

GROUP MEKDY

CUSTOMER SENTIMENT ANALYSIS ON MCDONALD IN SELANGOR

TEXT ANALYTICS - CISB5123

GROUP MEMBERS



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MODEL

- **Text Classification**

Assigns predefined categories or labels to text documents based on the reviews. Eg: Sentiment

- **Sentiment Analysis**

Determines the emotional tone (positive, negative, neutral) of a piece of text

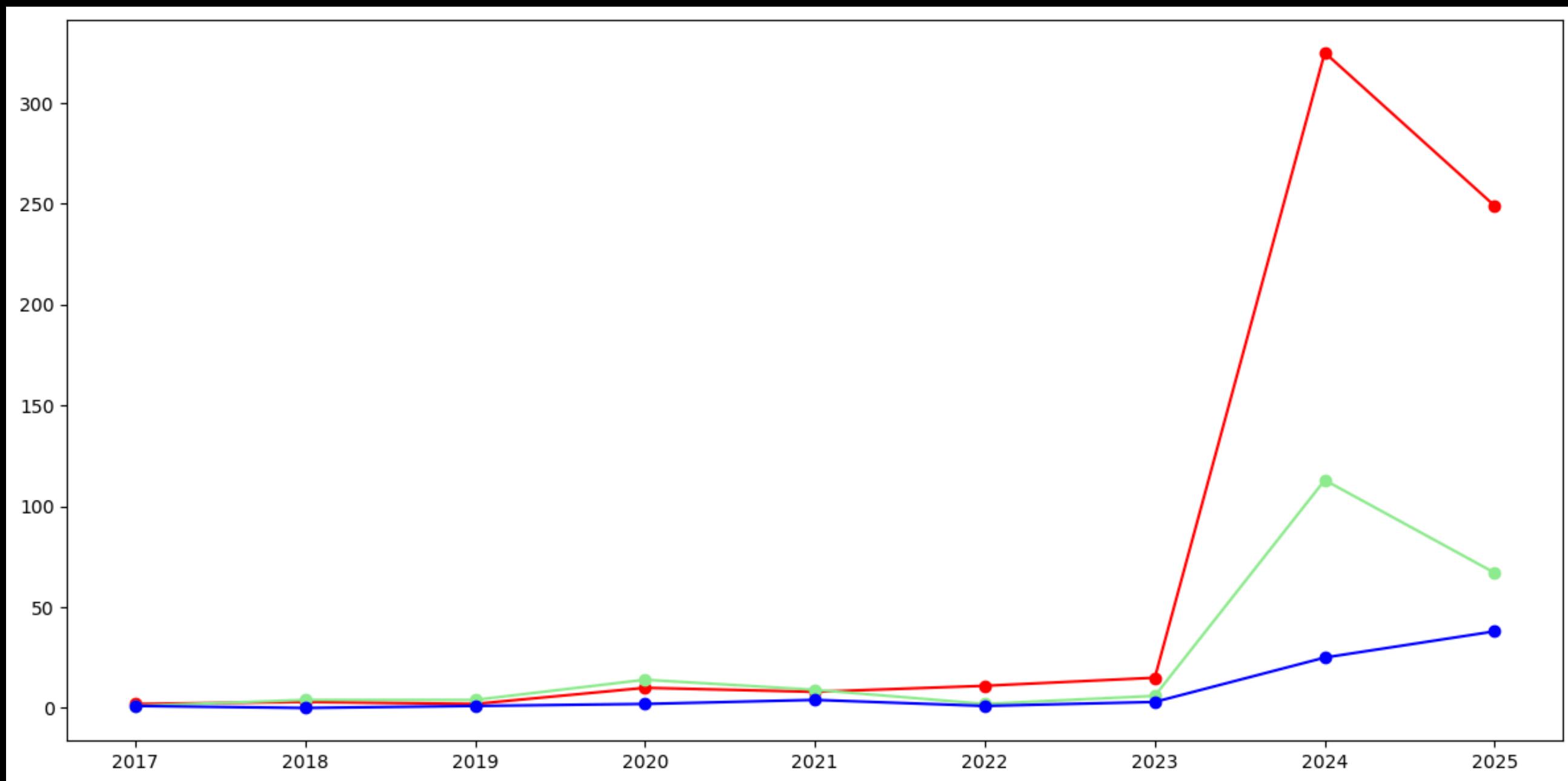
- **Topic Modeling**

Uncovers recurring themes and topics within a collection of reviews



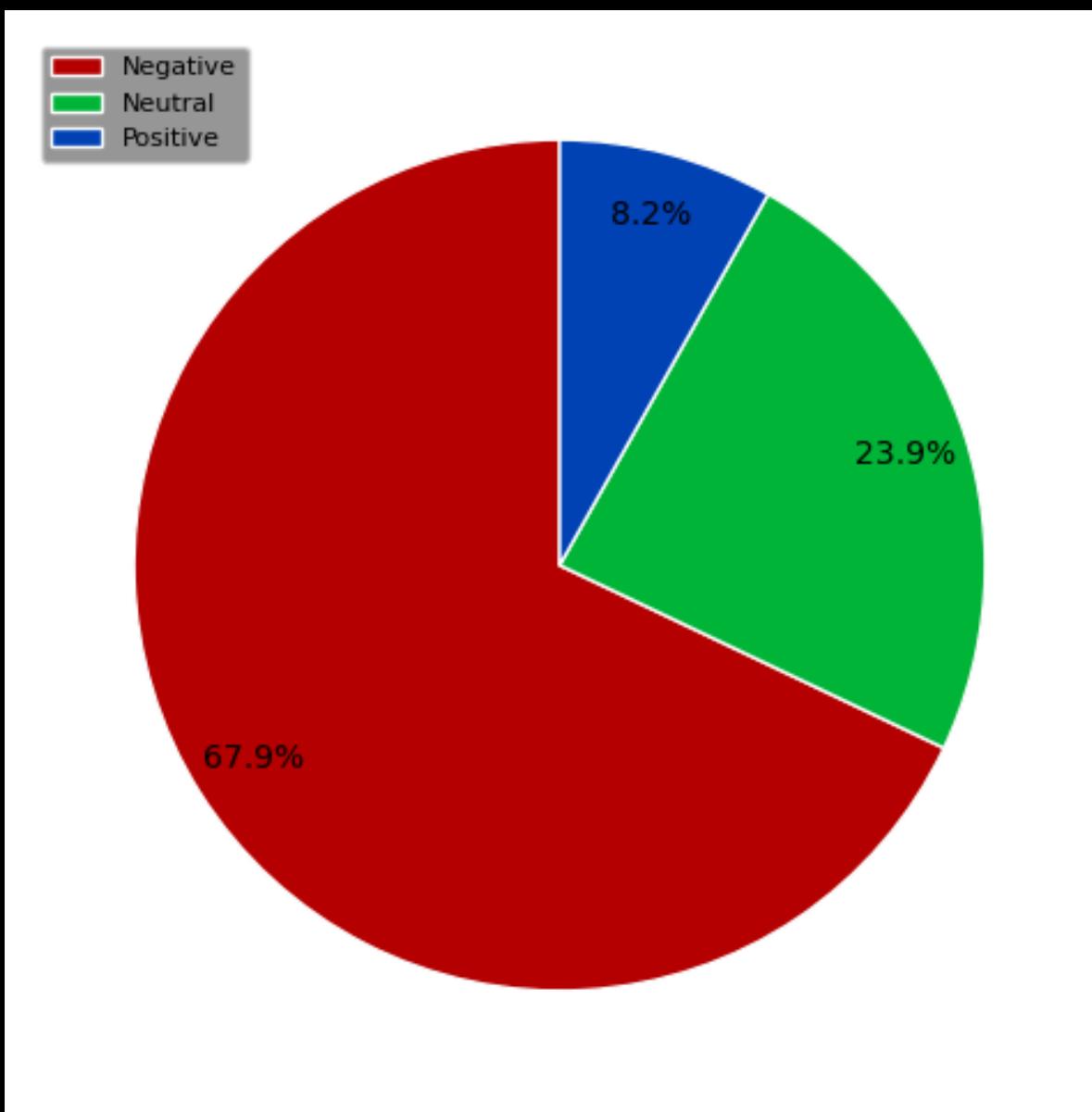
KEY INSIGHTS

● Line Graph - Reviews Number per Year



KEY INSIGHTS

Pie Chart - Sentiment Details

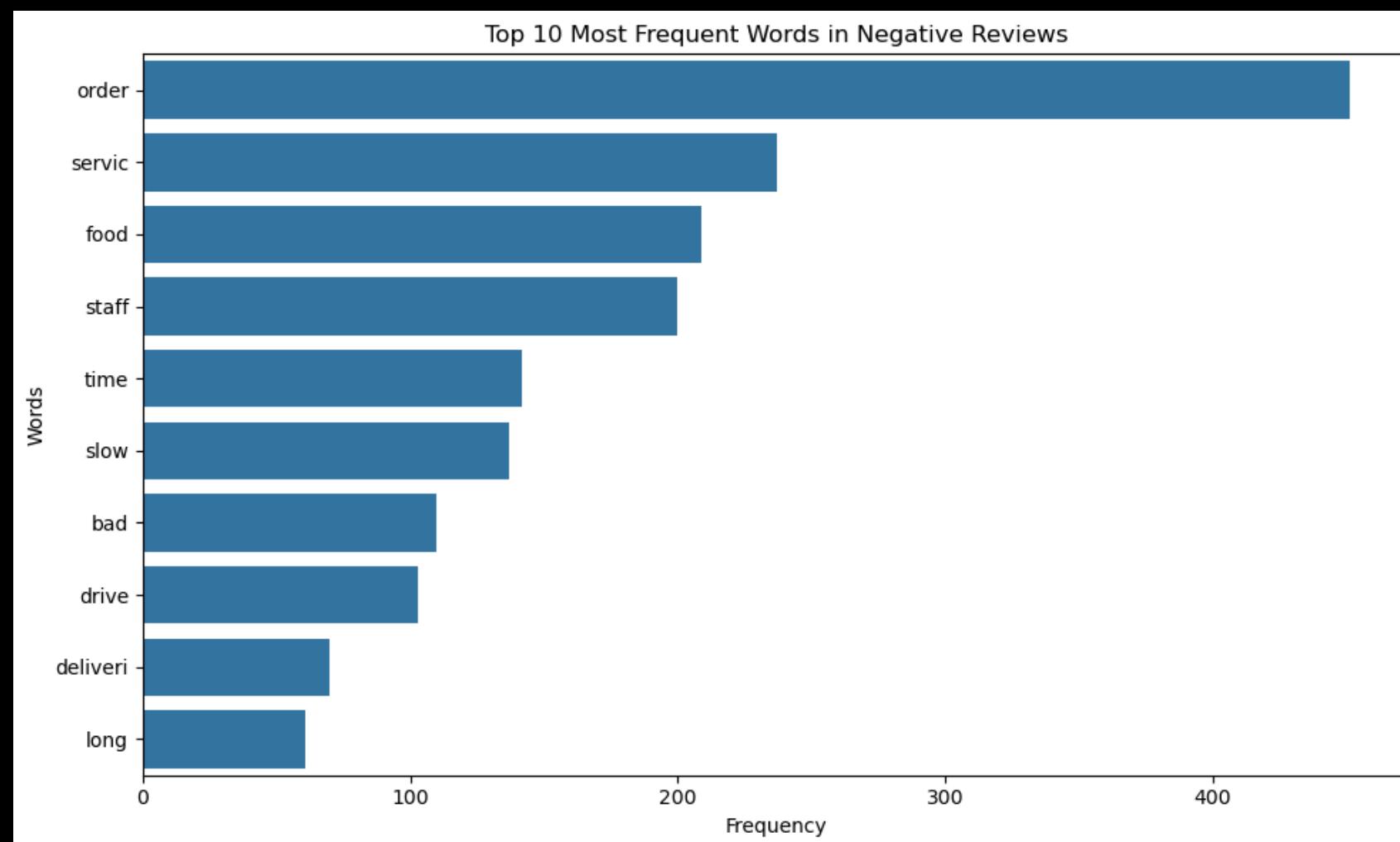


 WordCloud - Reviews Word

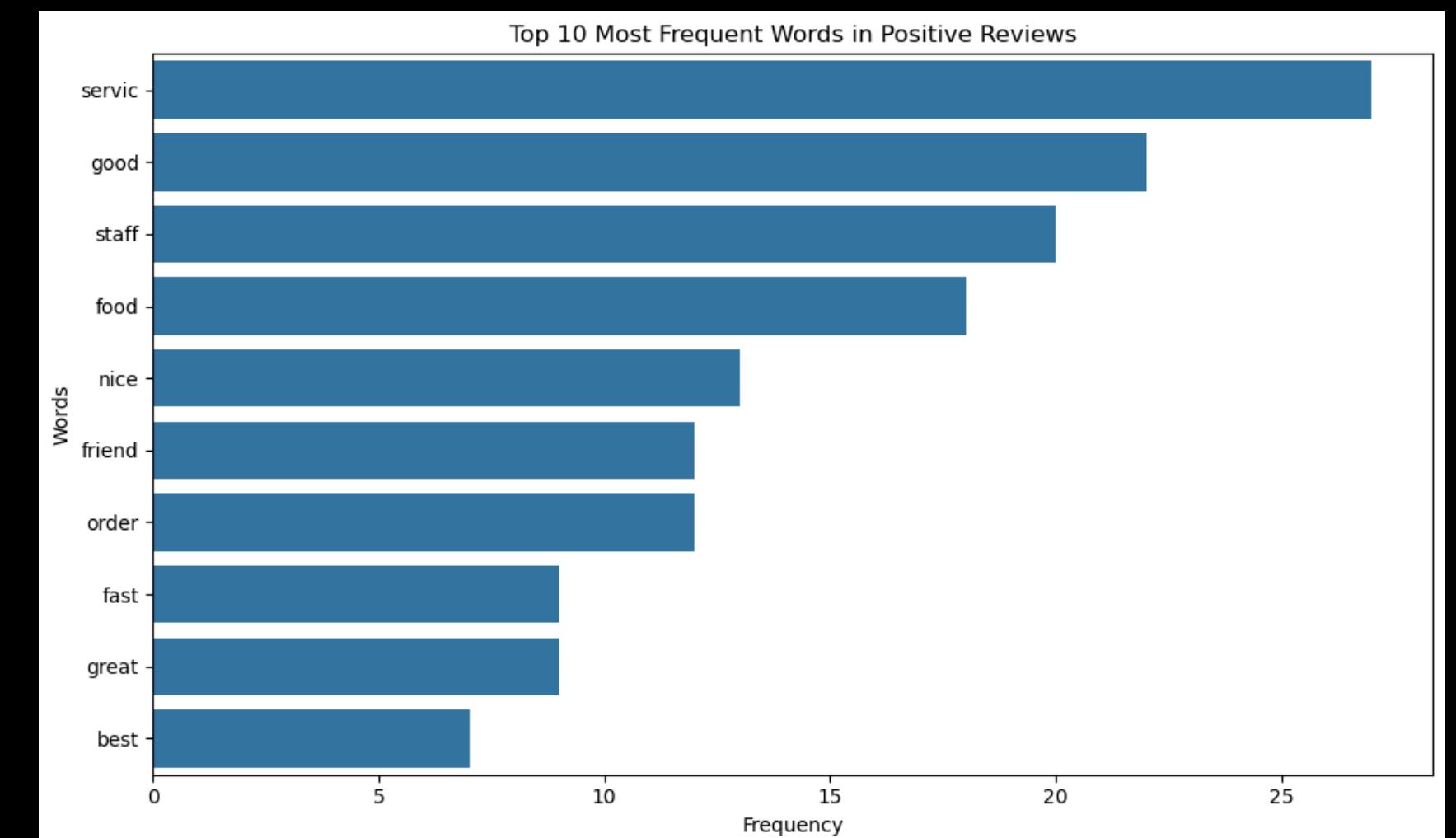


KEY INSIGHTS

● Bar Chart - Top 10 Negative Words



● Bar Chart - Top 10 Positive Words



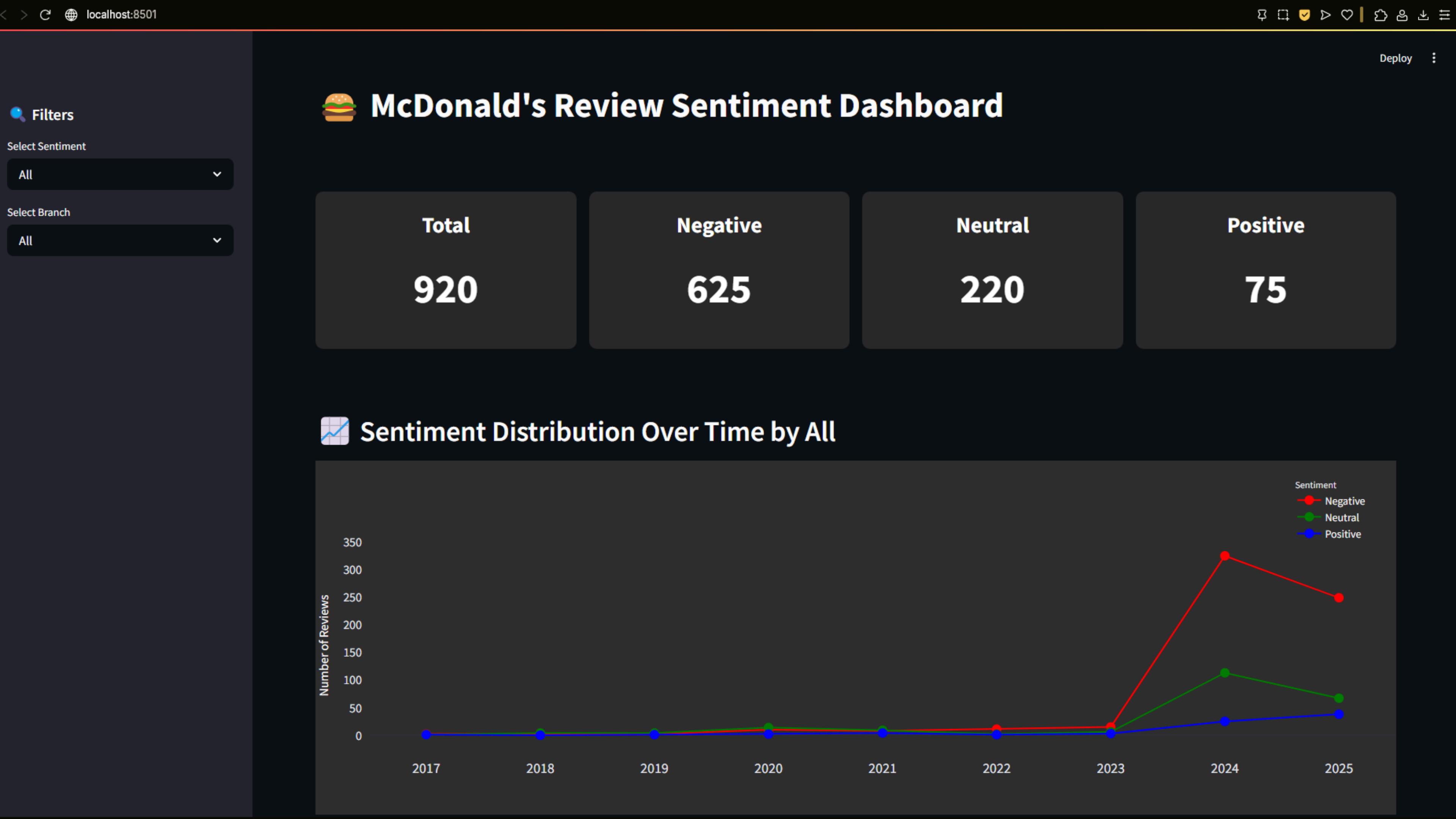
KEY INSIGHTS

● Text - Sentiment Analysis

	Cleaned_Reviews	Sentiment	TextBlob Polarity	TextBlob Sentiment	VADER Compound	VADER Sentiment
0	worst macdonald give visit life food cold hard...	Negative	-0.272262	Negative	-0.8957	Negative
1	worst servic ever request chicken part said ch...	Negative	-0.300000	Negative	-0.8779	Negative
2	alway alway pleasant locat enjoy train go copi...	Positive	0.294444	Positive	0.7579	Positive
3	done risk order pay cash employe present see l...	Negative	0.250000	Positive	0.1027	Positive
4	pleas train cafe staff order ice blend much fo...	Negative	-0.266667	Negative	-0.2500	Negative
5	wife unlik sign	Negative	0.000000	Neutral	0.0000	Neutral

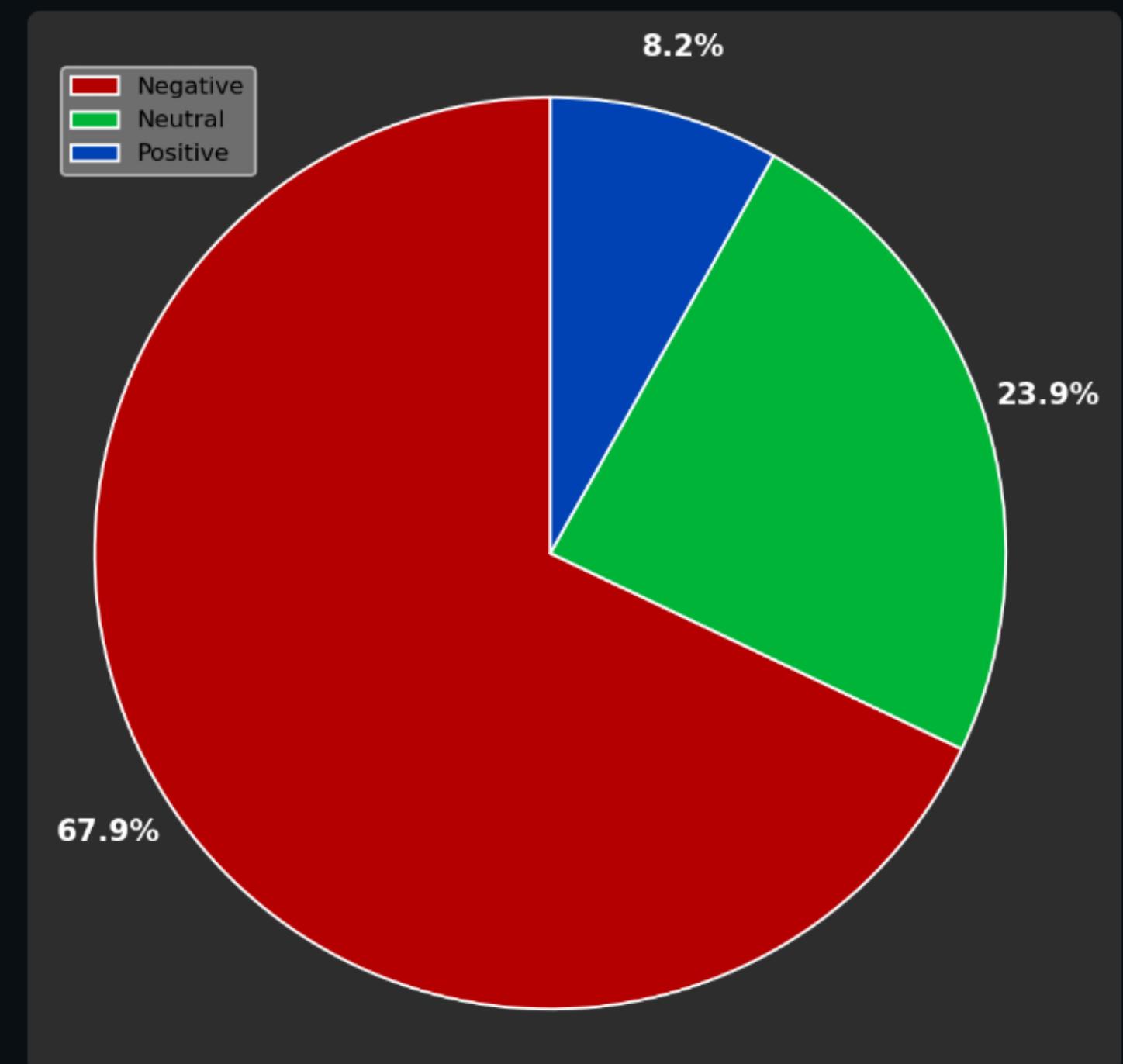
● Text - Topic Modeling

Topic 1: servic, staff, order, burgher, wait
Topic 2: order, deliveri, mud, servic, food
Topic 3: order, staff, time, serv, good
Topic 4: review, order, food, servic, slow



Sentiment Distribution & Word Cloud

Sentiment Distribution All



Word Cloud (Filtered Sentiment & Branch: All)



Filters

Select Sentiment

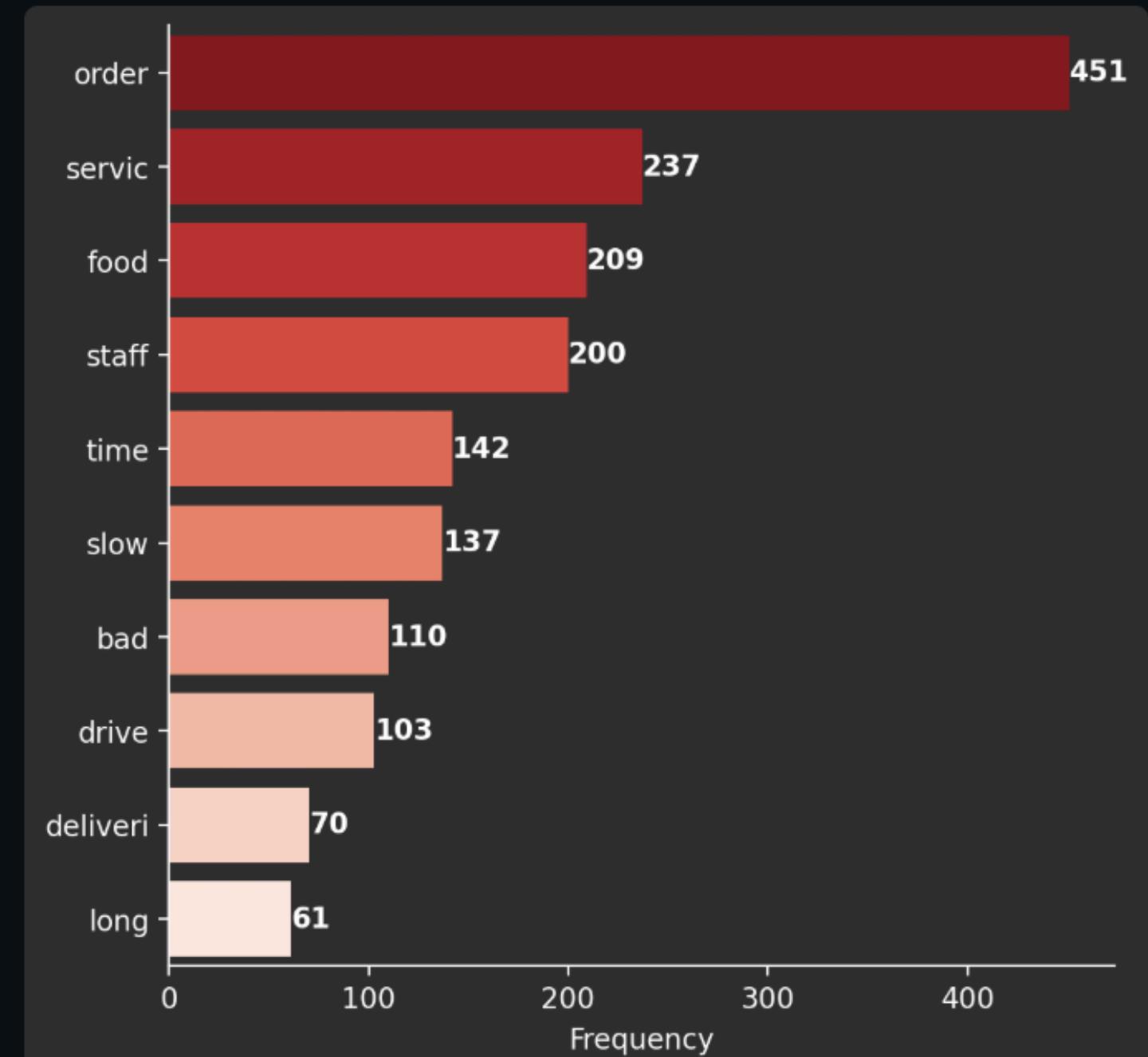
All

Select Branch

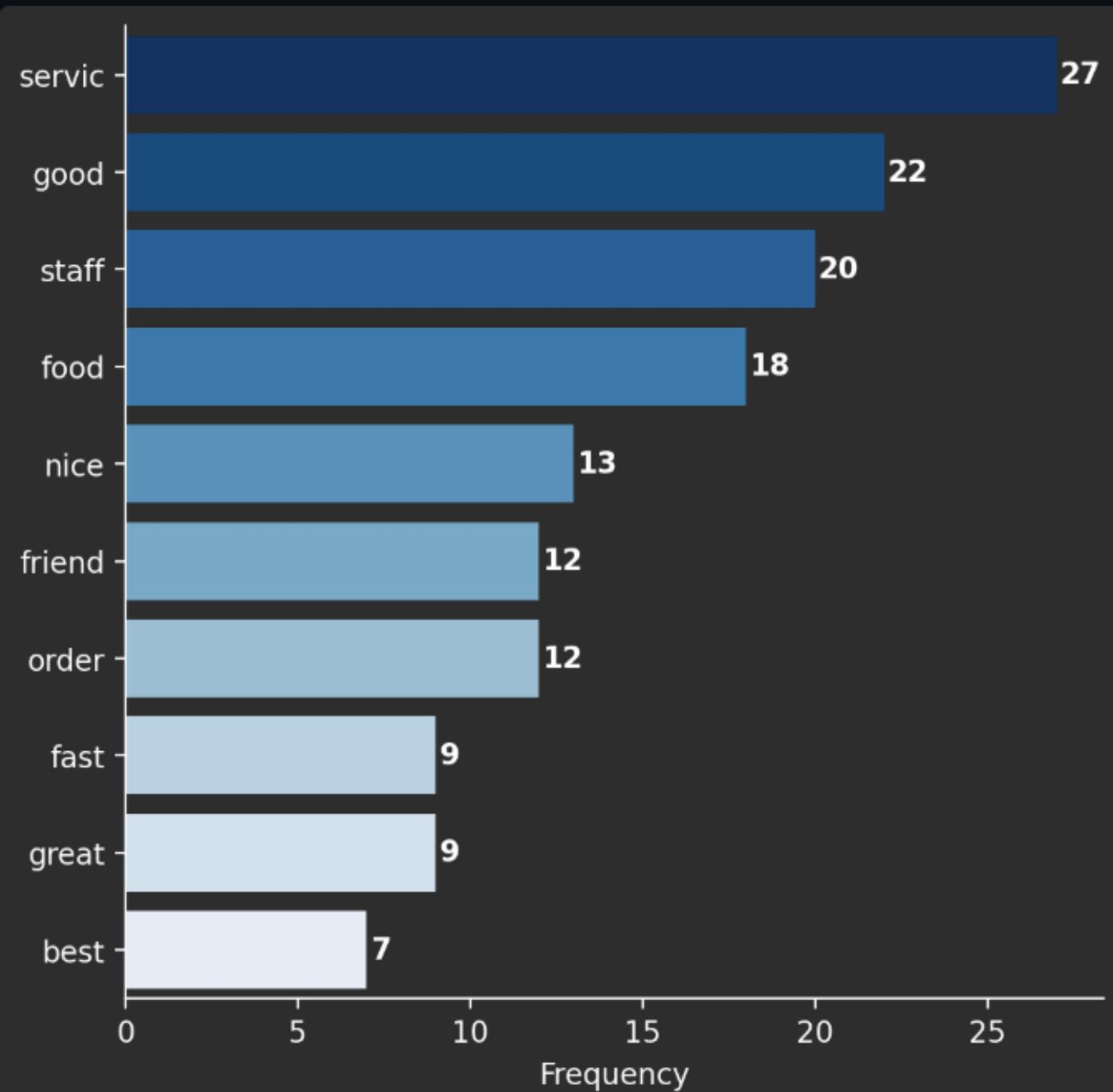
All

Top 10 Complaint Words: Negative vs Positive Reviews

Top 10 Complaint Words - All



Top 10 Good Words - All



Filters

Select Sentiment

All

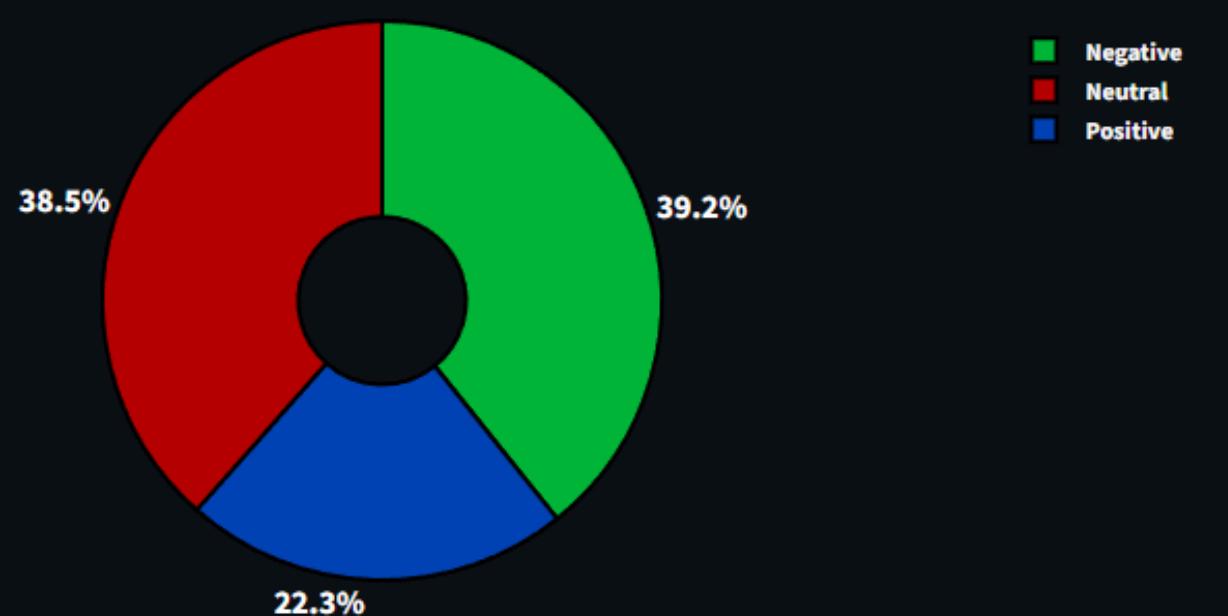
Select Branch

All

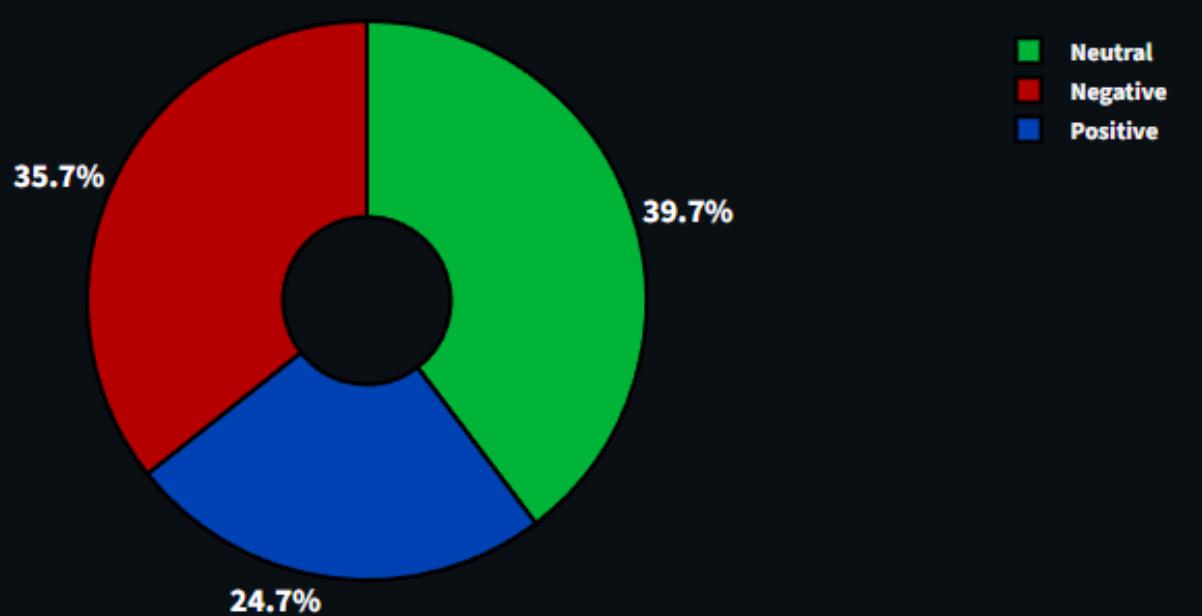
Sample Reviews with Sentiment Analysis

	Branch	Cleaned_Reviews	Sentiment	TextBlob Sentiment	VADER Sentiment
79	McDonald The Mines	nice	Positive	Positive	Positive
80	McDonald The Mines	cannot forget happen	Negative	Neutral	Positive
81	McDonald The Mines	difficult park vehicl	Negative	Negative	Negative
82	McDonald The Mines	great servic	Positive	Positive	Positive
83	McDonald The Mines	slow order	Negative	Negative	Neutral
84	McDonald The Mines	friend staff	Positive	Neutral	Positive
85	McDonald The Mines	long queue	Negative	Negative	Neutral
86	McDonald The Mines	slow movement ask	Negative	Negative	Neutral
87	McDonald The Mines	unhappi servic pm order pm also reachedbastard	Negative	Neutral	Neutral
88	McDonald The Mines	day order chicken grab today cannot get potato carri	Negative	Negative	Neutral

TextBlob Sentiment Distribution



VADER Sentiment Distribution



Filters

Select Sentiment

All



Select Branch

All



Topic Modeling with LDA

Top 5 words for each topic with Coherence Score





See You Next

THANK YOU

GROUP MEKDY - GROUP PROJECT (PART 2)