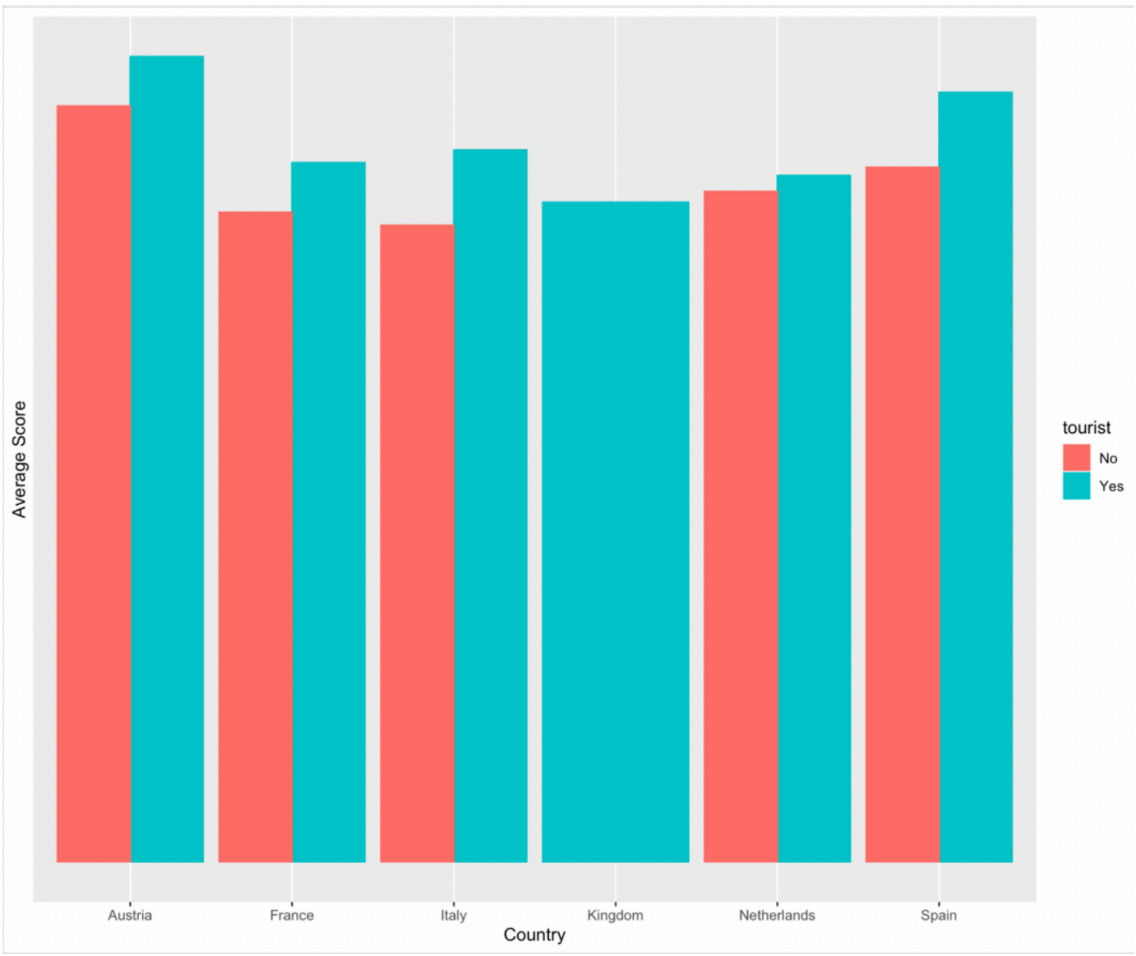
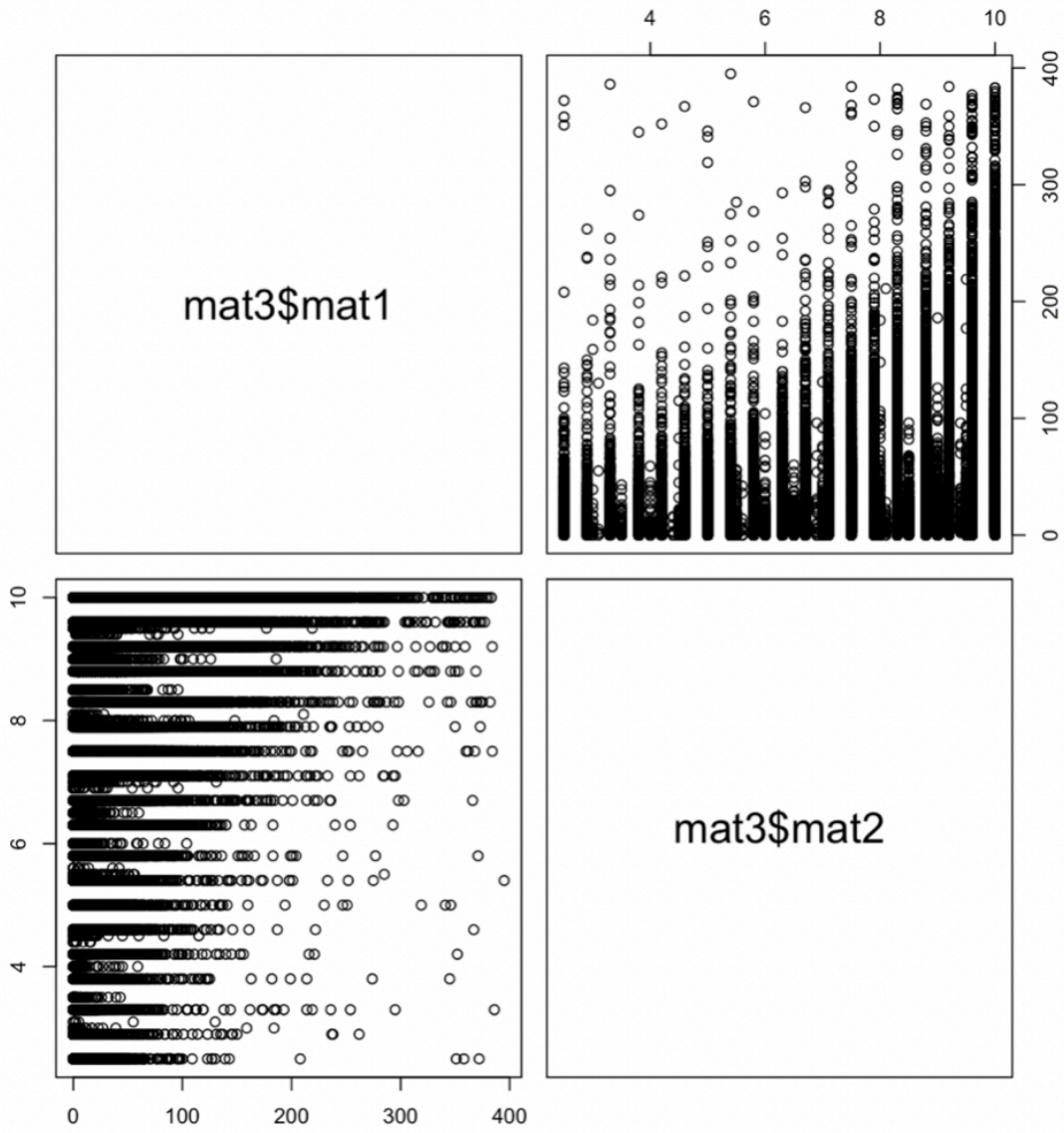
1) Tourist Vs Average Score:



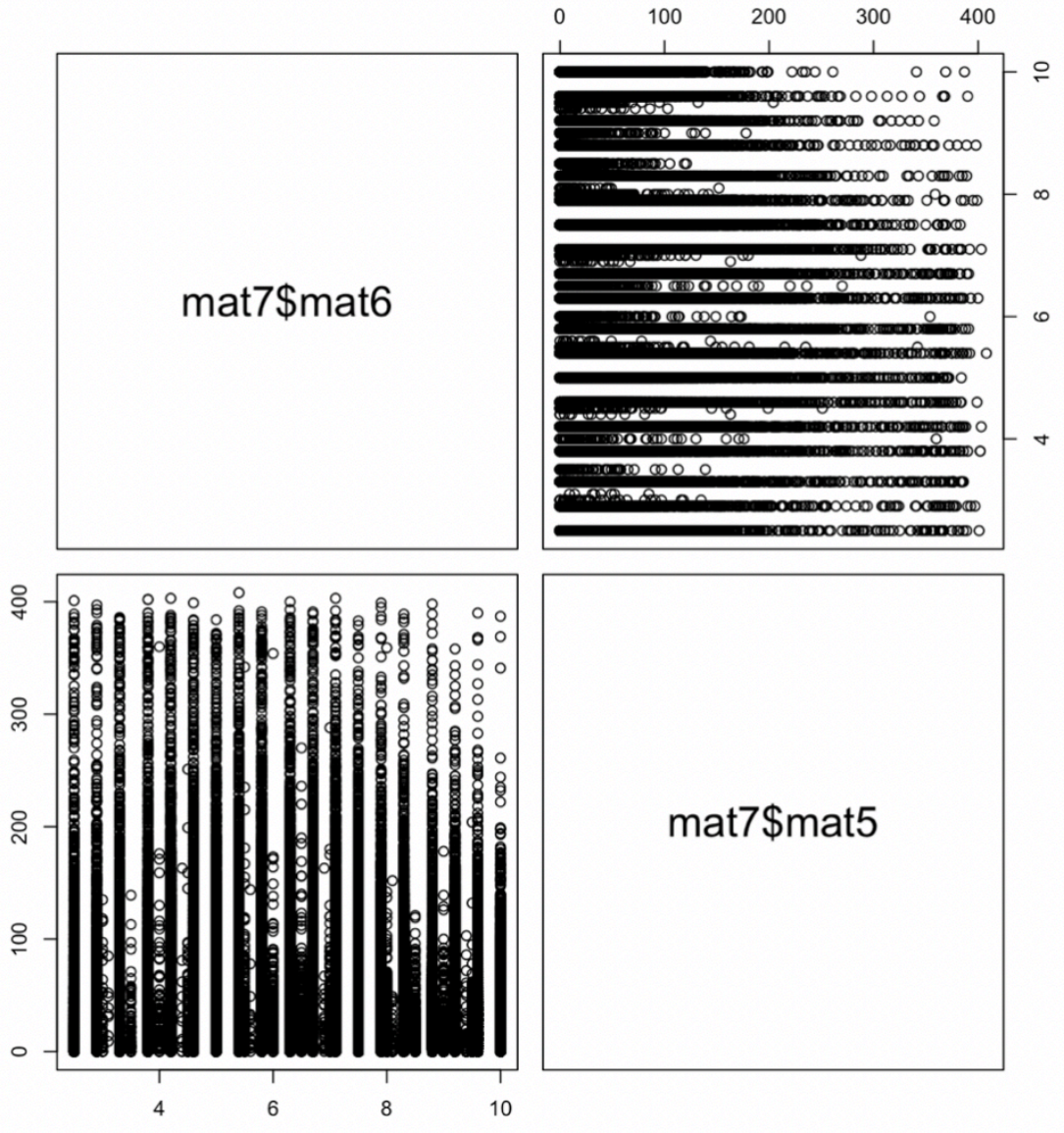
2) COUNT OF POSITIVE REVIEW WORDS VS CUSTOMER RATING

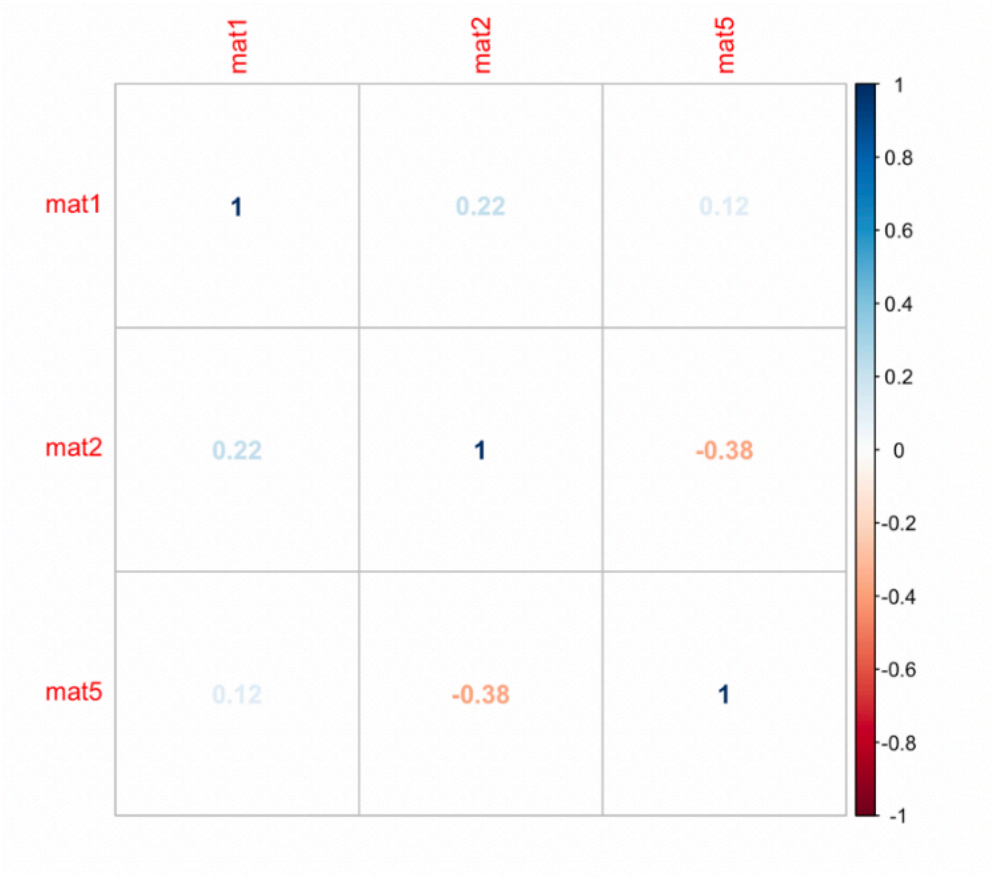
```
mat1<-data_model[,11]
mat2<-data_model[,13]
mat3<-data.frame(mat1,mat2)
pairs(mat3$mat1 ~ mat3$mat2)
```



COUNT OF NEGATIVE REVIEW WORDS VS CUSTOMER RATING

```
mat5<-data_model[,8]
mat6<-data_model[,13]
mat7<- data.frame(mat5,mat6)
pairs(mat7$mat6 ~ mat7$mat5)
```




mat1
mat2
mat5
mat1
1
0.22
0.12
mat2
0.22
1
-0.38
mat5
0.12
-0.38
1
1
0.8
0.6
0.4
0.2
0
-0.2
-0.4
-0.6
-0.8
-1