



The Critic

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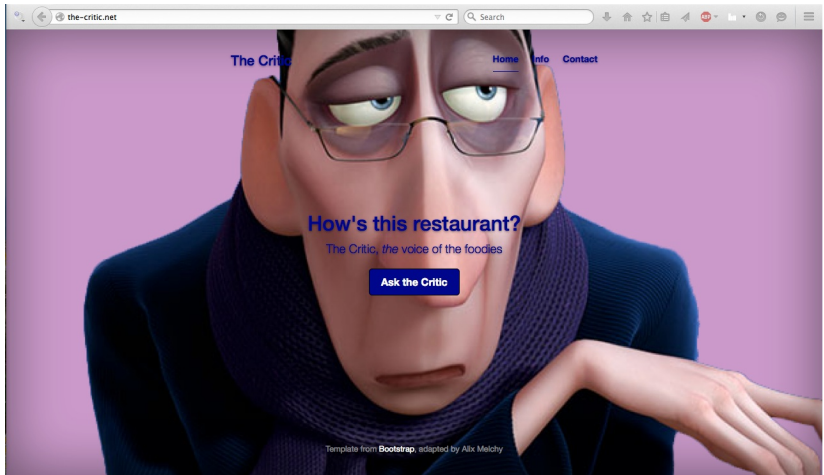
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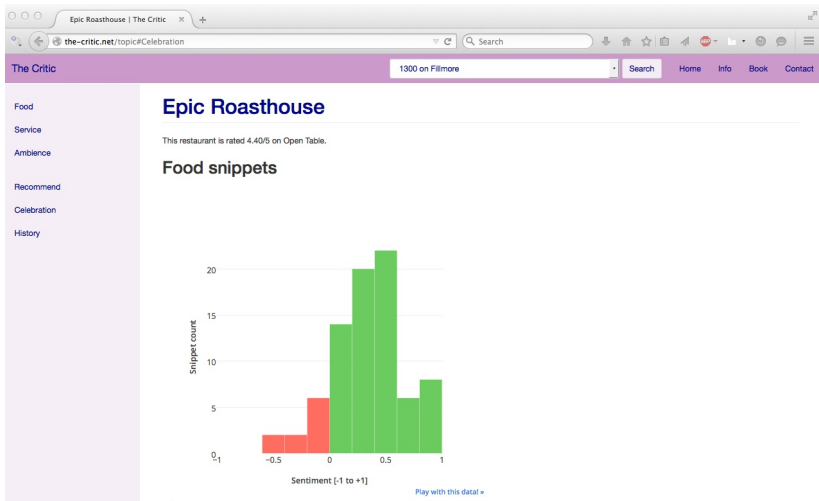
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- ▶ User: what are the peculiarities of a restaurant?
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- ▶ Vast amount of restaurant reviews: how to digest the information?

The solution: *The Critic*



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Would definitely eat there again.

We always get the table by the window for our anniversary diner and watch the sun set over the bay.

When orders arrived at my table, steak came with veggies and potatoes - i.e.

The warm spinach salad was cold.

The pork chop was overly salty, the duck breast was like shoe leather, and the au gratin potatoes were mushy and not very tasty.

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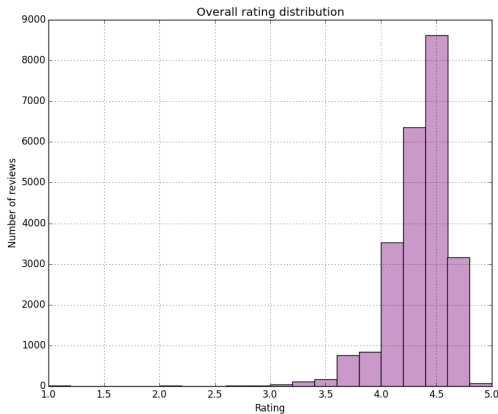
I felt that the larger parties received the lion's share of the attention and I even had trouble flagging down the waiter on one occasion.

Let's meet the data

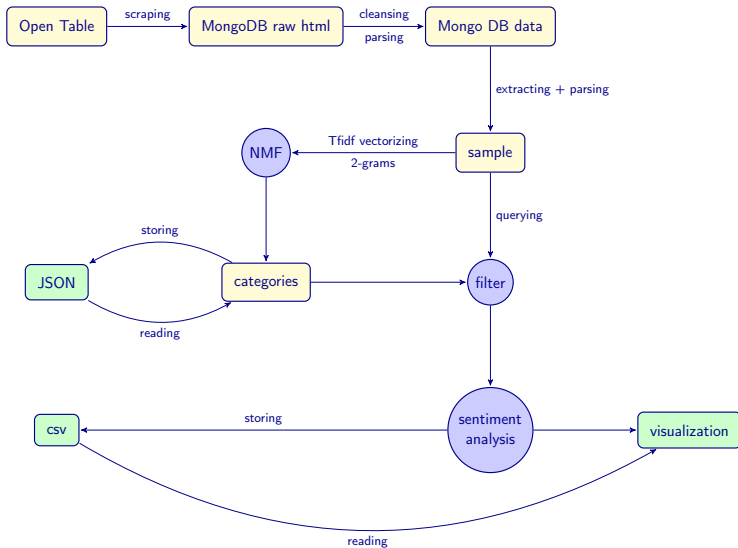
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- ▶ Sample: 860k reviews, 3500 restaurants: 250 reviews per restaurant
- ▶ Rating distribution



How does the Critic work?

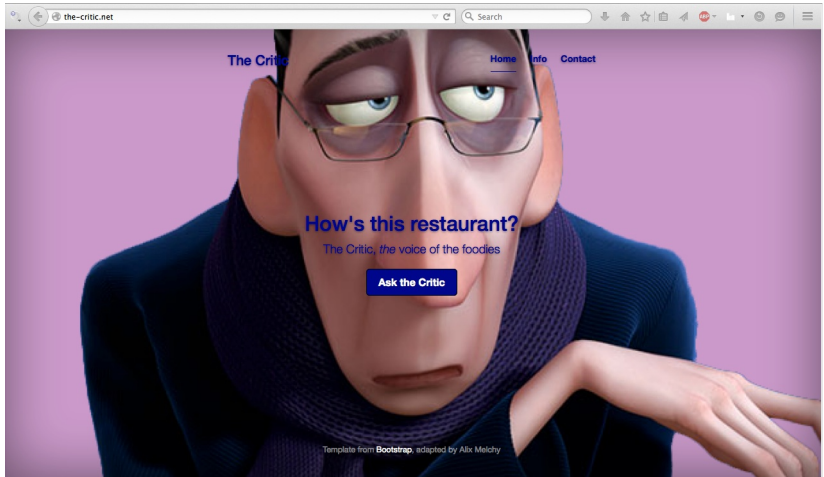


- ▶ Validation: testing vs. a random sentence extraction and a simplistic sentiment model (average of word sentiment value)

- ▶ Automatic feature extraction based on ontologies
- ▶ Proper sentiment-based rating: finer snippet extraction, longer off-line calculations (Java-based Stanford CoreNLP)

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- ▶ Service for professionals: assessment of specific aspects of their business
- ▶ Service for users: richer digestible information

Thanks



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Time for questions