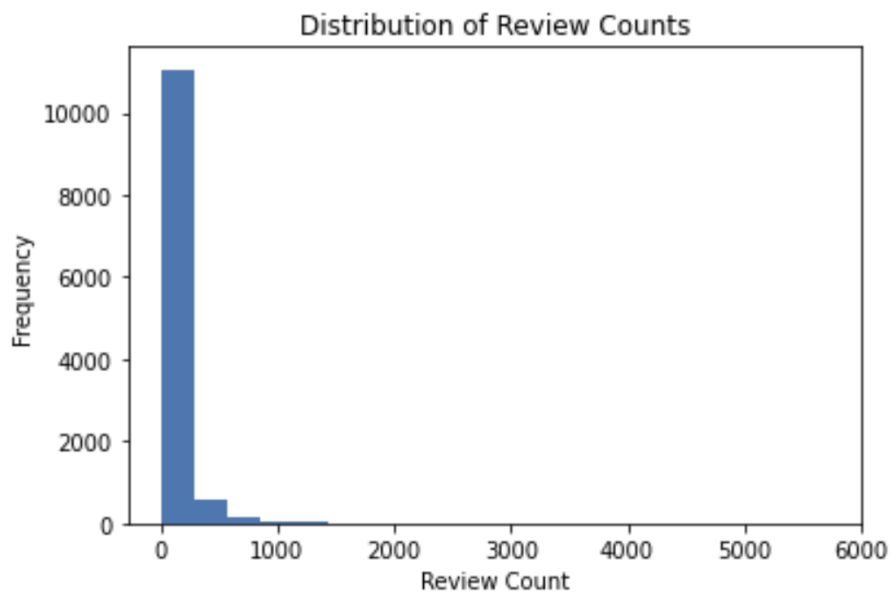# Improving Customer Retention Using Big Data Analytics
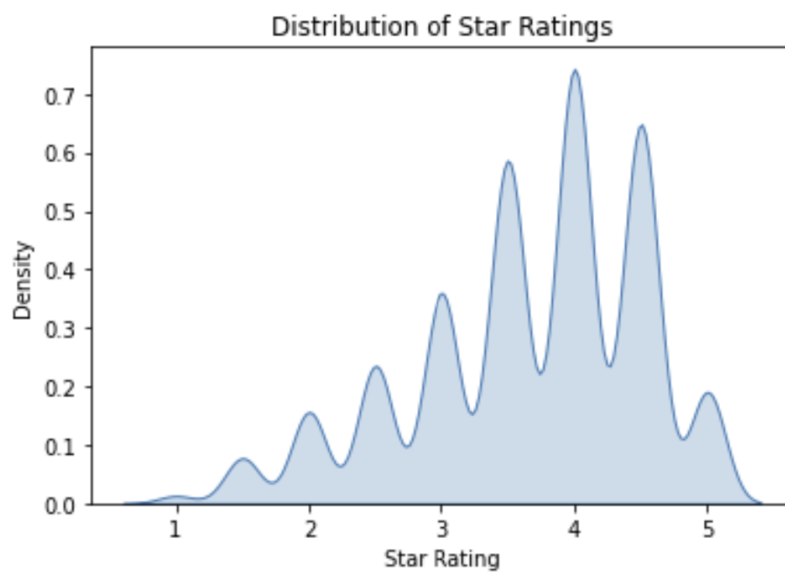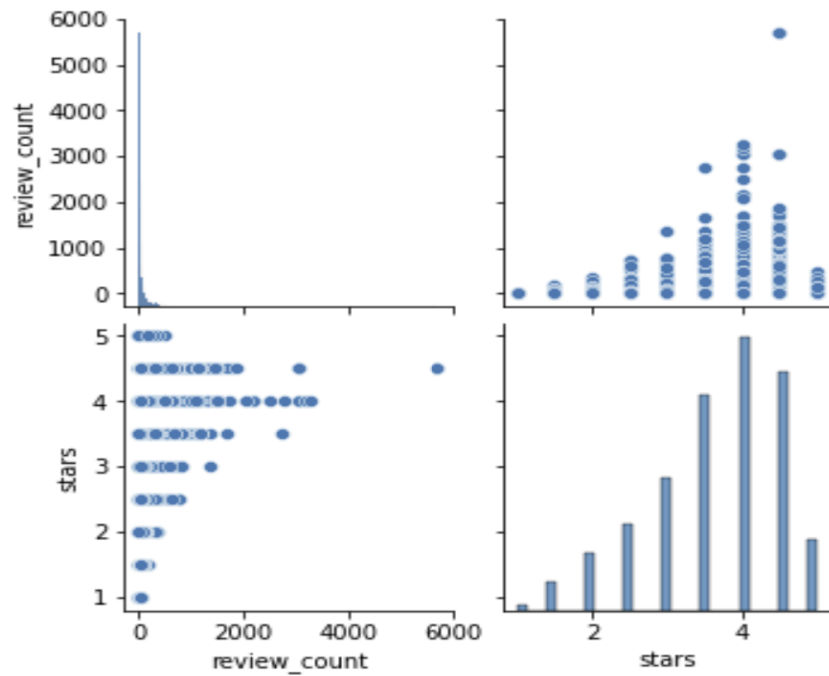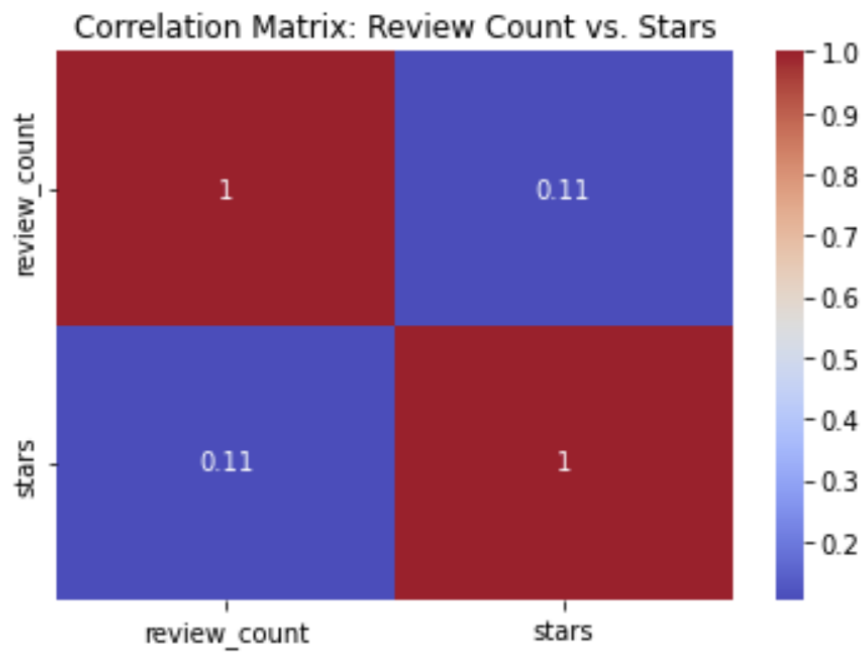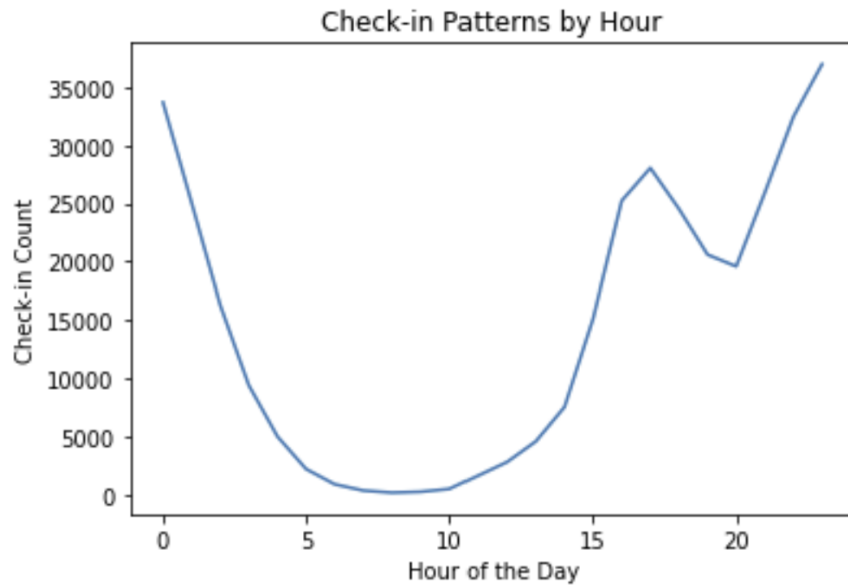
- Distribution of review counts
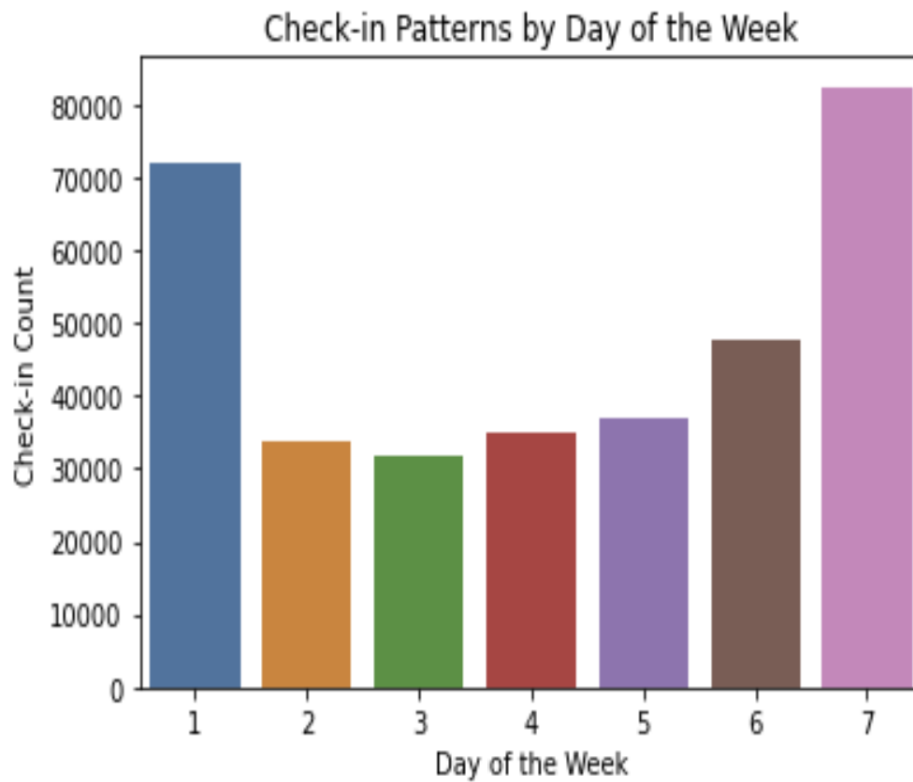

- Distribution of Star Rating

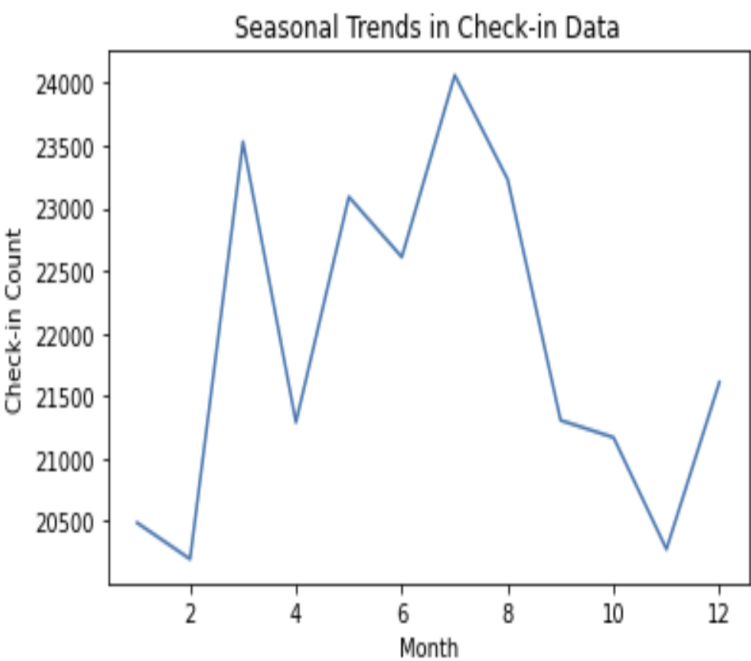- Correlation between Review counts and Star Rating

- Checking Pattern by hours
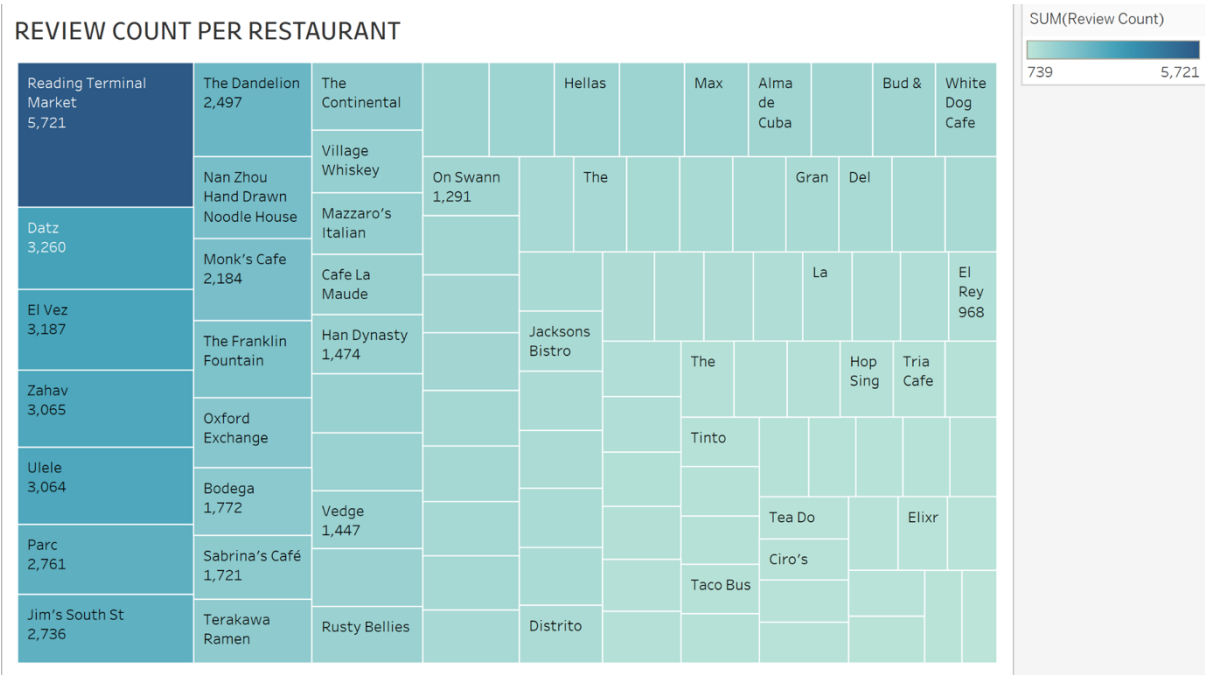

- Checking Pattern by Day of the week
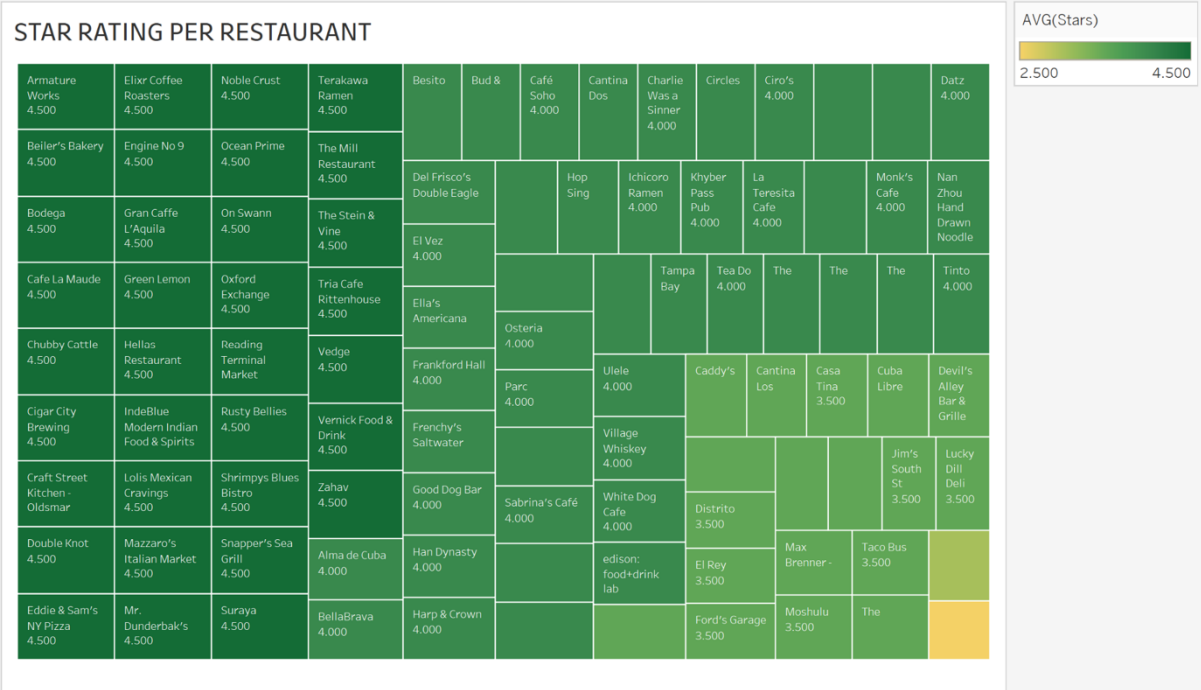
- Seasonal Trends in Checking
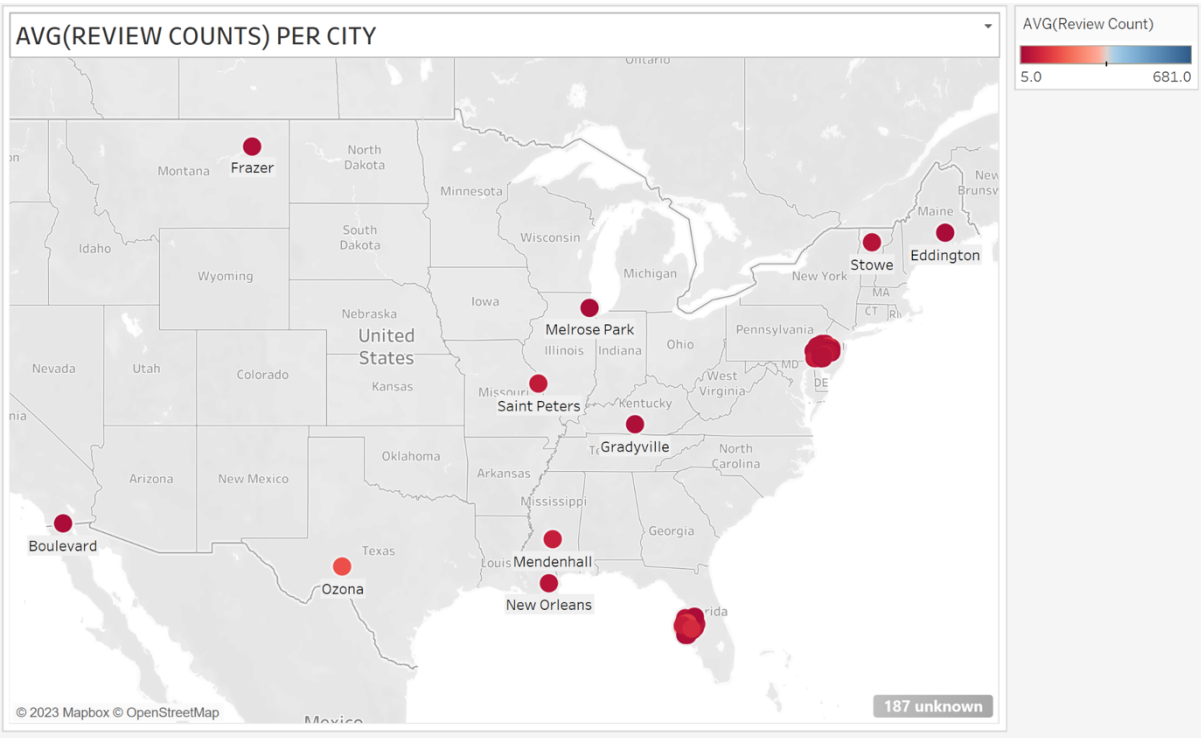

Visualization Using Tableau

- Review counts with respective restaurants

- Star Rating wit Respective restaurants

- Average review count with the respective city

- Highest Rated restaurant

OXFORD EXCHANGE

Term	Sentiment
allergy	2.000
pizza	2.000
ambience	1.800
staff	1.619
sandwich	1.611
menu	1.553
food	1.535
portion	
chips	2.000
seasoning	2.000
atmosphere	1.729
recipe	1.500
burger	
cost	
lobster	
texture	
curry	2.000
soup	2.000
service	1.675
rice	1.500
distance	2.000
waiter	2.000
flavor	1.667
taste	1.500
waitress	1.333
price	
ingredients	2.000
vibe	1.938
gluten	1.667
fries	1.467
location	1.182
dish	
steak	1.167
lighting	2.000
decor	1.875
presentation	1.667
salad	1.393
attitude	
host	
quality	
noise	

- Averagely Rated Restaurant

HARP & CROWN

burger Sentiment: 2.000	ambience Sentiment: 1.917	cuisine Sentiment: 1.500	service	pizza	vibe	gluten	host
cost Sentiment: 2.000	bartender Sentiment: 1.846	lobster Sentiment: 1.500					
knowledge Sentiment: 2.000	decor Sentiment: 1.838	location Sentiment: 1.500	texture Sentiment: 1.333	dish	flavor	allergy	chips	curry
sandwich Sentiment: 2.000	atmosphere Sentiment: 1.818	music Sentiment: 1.500	food Sentiment: 1.297	fries Sentiment: 1.000	rice	waiter	hostess
sushi Sentiment: 2.000	beer Sentiment: 1.533	parking Sentiment: 1.500	taste Sentiment: 1.286	portion Sentiment: 1.000	quality Sentiment:	pasta
vegan Sentiment: 2.000	staff Sentiment: 1.522	price Sentiment: 1.500	value Sentiment: 1.286	presentation Sentiment: 1.000	lighting Sentiment:	steak Sentiment:
		salad Sentiment: 1.500	menu Sentiment: 1.276	ribs Sentiment: 1.000	crab Sentiment:	attitude

- Least Rated Restaurant

SEMINOLE HARD ROCK HOTEL & CASINO

pizza Sentiment: 1.667	music Sentiment: 1.286	pasta Sentiment: 1.000	price Sentiment: 1.000	rice Sentiment: 1.000	soup Sentiment: 1.000
food Sentiment: 1.385	service Sentiment: 1.154	sushi Sentiment: 1.000	quality Sentiment: 0.750	lighting Sentiment: 0.667	lobster
staff Sentiment: 1.353	atmosphere Sentiment: 1.000				
	beer Sentiment: 1.000	waiter Sentiment: 1.000	location Sentiment: 0.500	menu Sentiment: 0.500	
steak Sentiment: 1.333	budget Sentiment: 1.000	cost Sentiment: 0.750	manager Sentiment: 0.500	parking Sentiment: 0.362	