

Disneyland Reviews and Analysis

Disha Saha

Summer 2021

https://github.com/dishasaha/Disneyland_Reviews_and_Analysis

Which Domain?

What domain is this data going to come from? Please list 10 references (with a brief annotation) to use to make sense of what you're doing with these data.

1. <https://www.nytimes.com/interactive/2018/11/16/business/media/disney-invests-billions-in-theme-parks.html>
This article discusses Disney theme park investments and new attractions being built.
2. <https://www.reuters.com/article/us-disney-france-investment/walt-disney-makes-2-billion-euros-investment-in-disneyland-paris-idUSKCN1GB1NT>
This article discusses investments in Disneyland Paris, adding roughly 2.5 billion dollar investment and adding new areas to the park.
3. <https://www.reuters.com/article/us-walt-disney-hongkong/hong-kong-disneyland-to-expand-with-1-4-billion-investment-idUSKBN13H16L>
This article discusses investments made to Disney Land Hong Kong in 2016 which includes a 1.4 billion dollar investment to add Frozen and Marvel areas to the park.
4. <https://www.usatoday.com/story/travel/news/2021/03/26/what-disneyland-expansion-could-possibly-like-starts-planning-effort/7012046002/>
This article discusses planning around new infrastructure that could be added to the Disneyland California theme park in 2023.
5. <https://www.cnn.com/2021/04/08/media/disney-marvel-avengers-campus-opening/index.html>
This article discusses the latest additions to Disneyland California, the marvel themed area called avengers campus.
6. <https://www.cnbc.com/2019/05/01/pictures-inside-disney-parks-billion-dollar-star-wars-galaxys-edge.html>
This article discusses Star Wars Galaxy edge investment.
7. <https://disneynews.us/disney-parks-attendance/>
This webpage offers various statistics for Disneyland theme parks.
8. <https://www.polygon.com/2019/7/1/18760019/disneyland-review-best-theme-park>
This article provides a review of Disneyland Theme Park from 2019.
9. <https://www.themeparkinsider.com/reviews/disneyland/>

This article offers some information about the rides, shows, and dining at Disneyland resort.

10. <https://thepointsguy.com/guide/disneyland-paris-tips-first-time/>

This article offers some information for Disneyland Paris theme park, having not been there myself it would be good to have some information about the park.

Which Data?

What is the dataset you'll be examining? Please provide a codebook if there is one or a link to the dataset as well as a detailed description.

The dataset I will be examining is from kaggle and has over 42,000 reviews of the different Disneyland Theme Parks in California, Hong Kong, and Paris.

1. <https://www.kaggle.com/arushchillar/disneyland-reviews>

Research Questions? Benefits? Why analyze these data?

How are you proposing to analyze this dataset? This is about your approach. Here, you'll be proposing your research questions as well as justifications for why you'd offer these data in this way.

1. Which Disneyland park has the best reviews?
2. Which Country has left the most reviews for Disneyland California and Disneyland Paris?
3. What is the most common positive feedback left in the reviews?
4. What is the most common negative feedback left in the reviews?
5. Can we predict the review rating based on reviewer feedback?

What Method?

What methods will you be using? What will those methods provide in terms of analysis? How is this useful?

I will be performing some exploratory data analysis with the disneyland reviews dataset using python. I will be using some natural language processing tools in python to create a test case scenario in order to identify keywords that indicate reviewer rating.

Potential Issues?

What challenges do you anticipate having? What could cause this project to go off schedule?

The potential issues that could occur with analyzing the dataset is obtaining good correlation with review sentiment and review rating.

Concluding Remarks

Tie it all together. Think of this section as your final report's abstract.

Millions of visitors come to theme parks all across the world every year for vacation. The theme parks can receive thousands of reviews and feedback every month through various means and resources. For this project I am going to analyze a subset of the feedback received for the Disneyland Parks in California, Paris, and Hong Kong. Through this analysis I would be able to look through customer reviews and hope

to find the top items the parks do well and some other things the parks could improve upon. Based on this analysis I would like to match up customer sentiment with their review rating and look to spot any outliers while also looking to predict review rating based on customer feedback.