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## Questions

**Github:** [Sentiment Analysis Car Brand Reviews](#)

1. Would this model be able to be used on reviews for other things like product reviews?
  - a. Yes, this model can be utilized on any other review data you can find. When sentiment analysis is used on raw reviews received from customers you will be able to tailor this report to the reviews you have received.
2. Why did the data not include any information on the individuals that created the reviews?
  - a. The data did not include any personal information as this would be an ethical concern due to information such as emails, addresses, phone numbers, names, and IP addresses, that could be used to track individuals down. As these reviews are anonymous and no personal information is needed as the users are not interested in the individuals that created the reviews they are just interested in the outcome of the reviews for each brand.
3. What are your thoughts on the changes in the review count for each year of the car models?
  - a. I found it interesting as the highest number of reviews came from 2004 and slowly decreased with the years following with a little spike towards the end. Which indicated that the peak time for reviews for these five brands came from 2004 and after reviewing the data I indicated that the data just spiked with the largest number of reviews. That showed an average increase in all reviews such as positive, negative, and neutral meaning

nothing was out of the ordinary it is just due to the data that was given and the number of reviews in that year.

4. Did you face any challenges when working with this data set?
  - a. The main struggle I faced was during NLP as I had to perform several steps to clean the data to allow me to prepare the data for modeling.
5. Why is sentiment analysis important to you?
  - a. Sentiment analysis is important as it allows analysts the ability to analyze different bodies of text such as reviews to receive insight from customers on how providers can improve their products or processes in receiving a product.
6. How could car companies use sentiment analysis to their advantage?
  - a. Car companies can utilize sentiment to get a quick out look on the reviews they receive from their customers and improve on there current products and change negatives into positive by improving there cars in the following years.
7. Why do you believe the use of sentiment analysis could be useful for customers when buying any major product?
  - a. Sentiment analysis can be useful to customers as they can use it to their advantage by reviewing customers feedback to make an educated decision on a product they are deciding on buying.
8. If you had to do another sentiment analysis, what different types of reviews would you believe would be interesting in analyzing?
  - a. Reviews that would be interesting to me would be from major companies like Amazon, different airlines, home builders, and whatever topic you would find most important at the time.
9. When performing Natural Language Processing why did you need to remove punctuation and set all letters to lowercase?

- a. By removing punctuation and implementing lowercase I am making it easier and cleaner to conduct sentiment analysis to gain a more accurate output on the data.
10. Why do you create more than one model when building a report?
- a. The reason you would like to create more than one model is to determine the best option to go with when working with your data. Which will allow users to decide the best option for the data they are working with.