Trustpilot reviews for business sentiment

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Link to Github: https://github.com/TheAgns/ExamProjectDataScience

Project statement:

The challenge we are going to address is to compare the sentiment of customer evaluations for organizations/businesses using sentiment analysis and topic modeling on customer reviews from Trustpilot and then use logistic regression with our data and try to predict an unknown sentence that the model havn't seen before.

Customer evaluations are a crucial source of information for organizations to understand the experiences of their clients and to pinpoint areas in need of development. Topic modeling may assist to find the main themes or subjects that consumers are discussing, while sentiment analysis can help to automatically categorize reviews as positive, negative, or neutral. Comparing the tone of customer evaluations for various firms may reveal insightful information about customer preferences and assist companies in gauging their performance against that of their rivals.

Project solution:

We have scraped reviews from Trustpilot and then we've made program that employs NLP methods to do sentiment analysis and topic modeling on customer reviews of companies on Trustpilot. The program would also contrast the tone of customer evaluations for the companies and display the findings using a variety of data visualization tools, including Neo4j, word clouds, bar charts, line graphs, heat maps, scatter plots and more.

These findings can help a business to adjust to the market and get an insight in the company's competitors what they do good and bad.