**Project 3) TEXT MiNING BANK REVIEW BANK REVIEW ANALYSIS**

**Objective** –Objective is to predict the Customer satisfaction through their reviews

**Business Problem** –

Bank User give rating and reviews about services on central bank websites these rating help banks to evaluate services provided and actions taken .While rating convey the overall experience they do not convey the context which led to reviewer to that experience

**Data Availability** –

* Data is detailed dumped of customer reviews of different services in banks.

**Historical Data** –

* Last 6 months data
* Attributes like review , date, rating,bank name

**Techniques –**

* Used **NLP Corpus, Stemming and Naive Bayes Classifier**, classify the agenda to their respective bucket (Package Issue, Feature Issue, Compliance Issue, PI Issue , Audit Issue .. etc) and assign them to teams accordingly.
* Made use of **python, nltk, re library** to pick up key identifiers such as process name, team ID, manager name/ID etc from plain text messages.

**Tools Used –** Python (numpy, pandas, re, nltk, sklearn, textblob, nlp etc.), Excel

**Metrices**-

* We used Confusion Matrix for multiclass classification. Confusion matrix can tell if there’s a class that’s constantly mistaken for some other class.

**Validation –**

• It will train my model using train data set I will verify result against test data set. If we will get

Test data classified to accurate class then I will say my model is good model.

**Challenges** –

* Data Collection
* Identify the Positive Drivers