Customer Segmentation Dashboard
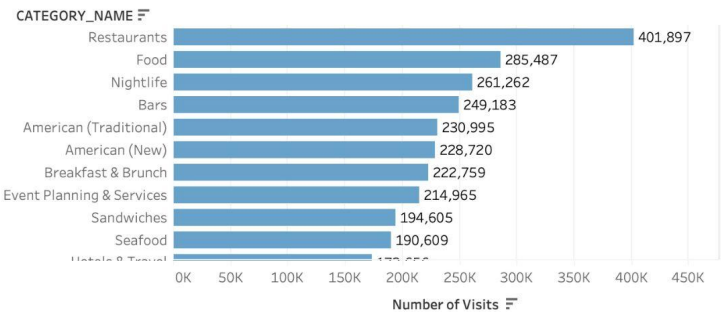
Distribution of Sentiment Analytics

Sentiment	Value
%Negative sentiment	14.41
%Neutral sentiment	1.228
%Positive sentiment	84.36

Sentiment Analysis

Negative Sentiment (2005–2021): 6, 53, 30, 214, 454, 712, 898, 1,033, 1,183, 1,231, 1,156, 956, 675, 598, 428, 201, 182

Neutral Sentiment (2005–2021): 0, 4, 2, 32, 36, 58, 85, 108, 102, 106, 104, 67, 49, 38, 26, 24, 12

Positive Sentiment (2005–2021): 34, 462, 521, 2,099, 4,496, 5,206, 6,551, 6,815, 7,091, 6,664, 5,994, 4,637, 3,262, 2,423, 1,423, 590, 323
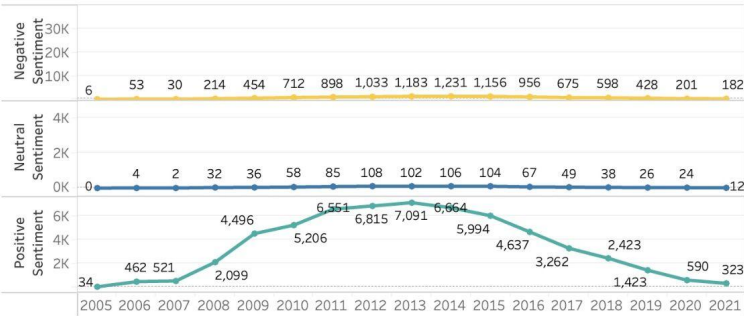
Categories where Most Customer Visited

CATEGORY_NAME	Number of Visits
Restaurants	401,897
Food	285,487
Nightlife	261,262
Bars	249,183
American (Traditional)	230,995
American (New)	228,720
Breakfast & Brunch	222,759
Event Planning & Services	214,965
Sandwiches	194,605
Seafood	190,609
Hotels & Travel	

Frequency Distribution of Review Counts by User Activity

No. of Days	0	50	100	150	200	250
100	482	27	14	3	5	2
200	416	22	9	2	3	1
300	339	25	12	1	2	1
400	294	15	18	5	2	2
500	276	22	7	1	4	1
600	251	26	6	7	1	2
700	278	16	8	5	1	2
800	214	19	9	3	3	1
900	189	12	8	7	4	
1000	200	15	9	3	4	1
1100	177	22	15	2	1	2
1200	189	12	5	4	1	1
1300	160	16	4	2	2	1
1400	144	14	6	4	1	1
1500	124	7	4	2	2	
1600	130	17	6	4		4
1700	121	10	7	5	2	1
1800	104	8	2	2	1	2
1900	94	11	6	3		2
2000	65	13	3	2		
2100	79	16	4	2		
2200	73	9	6	3	1	
2300	60	10	4	3	3	2
2400	42	7	2	2		
2500	54	4	7		1	1
2600	52	9	5	3	1	4
2700	40	7	4	2	1	1
2800	45	5		3	1	
2900	31	7	1		1	
3000	19	3	1	1		1
3100	9	3	1		2	1
3200	18	5	3	4	1	1
3300	15	4				1