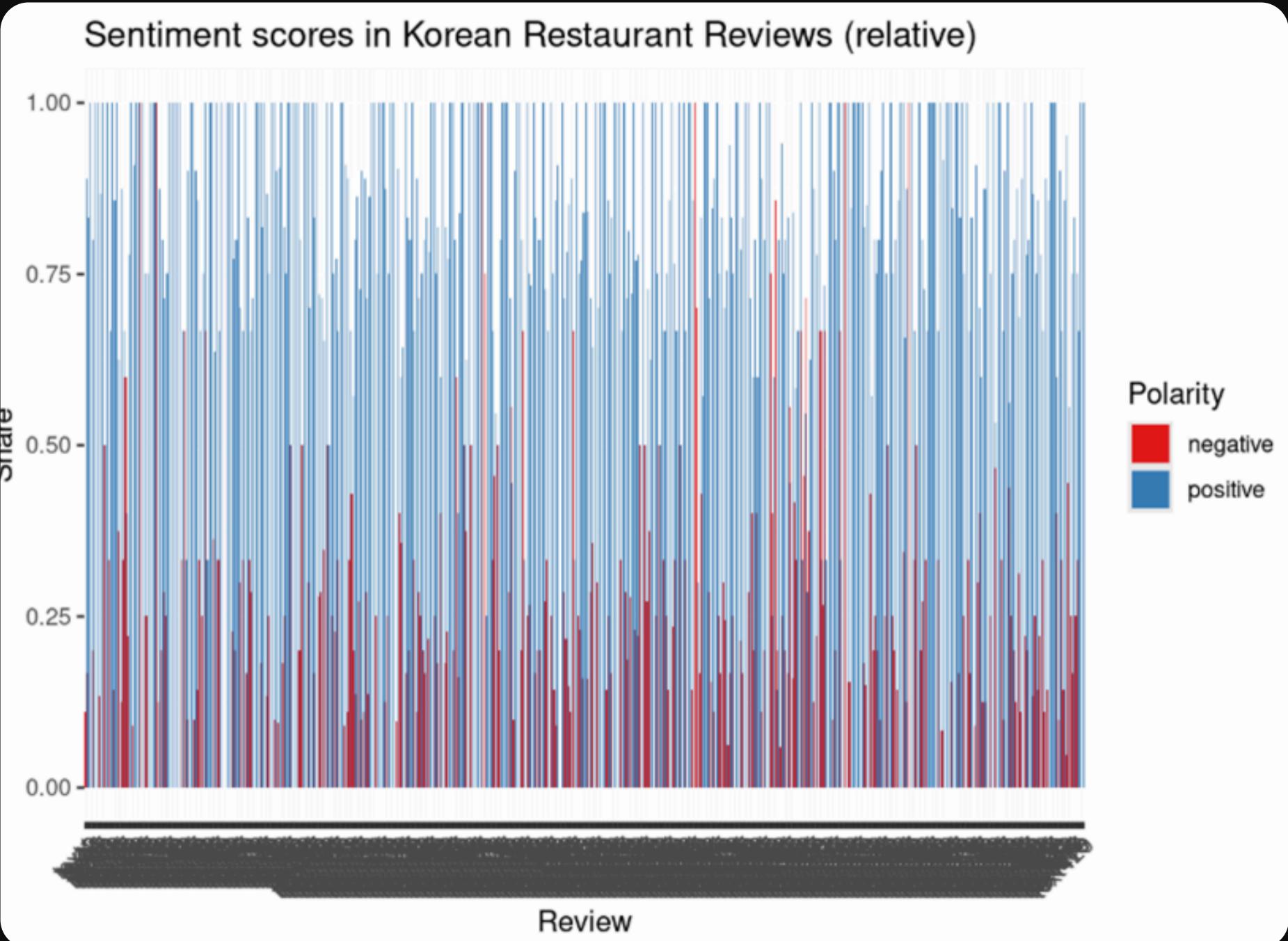
METHODS AND FINDINGS

SENTIMENT ANALYSIS



This sentimental analysis reinforces that Korean restaurant reviews are generally positive, with customers often expressing satisfaction over dissatisfaction

The presence of mixed sentiment in many reviews highlights nuanced feedback

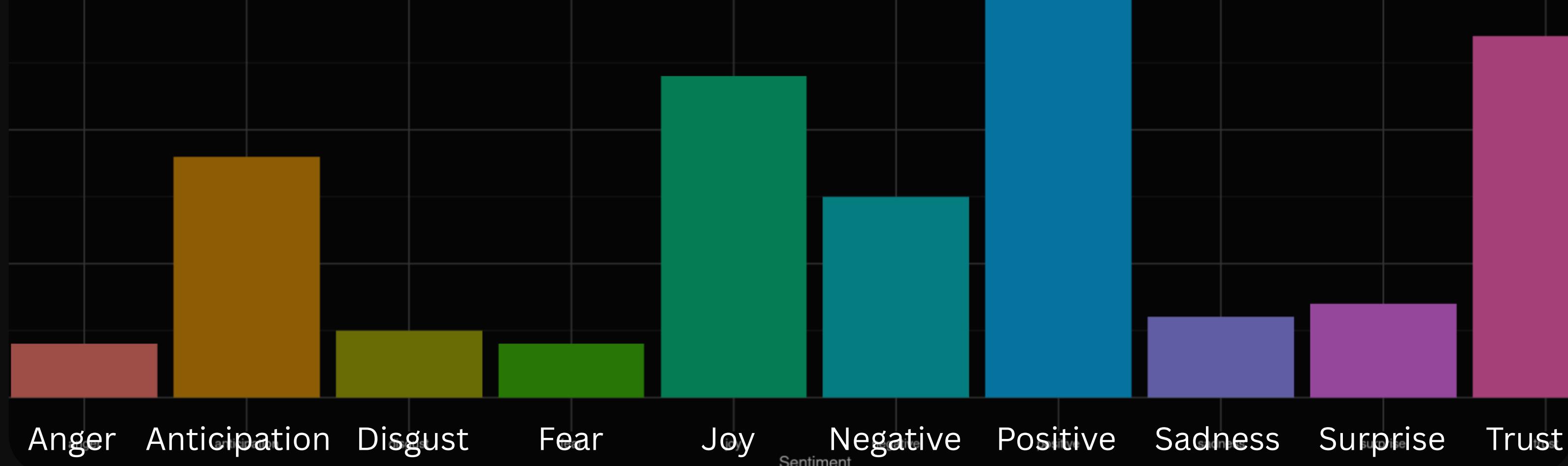


NCR SENTIMENT

Sentiment for Seong Buk Dong

↳ Sentiment for Seong Buk Dong

- Dominant sentiment is positive
- Top emotions of Joy and Trust indicate high customer confidence and enjoyment
- Anticipation also scores relatively high, pointing to excited or expectant tones in the review





REVIEW HIGHLIGHT

Commentary within the reviews contains both strong praise and criticism

Song Buk Dong: +136

BLOWN AWAY. Was working in Ktown and came upon this gem. I've been a Korean food fanatic for over 20 years at authentic "Mom n' Pop" spot. Sundubu is amazing, Bibimbap is legit, banchan is on point, authenticity and charm make me painted the walls with some beautiful Korean landscapes as well. Do yourself a favor: COME HERE! If you like Korean food here, Mike's better than your usual spots like Surawon. The store itself feels like home, but service can get busy during lunch. I strongly recommend this restaurant and I also should come back soon. Food was great and authentic. I asked for western, really wanted some Korea food, found this restaurant nearby, decided to give it a try, but I was so regret!!!! Absolutly BiBimbap, BiBimbap come out cold, it's not on stove, also they give really small amount!!!! and kalbi-tang is tasteless, so much oil and they chopped small pieces!!! It looks so pale don't even have any color on it! It's worst Kalbi-tang I ever want korea food again! Also this old woman working there, she is not nice! Probably because I'm not korea? Because that!!!! If you want treat people differently, then don't welcome us! Don't let us in!! \$24.99 + \$18.99, can I expect to be seated right away. The store is clean and service is decent. We ordered Seongbukdong Gukbap and Sogogi Sun to here and didn't feel I was full. Taste wise, it's not salty so that's good but nothing amazing that will make me come back. Times to even put in our order was 35 minutes. Every customer was complaining-I'm vegetarian and I ordered the one all the time, and the quality has plummeted like i've never experienced before First impression: SOO MUCH FOOD!!! (potatoes, kilchi, pickles, rice, salads and etc). The flavors just shut you up. I went silent when I started eating. I was impressed. If you can't handle it please order non spicy. This is for real and that's my own preference. If like me you have been impressed from this restaurant. The look of everything is the same as in their videos, the flavors actually impressed me nothing was bad, much meat, sogogi sundubu got gasping, galbi jjim (the beef stew this was the highlight of my order) Anywaysss in conclusion. This is one of the best tofu soup places I've been to in LA! Their tofu is so soft it almost melts in your mouth. I got it typically like my food a little hotter than the standard). The banchan was also delicious! I came in 30 mins before closing. I wanted to try the green onion pancake as well but they said they ran out. I'll definitely be trying that next time! Overall, Korean restaurant that offers traditional dishes and provides friendly service, look no further than Seong Buk Dong. T



Positive comments use words like “blown away,” “highly recommend,” and “in heaven” all of which convey intense satisfaction

Negative comments describe details of long wait times, small portions and high prices

TOPIC MODELING TOP RANK

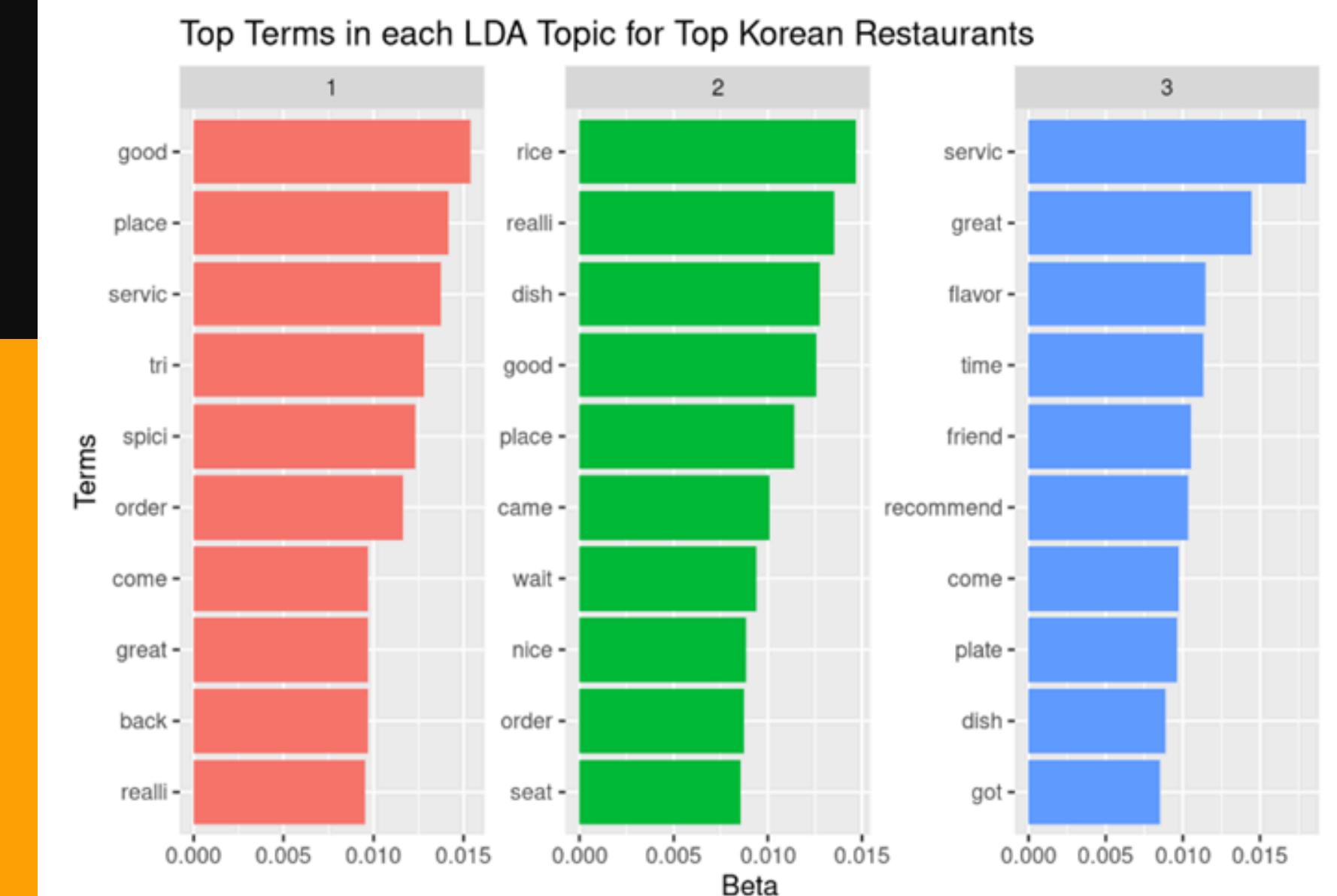


Topic 1 Focuses on customer actions: ordering, returning, service



Topic 2 Specific dishes, especially rice and overall dining experience and wait time

Topic 3 Illustrates an emphasis on authenticity and flavors.



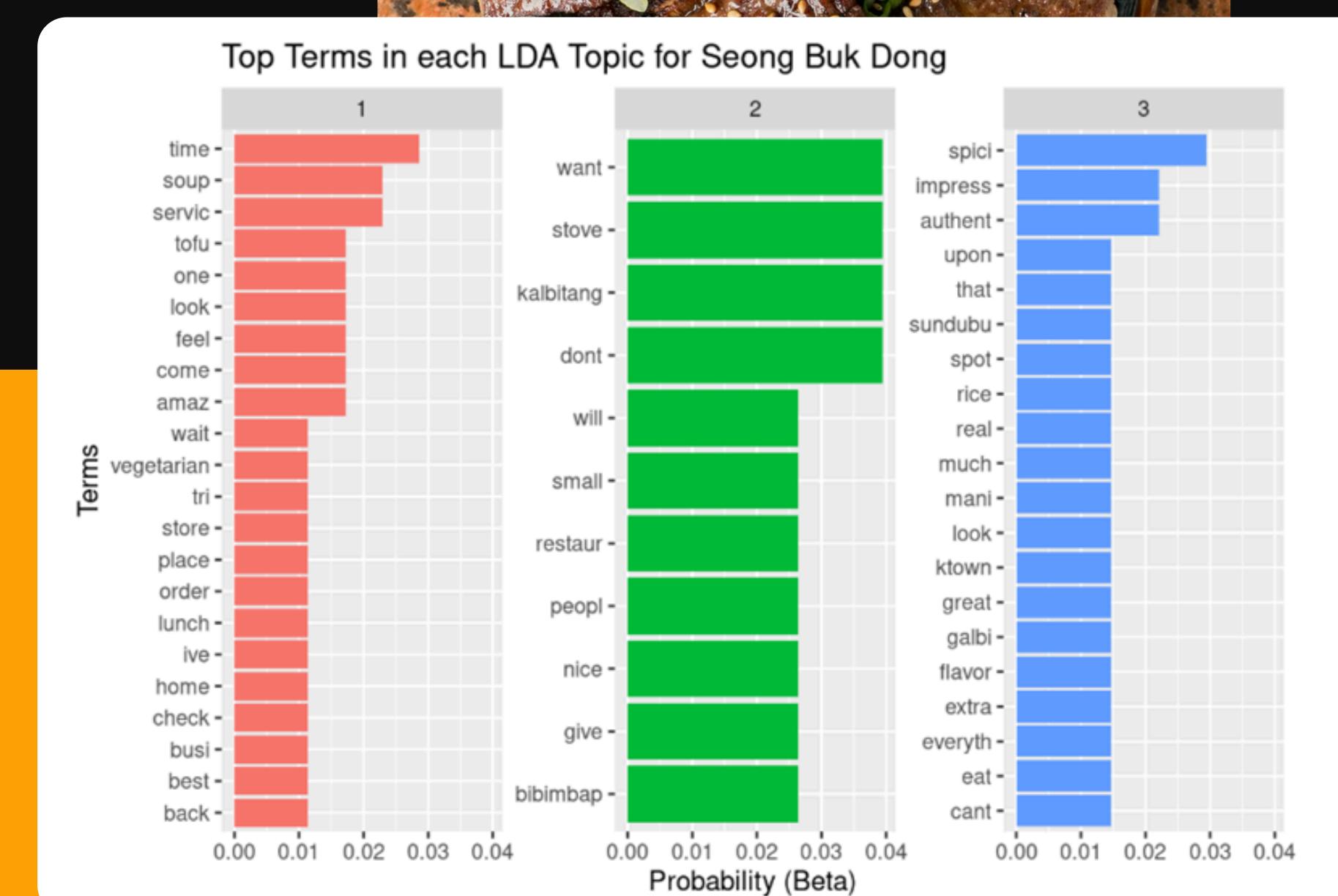
SEONG BUK DONG



Topic 1 Focuses on customer experience and service quality, including impressions of ambiance and staple dishes.

Topic 2 Menu specific and preparation items Focusing on specific dishes (kalbitang, bibimbap), and cooking setup (stove)

Topic 3 Emphasis on authenticity, spiciness, flavor complexity, and overall impression of food quality





XGBOOST MODEL

Use of XGBoost Model to get extra insight.

-Tells very similar story as other models as what some top predictors would be to show that a restaurant is a higher rated korean restaurant.

- Fried once again shows as top

Table of Results					
Word	Group Low	Group High	Diff	Restaurant count	Xgb Importance
fried	20	0	-20	6	0.0145207929
great	53	35	-18	17	0.0094930996
good	59	41	-18	19	0.0040326734
food	86	71	-15	19	0.0038052478
went	6	13	7	13	0.0024581444
take	16	11	-5	14	0.0022086614
best	19	11	-8	16	0.0015320422
get	19	17	-2	17	0.0012306755
nice	17	19	2	17	0.0010927860
highly	8	12	4	11	0.0010500689
definitely	28	19	-9	16	0.0008330862
also	37	15	-22	19	0.0007357895
service	47	50	3	19	0.0001559451

RADAR CHART

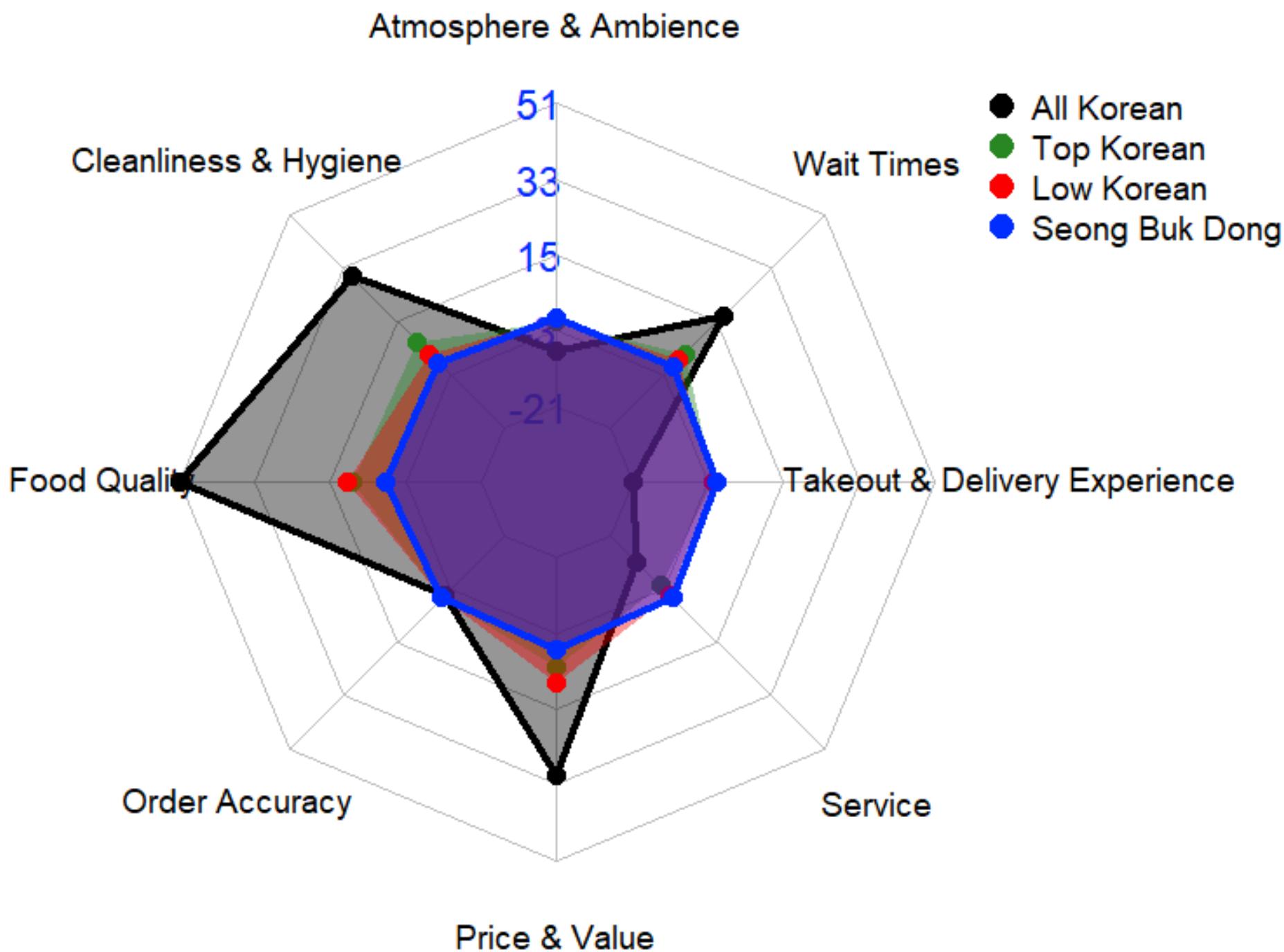


Top Korean restaurants are
Comparatively:

- High on cleanliness
- Lower Wait Times
- A bit more expensive

Overall Korean restaurants we have
more data an can show more change
across the sentiment scores.

(Only so much we can do with 30~40
Comments to compare top vs bottom
especially when categorizing them by
topics included in them)

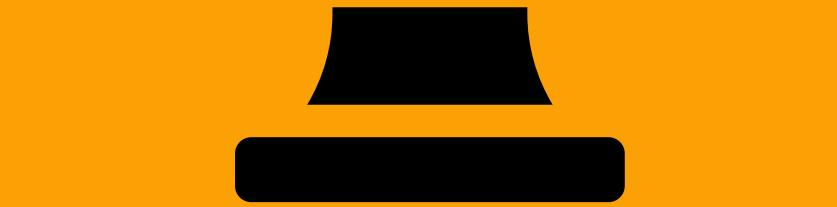
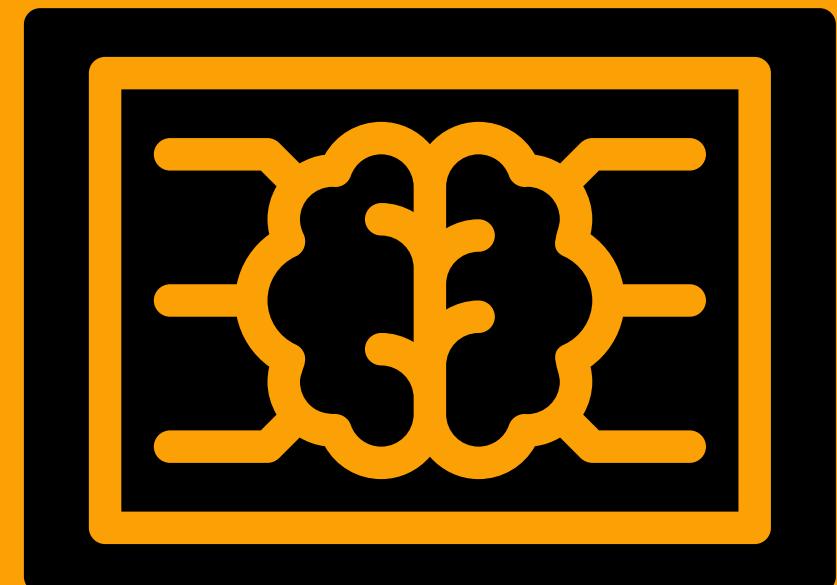




AI APPLICATIONS

- Using a Large Language model we performed additional Sentiment Analysis
- Korean Restaurants' Average Positive Sentiment: **83%**
- **Future use:** Automate deeper customer feedback insights and trend detection across larger datasets

Restaurant	Negative	Positive	Neutral	Percent Positive	Yelp Rank
Seong Buk Dong	2	7	1	0.70	189





KEY RECOMENDATIONS

- Fried foods especially fried rice appeared most often in lower ranked restaurant reviews
- Keep menu and environment authentic
 - Leave Tofu Soup as is (multiple fan favorites)
 - Update recipe to Bibimbap and Kalbitang
- Reinforce customer service training
 - look into hiring one additional staff member to address long wait times, and help with customer service





THANK YOU

