**Sentiment Scores**

The sentiment bar plot shows the proportional sentiment polarity, positive vs negative for each individual review of Korean Restaurants. In the more detailed report, a sentiment bar plot is provided for Top Korean Restaurants as well as lower rated Korean Restaurants.

Overall positive sentiment (blue) dominates most reviews. Many reviews are composed of more than 75% positive sentiment, indicating an overall favorable tone. Negative sentiment (red) is present but consistently lower in share. Negative sentiment rarely exceeding 50% of the review’s sentiment and shows scattered.

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. Customers are often offering opinions about liking the food, but not the service, or appreciating the service but not the location, etc.

While the sentiment is largely favorable toward Korean restaurants, the data reveals complex customer experiences; making it valuable to further analyze what aspects drive both positive and negative opinions.

A bar graph showing a bar chart

AI-generated content may be incorrect.

**NRC Emotion Lexicon**

To explore the data further a NRC emotion lexicon was completed. This bar chart displays the distribution of emotional and sentiment-related word counts within the reviews. Provided in the code are NRC charts for top rated Korean restaurants, lower rated Korean restaurants, and Seong Buk Dong (shown here). Although Seong Buk Dong is among one of the lower rated restaurants the dominant sentiment is positive. Most reviewers express favorable feelings. 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. Possibly commenting that the reviewer is excited to return. Negative, Disgust, Fear, and Anger do appear but are relatively low in count.

A graph with different colored bars

AI-generated content may be incorrect.

**Highlight**

Continuing our exploration of the Seong Buk Dong to draw out key themes in the reviews we completed a highlight sentiment analysis. Overall sentiment score for Seong Buk Dong is +.136. In the highlighted report key insights are identified to specific reviews. Commentary within the reviews contains both strong praise and criticism, but overall leaning positive. In the report you can easily tell reviews express praise for authentic Korean food, enjoy specific dishes, and describe some of the food as the “best they’ve had in LA.” Some reviewers use words like “blown away,” “highly recommend,” and “in heaven” all of which convey intense satisfaction. This are commentary that Seong Buk Dong should be proud of and understand there are just some small tweaks to make.

As shown in red, the negative comments describe details of long wait times, small portions and high prices. Commenters focus on the Kalbi-tang being tasteless, while others indicate bad customer service and incorrect order.

Our insights and suggestion to Seong Buk Dong would be to reenforce good customer service training to team members, review Kalbi-tang ingredients, and hire one additional staff to improve both the long wait time and give more focused customer service. Seong Buk Dong should continue to maintain their authenticity in their flavor and menu offerings as well as their décor.

A close-up of a text

AI-generated content may be incorrect.

**Sentiment Analysis and LDA Topic Modeling**

The final section of the sentiment analysis report is LDA Topic Modeling. Here our goal is to uncover dominant themes and topics within customer reviews to better understand customer sentiment, preferences, and common discussion points. Provided below are topic modeling for top rate Korean restaurants, poorly rated Korean restaurants, and a focus on Seong Buk Dong.

**Top rated Korean Restaurants**

Topic one has a general positive sentiment around the quality of the place and service, including customer actions like ordering and returning. Topic two focuses on specific dishes, especially rice and overall dining experience aspects such as waiting and seating. Finally, topic three has an emphasis on flavor and recommendations, social aspects like dining with friends, and service excellence.

A graph of different colored squares

AI-generated content may be incorrect.

**Lower rated Korean Restaurants**

Despite negative reviews, terms like "good" and "great" appear, possibly indicating mixed or nuanced feedback. Topics highlight mentions of menu items, timing, and service issues. The presence of "spicy" and "fried" may reflect discussion about food quality or preferences.

A graph of different colored squares

AI-generated content may be incorrect.

**Seong Buk Dong**

Tailored approach to Seong Buk Dong topic modeling shows again a focus on customer experience and service quality, including impressions of ambiance and staple dishes like tofu soup. A second topic identified is a focus on menu specific and preparation items. Focusing on specific dishes (kalbitang, bibimbap), cooking setup (stove), and customer desires or dissatisfaction. The final topic identified for Seong Buk Dong emphasis on authenticity, spiciness, flavor complexity, and overall impression of food quality.

A graph of different colored squares

AI-generated content may be incorrect.

**Conclusion**

The sentiment analysis of Korean restaurant reviews reveals an overwhelmingly positive tone across the board. Focused on Seong Buk Dong, the majority of reviewers express favorable impressions, though often nuanced by constructive criticism. Seong Buk Dong can benefit from reinforcing customer service training, reassessing menu consistency, especially for criticized dishes, evaluate staffing to reduce wait times and maintain strengths in their authentic flavor and traditional menu offerings. Throughout our topic modeling key themes appear that Seong Buk Dong should take into consideration: Service, food quality, and experience. Seong Buk Dong’s topics center around authenticity, signature dishes and ambiance, all of which play pivotal roles in improving customer opinions and therefore increasing their overall rating. Embracing this feedback will help the business transform from good customer experiences into great ones.