



A Project on identification of key factors for selection of online food delivery gateway

Swiggy vs Zomato

PRESENTATION FLOW

Objectives

Data Collection

Factor Identification through Word Cloud &
Co-occurrence Graphs

Trend Prediction through Sentiment Analysis

What to expect from the project

Objectives

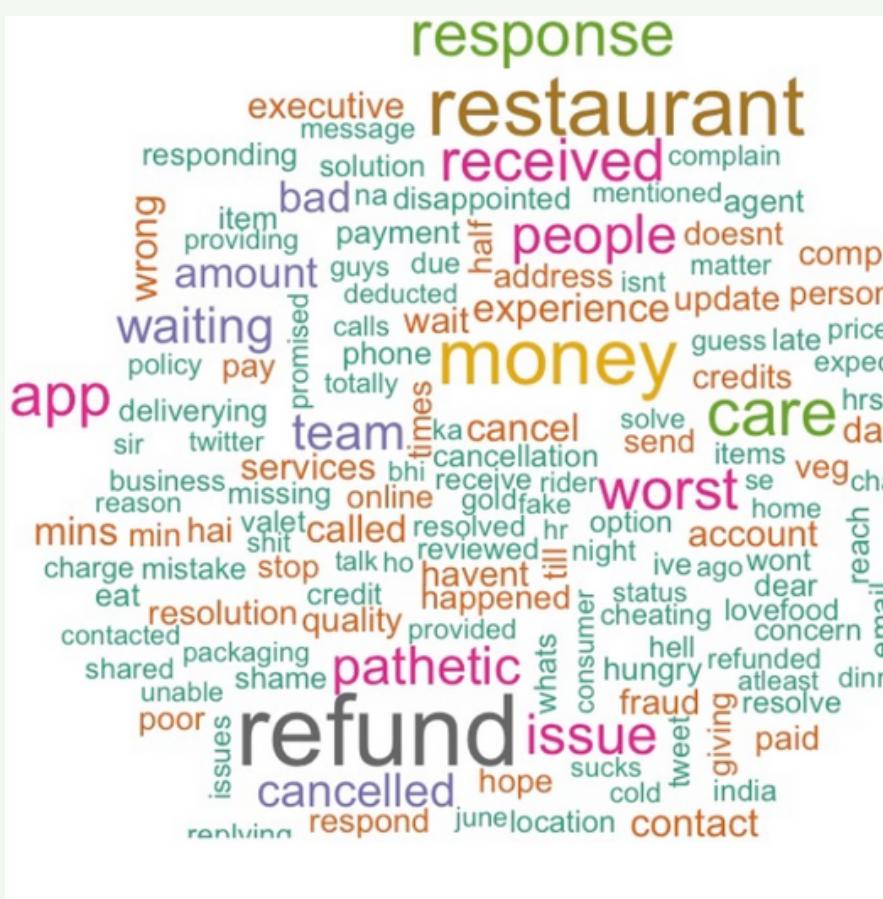
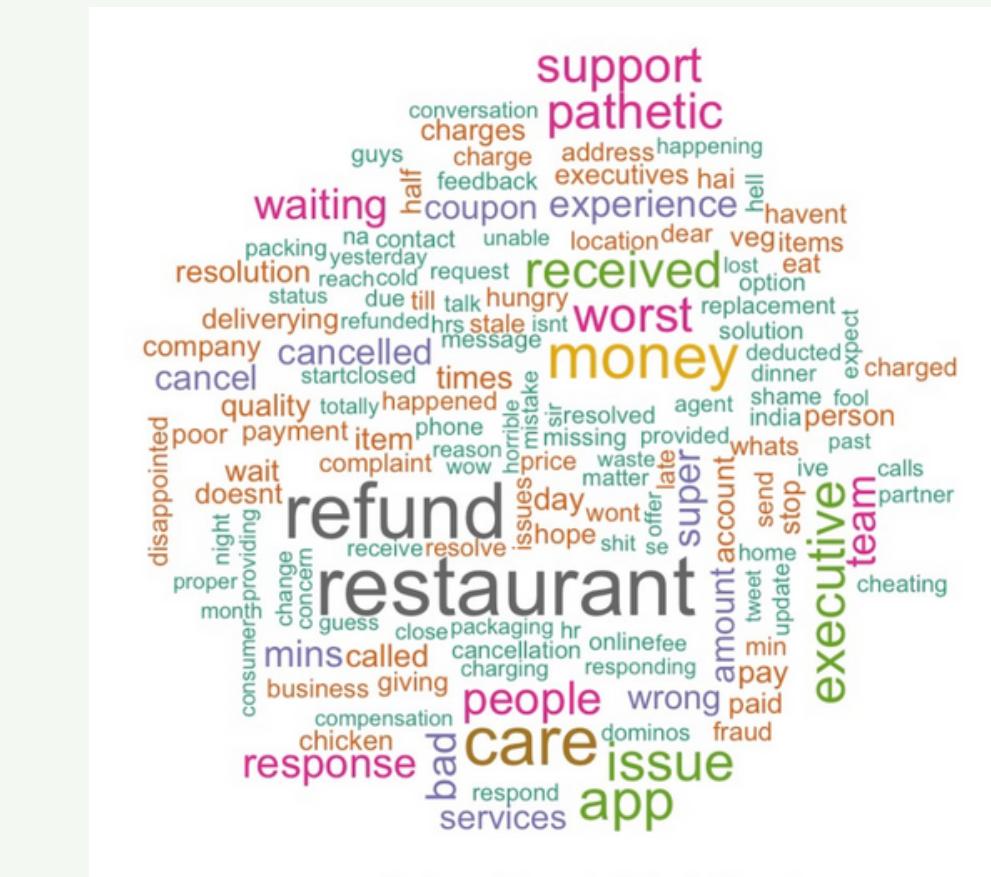
- Identification of Key factors
- Sentiment Analysis
- Recommendations for improvement.

Data

	Duration	No. Of Tweets (Before Cleaning)	No of Tweets (After Cleaning)
Swiggy	1 June to 18 July 2019	21050	16712
Zomato	1 June to 18 July 2019	24150	16179
Swiggy	30 June 2018 15 May 2019	5869	4643
Zomato	30 June 2018 15 May 2019	5793	4142

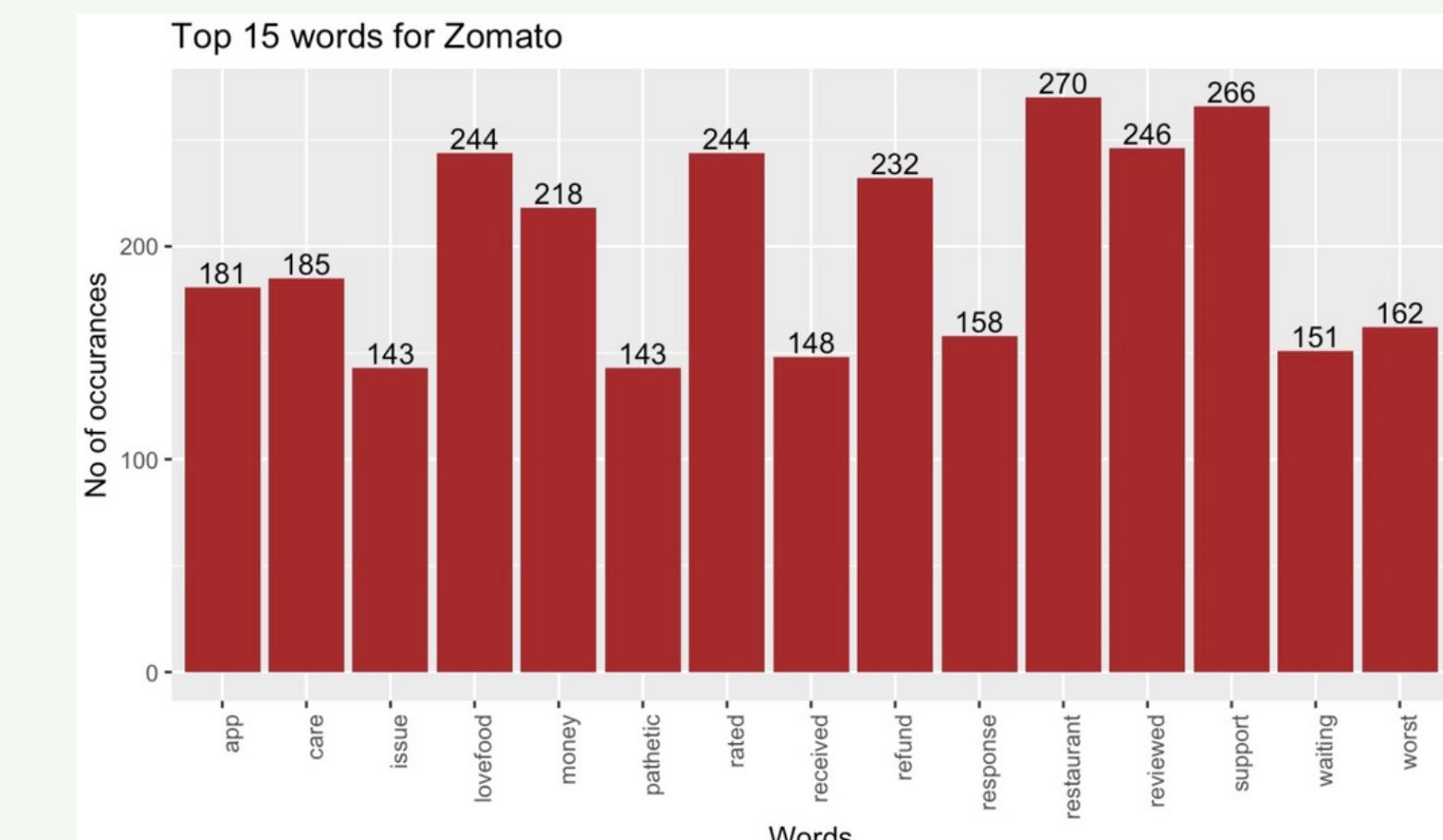
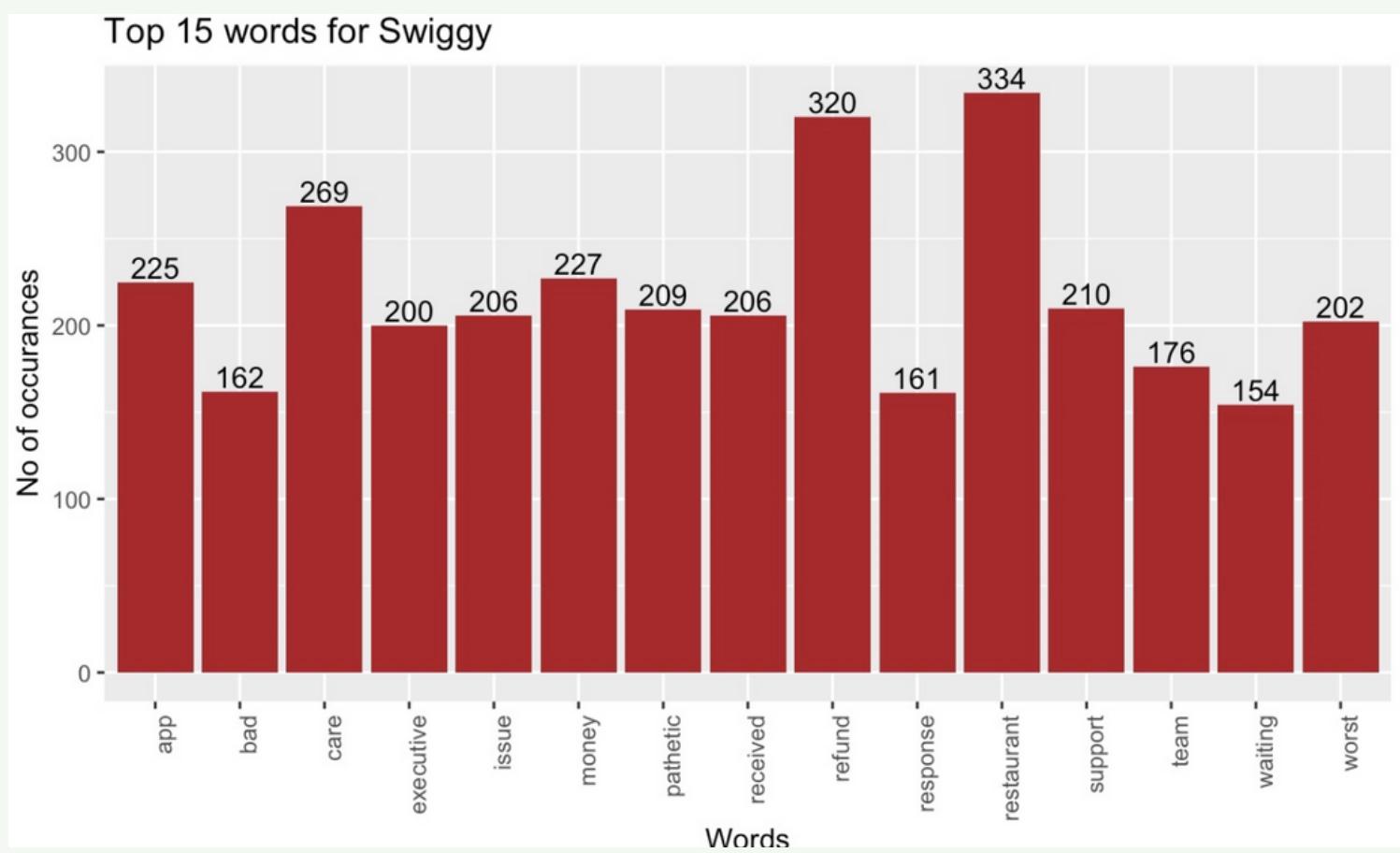
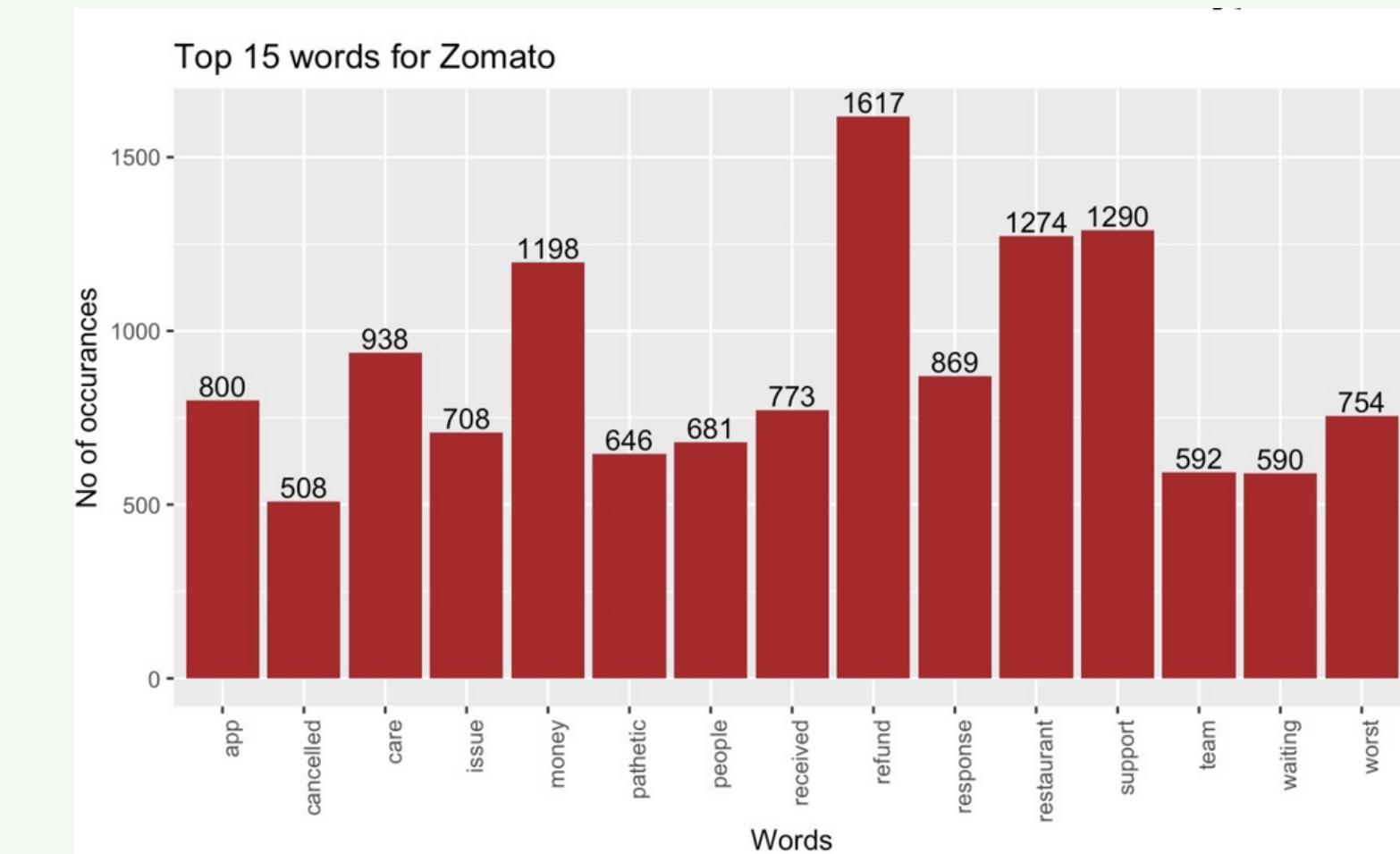
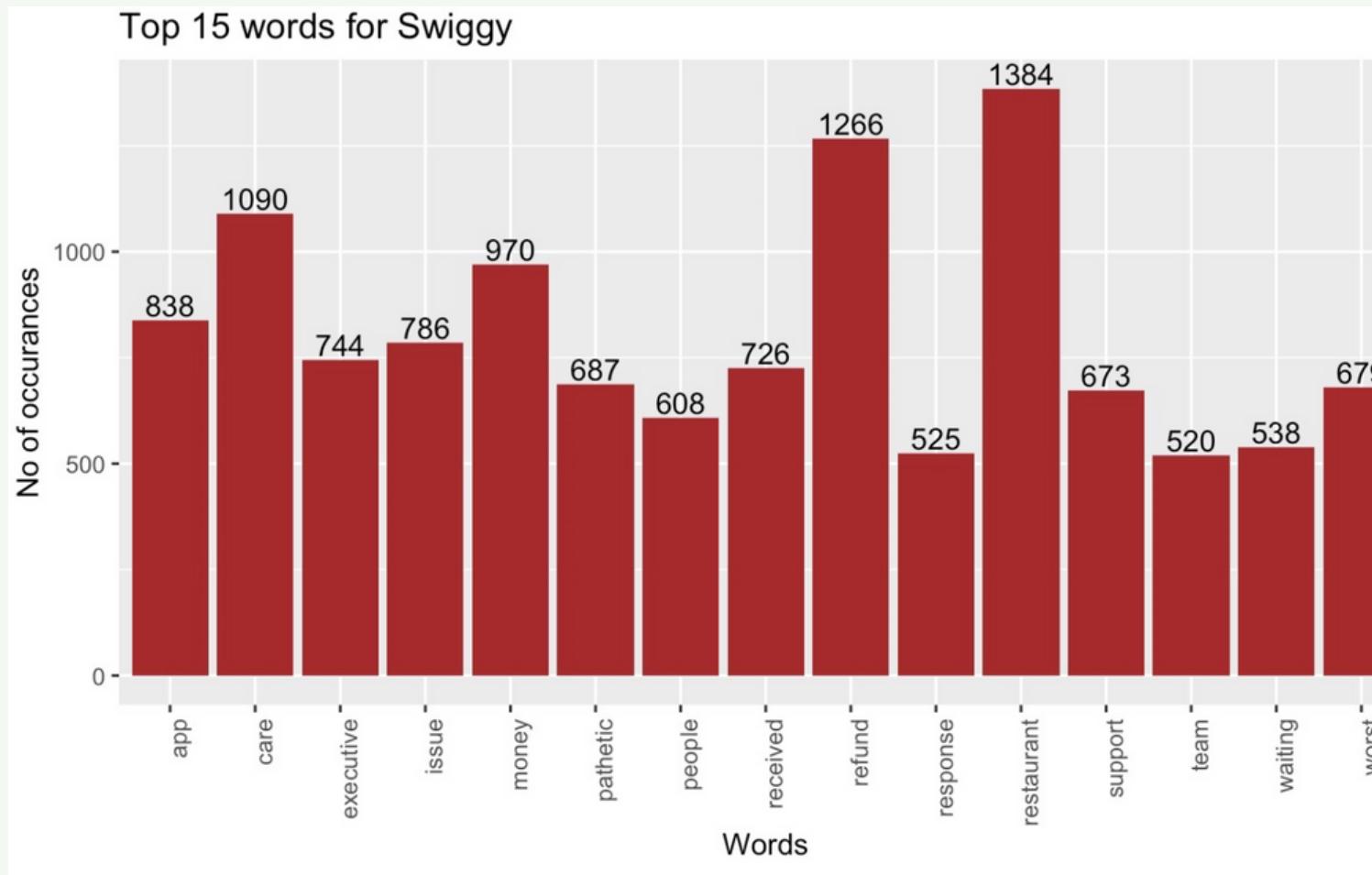
Factor Identification through Word Cloud

Swiggy



Zomato

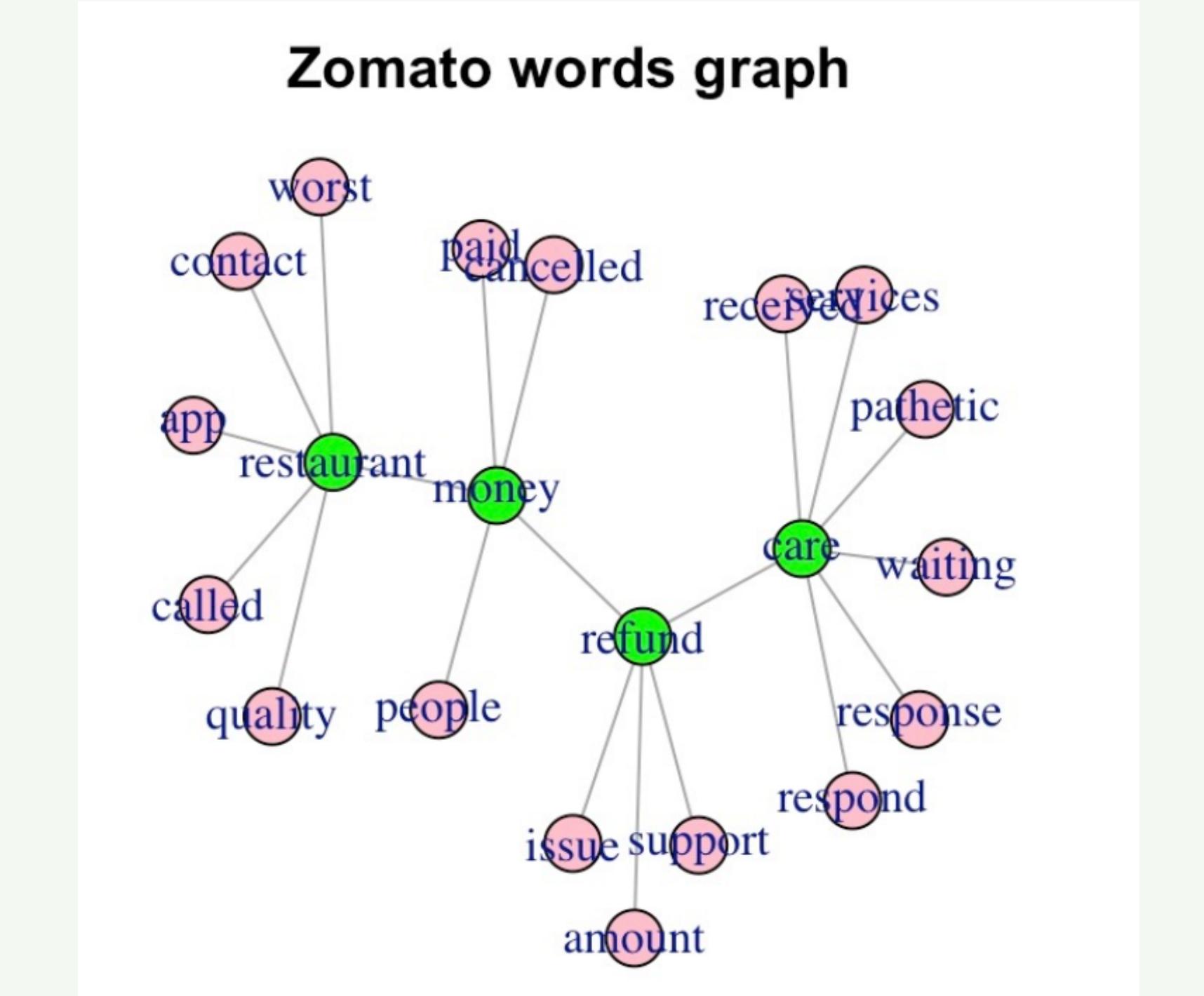
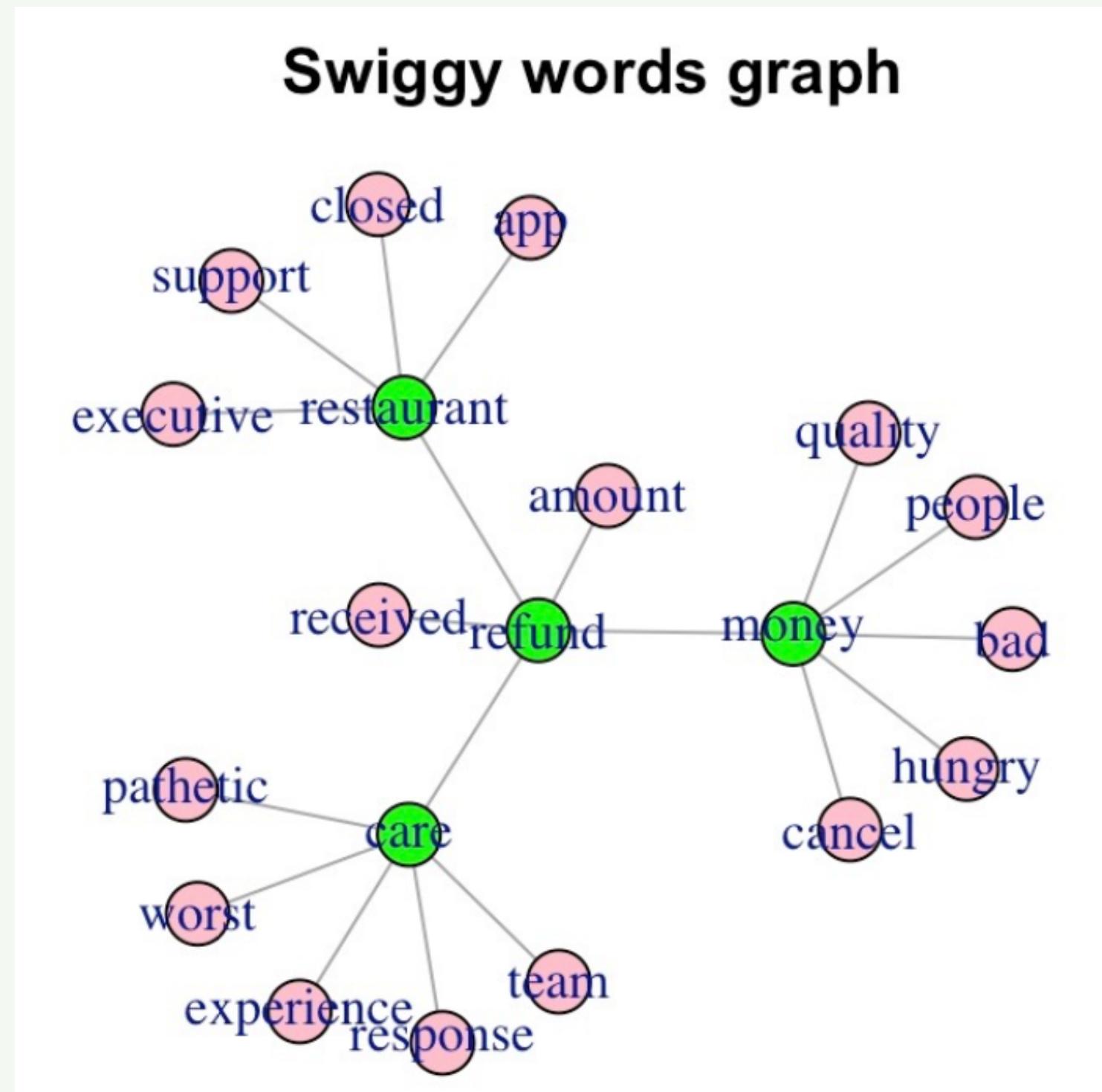
Confirming the previous results with Bar Charts



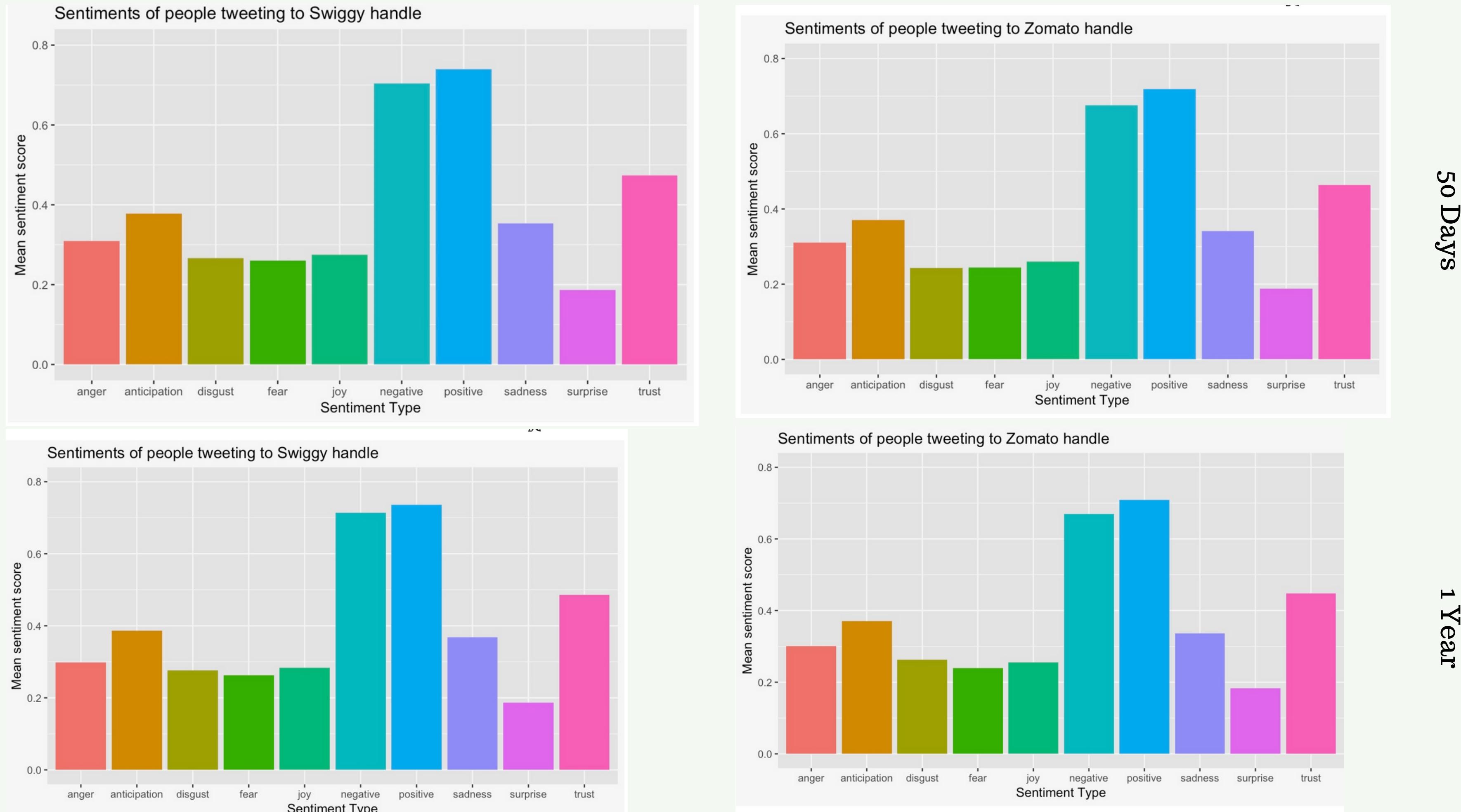
50 Days

1 Year

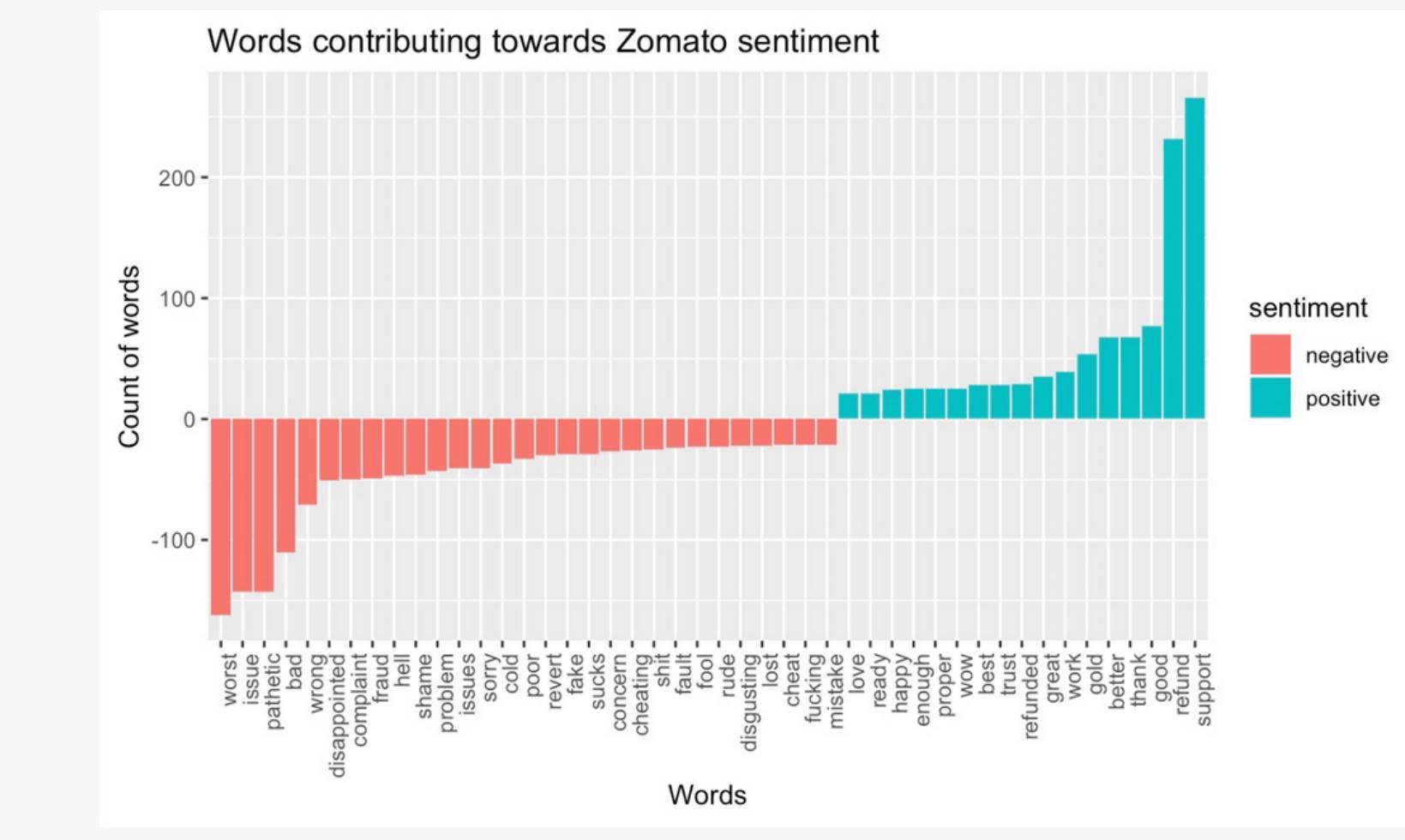
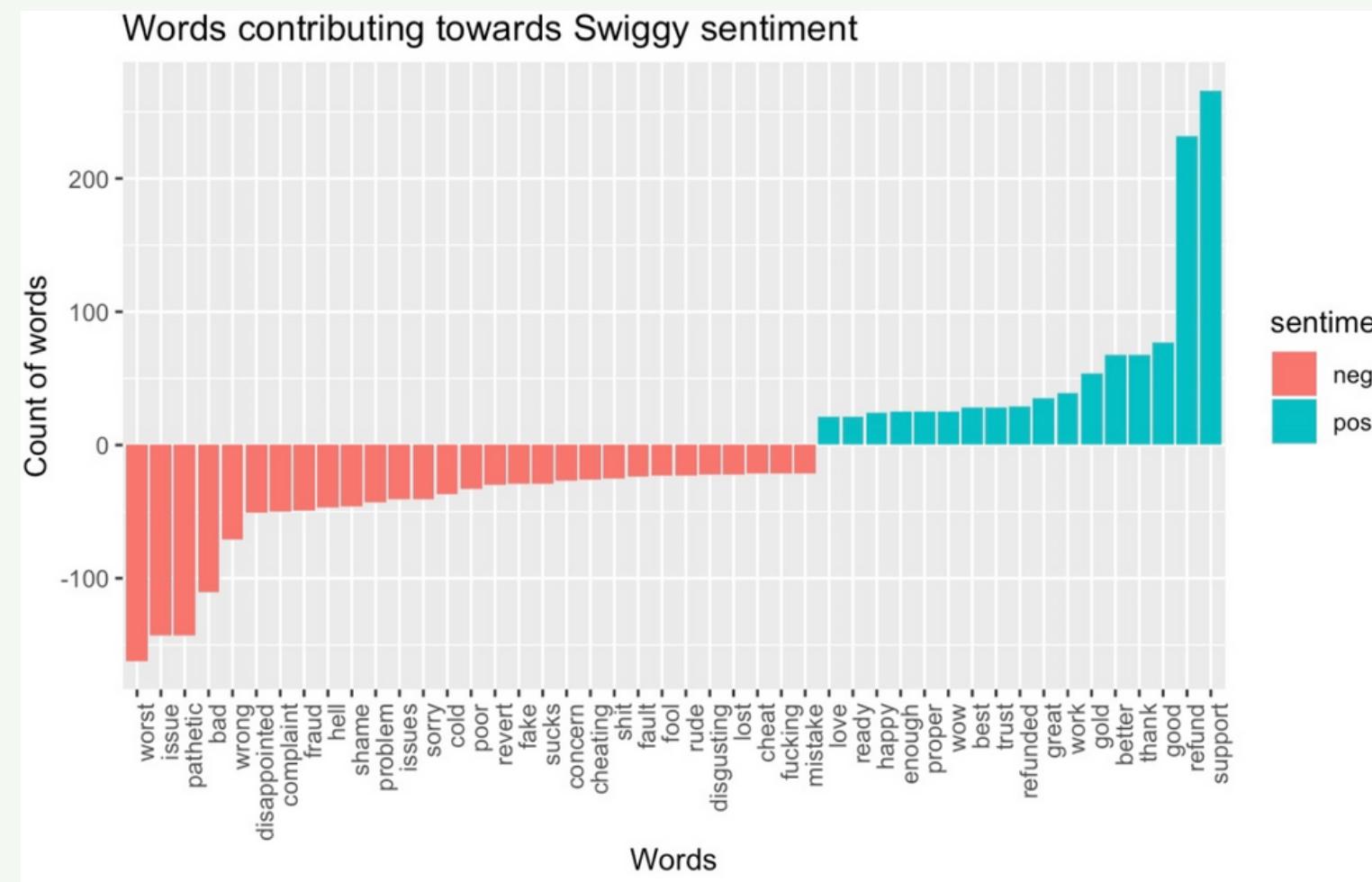
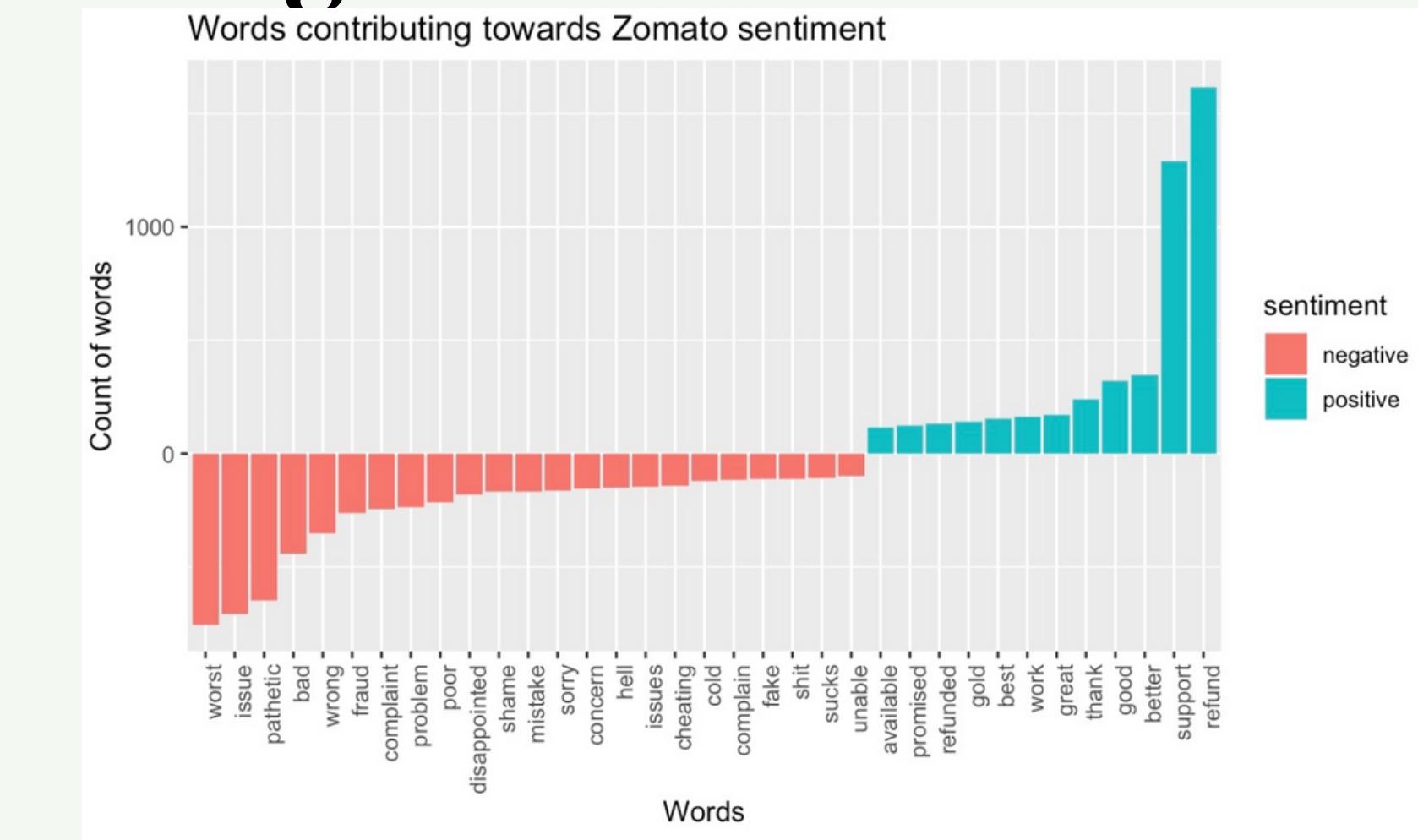
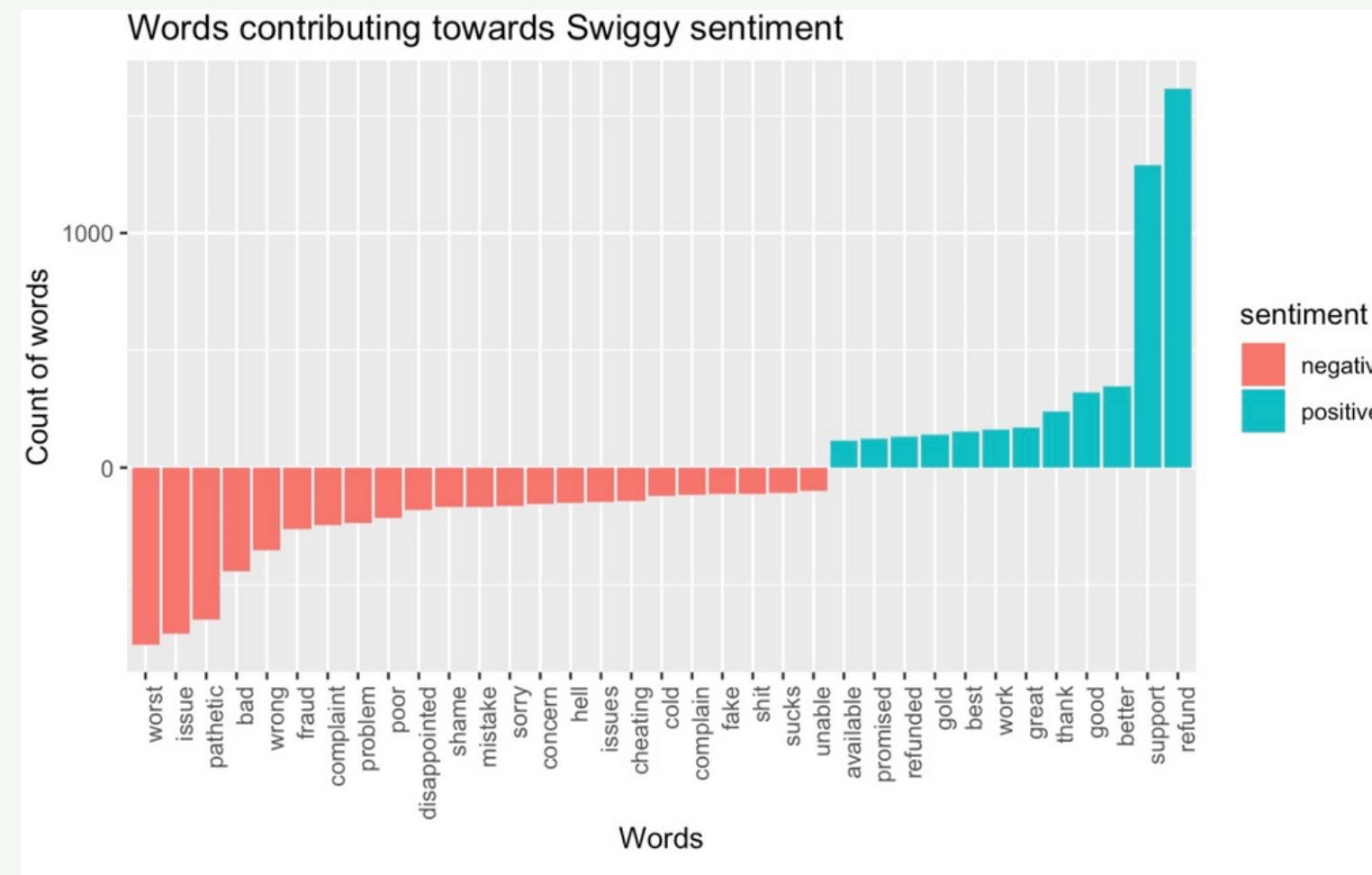
Co-occurrence graphs (COGs): A Hint towards Sentiment



Sentiment Analysis Using Valence Shifters:



Sentiment through Words



50 Days 1 Year

Suggestions and Recomendations

- Improved app environment
- Positive sentiment for Swiggy
- Settlement of third party issues
- We can extend this project by including reviews from facebook, google news & quora.
- More tweets through web scrapping
- Demographic study