For my research question I’m approaching the question: is there a difference in the content of reviews between two different local pizza companies and are there identifiable features in those reviews that would suggest areas of improvement for the companies.

The first step in find an answer for this question is to find the most common words in each class of review, so in other words what makes up a good review?

For my project I considered any good review to be over a 4.0 star rating and any bad review to be under a 2.0 star rating, I omitted 2.1-3.9 star ratings so that I could focus solely on the very good reviews and very bad reviews, I wanted to look at the extremes of the values.

In the first figure I found that many of the negative reviews for both companies were contributed to:

1. The quality of food that the customer received and
2. The customer service that the customer received during their order

Chanello’s also had negative reviews that focused on:

1. The amount of time they waited to receive their order and
2. The amount of money that they spend on the food

When looking at the positive reviews both companies received paise for the quality of the food received.

Calz on the other hand received noticeable praise for:

1. The speed that the customer received the food and
2. The cleanliness of the store

Looking at the second figure I decided to take a look at the volume and distribution of reviews over time up until the date that the reviews were scraped, in this figure its clear that Chanello’s has higher volume of reviews compared to Calz but that Calz has a higher ratio of good reviews to bad reviews.

So in conclusion I believe that both companies struggle with some of the same problems in their negative reviews but where Calz provides solutions that increase their good reviews such as keeping a clean store and making sure that stores are staffed appropriately to make sure that orders can get to the customers fast Chanello’s fails to provide these same services on a company wide scale and it is reflected in their store ratings.

This concludes my presentation thank you for your time today if you would like to read my post in full or have a closer look at any of my graphs ill drop a link in ds\_general and ds13