

Rating 1.8

Group 11

Member: 周語涵

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Table of Contents

01

Background Introduction

02

Objectives

03

Methods and Results

04

Conclusion





Background Introduction



Problem of the Century



等等要吃什么





Google Map – Reviews

Review summary



"Best treatment at good price"



"Poor **staff** at **reception** and worst at medical store"

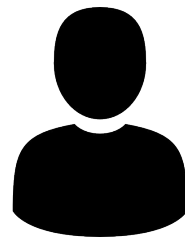
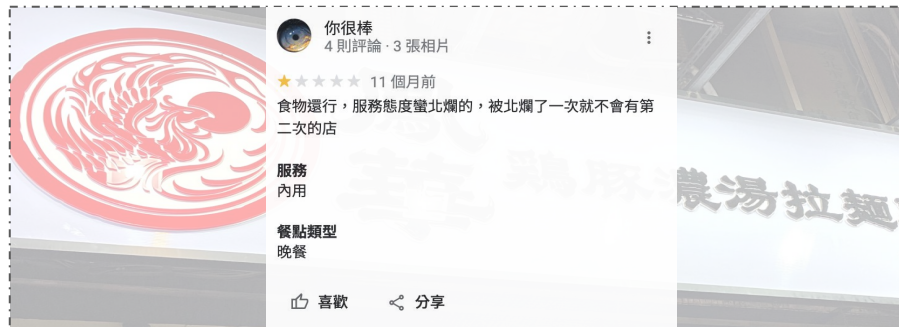


"This is my personal **experience**."

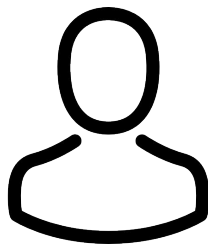


Write a review

Reviews – Current Situations



簡X皓

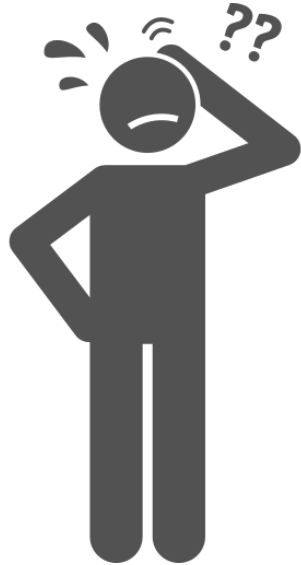


林X佑

當我吃到一家店很雷，
我會直接給他5顆星。

這麼棒的體驗不能只有我遇到。

Reviews – Current Situations



- Unable to reflect the changes over time
- Only specific groups of people will comment
- Usually only people in extreme situations come up to rate

Objectives

A decorative graphic featuring a large, light blue, irregular blob in the center. The word "Objectives" is written in a bold, dark grey, sans-serif font across the middle of this blob. Surrounding the blob are several blue circular nodes of varying sizes, connected by thin grey lines. Some nodes are simple blue circles, while others are concentric circles with a white center. Ellipses (...) are placed near some of the nodes, suggesting a larger network or continuation of the diagram.

邱記10元碳烤



1.8顆星的
東西你也要
吃？



1. Analyze 邱記's review status

2. Validate the three observations made

- Unable to reflect the changes over time
- Only specific groups of people will comment
- People tend to be irrational when making comments

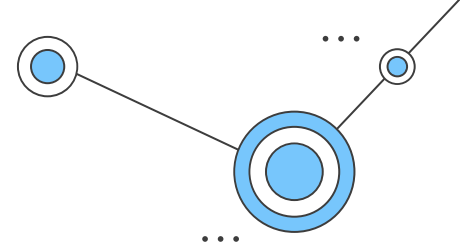
Methods and Results

Data

| Reviews of 邱記10元炭烤 on Google Map | |
|----------------------------------|-----------------------------|
| Size | 112 |
| Time | 2017-2023 |
| Variables | Name, Date, Rating, Comment |

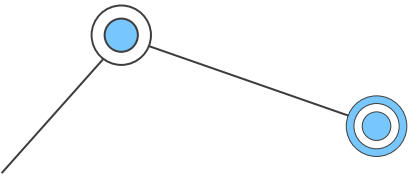


```
RangeIndex: 112 entries, 0 to 111
Data columns (total 7 columns):
#   Column          Non-Null Count  Dtype
---  -
0   names            112 non-null    object
1   ratings          112 non-null    int64
2   comments         96 non-null     object
3   dates            112 non-null    object
4   local_guide      39 non-null     object
5   num_comments     112 non-null    int64
6   num_photos       112 non-null    int64
dtypes: int64(3), object(4)
memory usage: 6.2+ KB
```

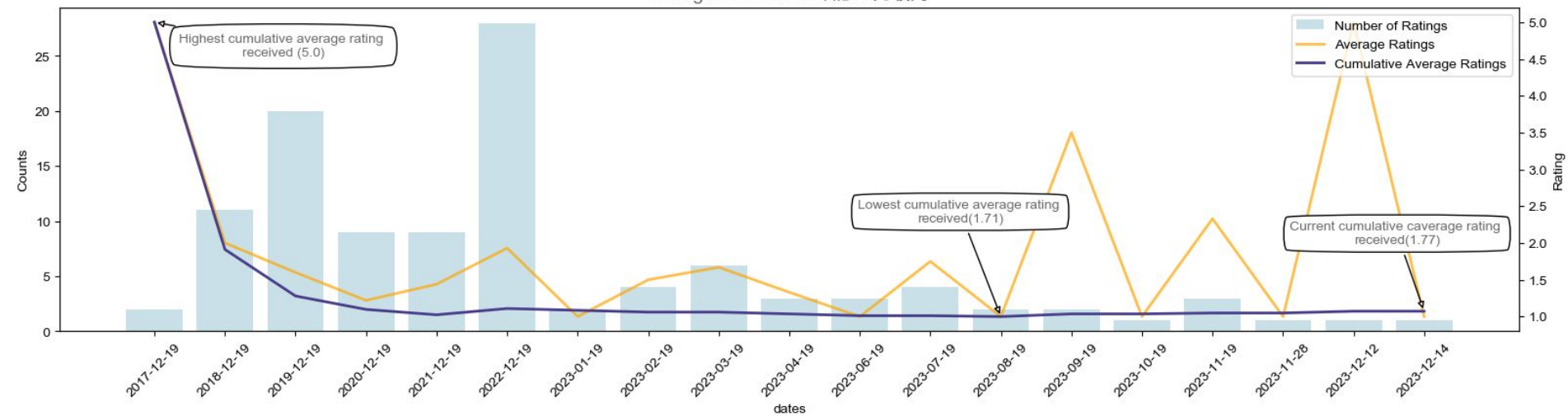


ISSUE 1.

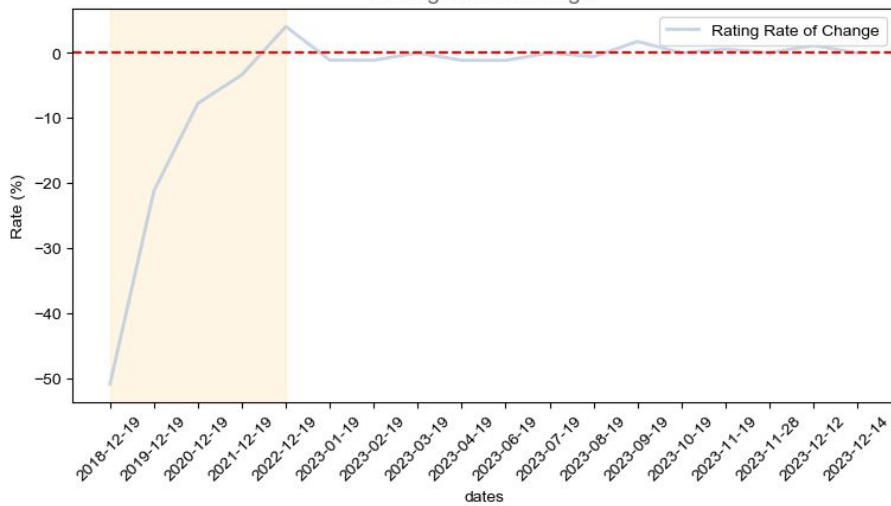
Reviews on Google map are unable to reflect the changes over time



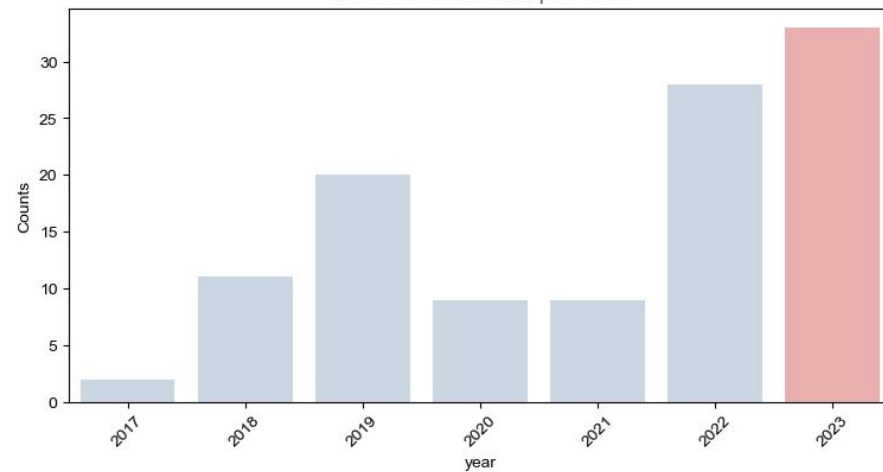
Rating Evolution of 邱記10元碳烤

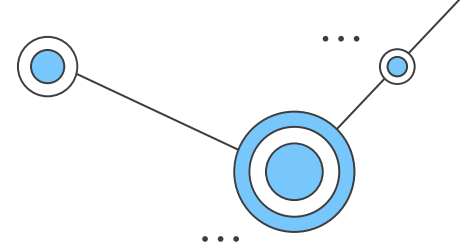


Rating rate of change



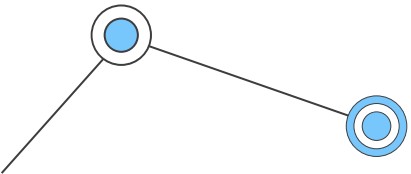
Number of Reviews per Year

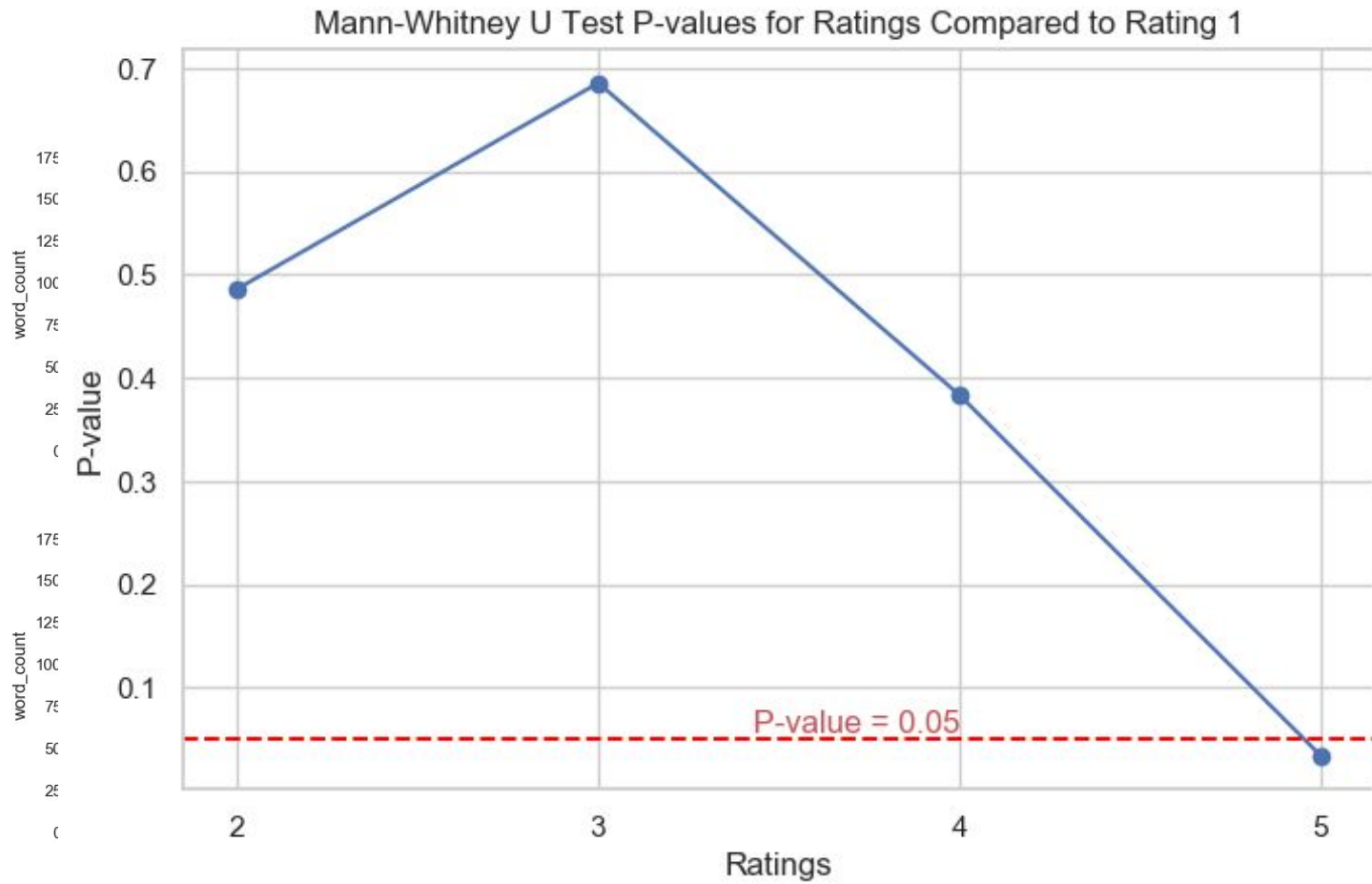
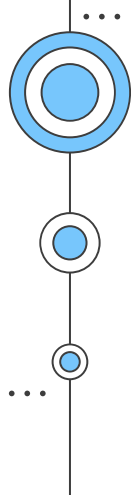


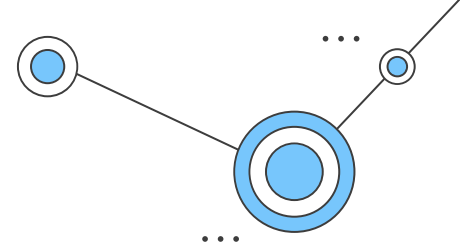


ISSUE 2.

Only specific groups of people will comment

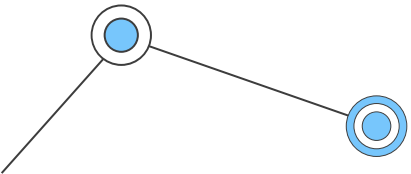






ISSUE 3.

People tend to be irrational when making comments



Observation

 **Tony Hsieh**
在地嚮導 · 18 則評論 · 3 張相片

★★★★★ 1 年前

這麼難吃不能只有我吃到

👍 4

🔗 分享

 **J. Jiang**
在地嚮導 · 92 則評論 · 47 張相片

★★★★★ 3 個月前

2023/6

*雞腿肉串 \$45

外觀色澤較淡，吃之前先聞一下，沒想到完全沒有預期的碳烤香氣，咬下去還有股讓人怕怕的味道，不敢說是腥味但也不遠矣。

我以為碳烤怎樣都不會難吃到哪裡，這家還真是不可思議！肉看起來大塊可能是唯一的優點了.....

平常都會先看一下評論的我，這次經過臨時起意就買了.....於是我也來貢獻我的親身經歷了🤔

🔴現在再看一次照片和評論，有幾個發現：

1.店家自己貼的照片看起來是用很大的桶子底部放木炭、同時掛了很多食材一起烤的，有別於一般在烤網上碳烤的作法

2.很多人都表示是冷的、肉不熟、有腥味

平心而論，大桶子烤肉也許不方便點餐後再加熱，冷掉、甚至稍有腥味是難免，這就算了；然而沒碳烤香、不熟這些問題，就完全不該出現吧！



Jessie W

在地嚮導 · 285 則評論 · 314 張相片

★★★★★ 3 年前

每次去買都給我算錯錢 被客人當場糾正也不道歉 很差勁 根本故意

👍 5

🔗 分享



王光岳

在地嚮導 · 48 則評論 · 25 張相片

★★★★★ 3 年前

龍山寺那家，有夠難吃，冷的，沒味道
第一次吃的這種...



Lea Lin

在地嚮導 · 219 則評論 · 507 張相片

★★★★★ 1 週前 新

今天第一次買來吃，是熟熟的滿好吃的呀，而且都有很香的碳烤味，雞肉串、七里香、米血糕都好吃。不太懂為什麼前面評價差成這樣？沒吃過的是可以給機會看看，也不貴。（可能我完全沒注意到它寫十元起碳烤，就是用一般碳烤店價格來看所以不覺得貴。）

👍 喜歡

🔗 分享



Tux Hun

22 則評論 · 14 張相片

★★★★★ 4 個月前

這麼難吃真的是不簡單，希望有更多的人可以去嘗試看看，評一星是因為我覺得太神奇啦，最簡單米血都沒熟哈哈哈哈哈啊~

當天買的金額250說什麼雞肉部分還三個還可以便宜15元，結果回家一算我買的金額是245多收我5元沒折扣還多收錢，這就算了 因當下沒自己算好沒關係啦！，重點來了唯一熱的就是七里香哈哈 為什麼呢？因為剛烤好，其他擺在上面的像豬肉串冷掉變白色，客人購買時還不回烤直接放到紙袋OMG，真的有夠糟糕到沒有底線，做生意有必要懶成這樣嗎？

米血不熟就算了，我的雞腿串也沒熟，好歹招牌上多加個半成品讓大家知道回家要煮熟才能吃嘛！調味更不用說，歡迎大家去嘗試什麼叫做邱記碳烤的厲害：))

👍 2

🔗 分享

Sentiment Analysis and Word Clouds

SnowNLP

Chinese

score is between 0 and 1

評論:這是一個很棒的产品!
情感分數:0.8504302211064388

評論:这是一个很棒的产品!
情感分數:0.858701323608539

評論:真的很糟糕,我不喜歡。
情感分數:0.5095142011919661

評論:真的很糟糕,我不喜欢。
情感分數:0.5918518834399712

評論:還行,可改進。
情感分數:0.14825344966157183

評論:还行,可改进。
情感分數:0.7656440352158514

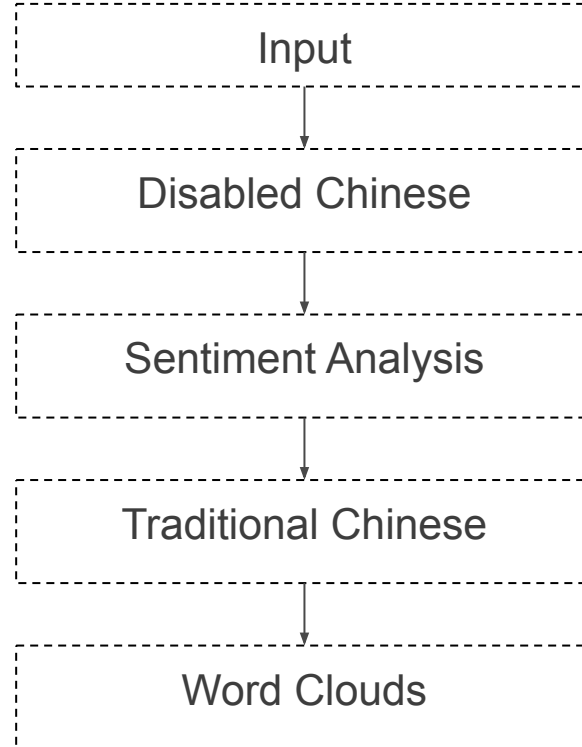
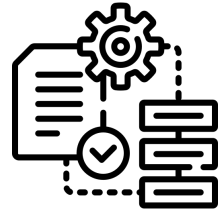
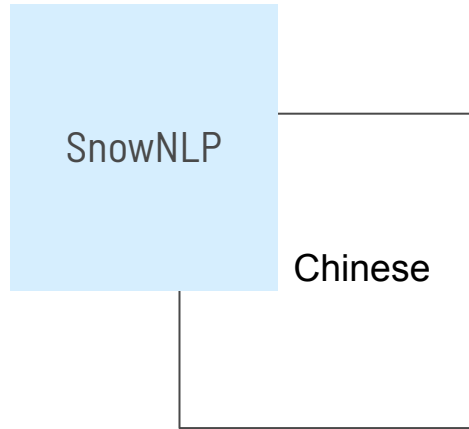
評論:垃圾爛透了
情感分數:0.1650209291839938

評論:垃圾烂透了
情感分數:0.025103848136498907

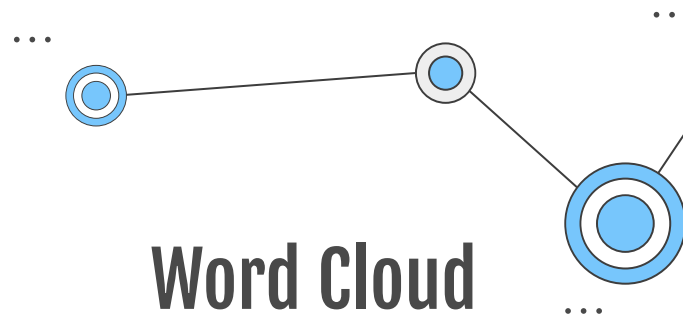
評論:去給你媽摺蓮花。
情感分數:0.17633664112818026

評論:去给你妈折莲花。
情感分數:0.6939150675662011

Sentiment Analysis and Word Clouds



Sentiment Analysis



Word Cloud





Conclusions



ISSUE 1. Reviews on Google map are unable to reflect the changes over time

- The scores had already converged before the year of the current rating.
- Comments closer to the present moment have a smaller impact on the overall ratings, even if there are relatively more comments in the current year compared to the past.



ISSUE 2. Only specific groups of people will comment

- The vast majority of people give a one-star rating.
- The group that gives five-star ratings shows a significant difference in the median compared to other groups.



ISSUE 3. People tend to be irrational when making comments

- People who give one-star ratings exhibit more intense emotions and also constitute a majority of the population.
- Individuals giving higher ratings are fewer in number, and their expression of emotion tends to be weaker.

Thanks!

