

DATAPLAY'S GOOGLE REVIEWS ANALYSIS

USING COUNT VECTORIZER AND WORD CLOUD

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Objective

- DataPlay, an ed-tech company, has a wealth of user feedback in its Google reviews. We have the opportunity to work on this raw data to get valuable insights.
- It is to see if this unstructured text data, directly impacts business strategies and customer satisfaction efforts.

Data collection

- The raw data(online Google Reviews) is scraped into an Excel worksheet in the following manner. This first step of tokenization work is done by some of the interns on behalf of DataPlay.

NAMES	RATING	GOOGLE REVIEW COMMENT
Abhinav Bharat	5	I had a fantastic experience at DataPlay. The institute offers excellent training in data analysis, covering statistics, Excel operations, and Power BI tools. The knowledgeable instructors and comprehensive materials make it a top choice for aspiring data scientists. Highly recommended for quality education and hands-on learning!
Divyanshu Choudhary	5	
Jatin Bhagatani	5	
Jinal Shukla	5	
Jiya	5	
Kurakula Prashanth	4	
		According to me it's a very good place for learning with a good hearted teachers too.
Miradul Shrotriya	5	Most of institutes are not put efforts towards the students who are average but in DataPlay they put efforts for every single student and their teaching style is so nice because I'm new in that course I didn't wonder why I softly understand every single thing they thought me and it is possible just because of their student friendly teaching.
Mishita Sharma	5	Nishant sir and Mahima ma'am have outstanding sessions that help you gain clarity and improve your skills.
Prit Anand	5	Altogether it has been a great experience, the mentors are really helpful and does a very well job in making the classes engaging and interactive.
		2 days agoNew
Bishabh Vaish	5	My overall experience was great. Mentors were incredibly supportive, effectively explaining tools and concepts through real-life scenarios.I gained valuable hands-on experience with Power BI and Excel, engaged in discussions about interview questions and significantly improved my knowledge throughout the course.
Tejasvi Poonia	5	The explanations start from the very basics so the content is easy to understand while the assignments provide a route for application of concepts.
UTPAL KUMAR RAY	5	DataPlay is an excellent learning place for aspiring Data Scientist & Data Analyst. I am currently enrolled in Data Science training program.The mentors are truly good hearted and experienced professionals who provide valuable guidance. They helps every student
Vaidik Asawa	5	I'm currently learning Data Analysis from here and its going well, started from the basics at a very good pace. Sessions are very interactive. Good place to start.
Yaman Sain	5	

- We have a total of 58 entries of Google reviews from which 17 entries show only rating (no text reviews).

Working tools

- **MS Excel** is used in the data preparation part with some advanced formulas like
 - Text-to-columns tab with delimiter and Transpose (*for Tokenization*)
 - UNIQUE and COUNTIF function (*for Count vectorizer*)

- **Power BI** is used in the data analysis part where we imported and used :
 - WORD CLOUD

Data preparation

- Now, we started our work by **splitting** each word of the GOOGLE REVIEW COMMENT column into multiple columns using text-to-columns tab (with space as a **delimiter**)

I	had	a	fantastic	experience	at	DataPlay.	The	institute	offers	excellent	training	in	data	analysis,
According to		me	it's	a	very	good	place	for	learning	with	a	good	hearted	teachers
Nishant sir		and	Mahima	ma'am	have	outstanding	sessions	that	help	you	gain	clarity	and	improve
Altogether it		has	been	a	great	experience	the	mentors	are	really	helpful	and	does	a

Data preparation (cont.)

- Then we copied the multiple columns, and pasted into one column 'Value' with the help of **Transpose as columns**.
- The **UNIQUE** function is used on this new column to get only Unique words in the data.
- Finally, the **COUNTIF** function works to obtain the frequency of these Unique values.

Value	Uniquevalues	Frequency
I	I	8
had	had	1
a	a	29
fantastic	fantastic	1
experience	experience	7
at	at	5
DataPlay.	DataPlay.	1
The	The	43
institute	institute	2
offers	offers	2
excellent	excellent	3
training	training	5
in	in	13
data	data	23
analysis,	analysis,	1
covering	covering	1
statistics,	statistics,	1
Excel	Excel	3
operations,	operations,	1

- [illegible]

*****Initially, we have taken all those words with a minimum no. of repetitions as 1. So, there are so many words in the visual. Further, we will try some with higher frequencies.*****

Analysis and report (cont.)

- Now, to understand the data more precisely, we took only the words with minimum no. of repetitions = 3
- Now easy to notice the words like *good, great, exceptional, valuable, supportive, outstanding, nice, friendly, understanding, helpful, perfect, engaging, excellent, clarity etc.* which show clear positive vibes among the candidates.

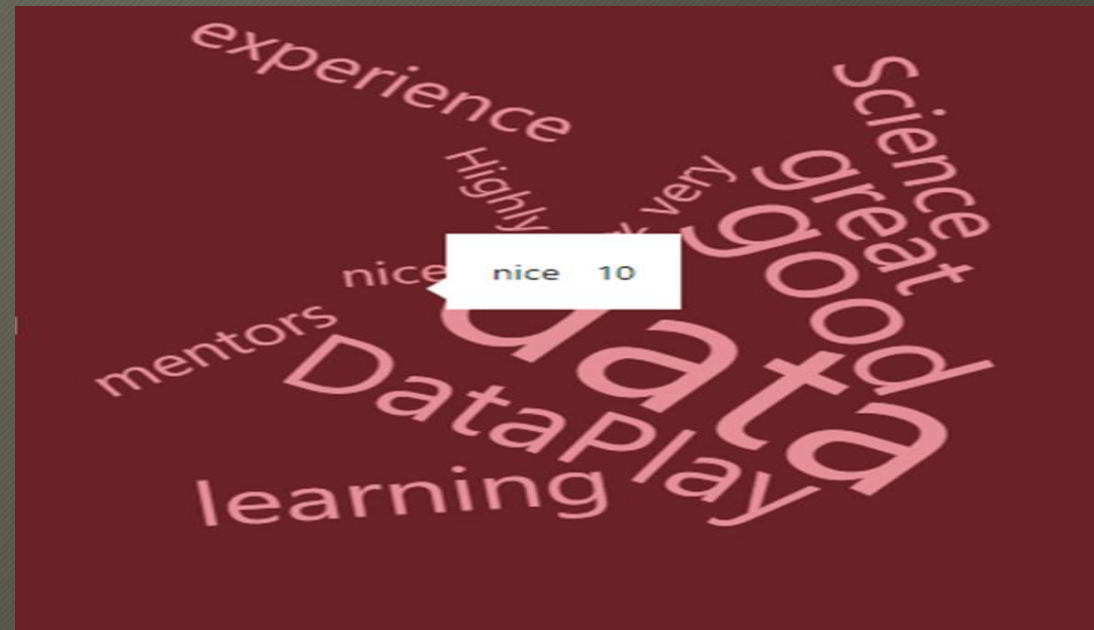


Analysis and report (cont.)

- For a clearer view, we again considered words with even more frequency, we saw the word **‘supportive’** coming 5 times and **‘nice’** 10 times, which indicates a favourable situation for students.



****words with minimum no. of repetitions = 5**



**** words with minimum no. of repetitions = 10**

Analysis and report (cont.)

- Finally, we thought of watching the words only with a minimum no. of 15 repetitions.



- Here 'Good' and 'great' are coming 26 and 20 times respectively. Now here comes an interesting part.
- From all entries, $(58-17) = 41$ people have given their valuable reviews; so, 'Good' and 'great' are appearing approx. 63% and 48% times respectively.
- Therefore, this organization is a pleasant experience for the on-board learners!

Thank You !