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| Module II:  Python Final Case |
| 01 / 08 / 2020 |

What will you do about it?

A new restaurant startup has born in German Village, and three people are working very extensive hours to make things happen. The entry barriers are high, as there is such a huge contest to attract people that could buy their products/services.

As an EVS new initiative, the idea is to support new local businesses to achieve prosperity in the region, and you were selected to develop a study that could lead them to improve their results.

The success is vital for these people, as their growth will bring new people and increase employment.

With a bunch of effort and energy, they have been collecting reviews from friends, family and new customers, and they have stored them in a tiny dataset, which consists in two features:

-The restaurant review

-The thumb of nail critic: They did or did not like the service received.

There are 1,000 reviews in total (and their related sentiment).

Right now, they don’t have enough time to conduct any sort type of analysis coming from them. So they don’t know what to do in terms of strategy.

As a data science analyst, you are requested to perform an analysis on the data that they have and give them some feedback. Your critical thinking is your best friend for developing a case, and support it with data driven conclusions.

But you’re not alone in this process: You are part of a talented people team, and all of you are using this opportunity to escalate and generate more impact in our community. The person in charge only expects from you a Python code (.py file), with the possibility to include comments and all sort type of data driven analysis (Markdown is your friend). Due the lack of time and resources available: Your opinion and recommendations will only be considered if they are clear and follow a convincing and clear path and objective.

The ball is now in your hands: What will you do about it?

Your boss requires a python (.py) file that includes:

-Dataset review (descriptive)

-Pre-processing steps and methods.

-Define a main objective: What is the object of your study? To analyze the impact of certain type of products/services? Detect things that lead people to write positive/negative reviews? A mixture? Why?

-The feature engineering process (techniques used, commented).

-A model selection process (parameters, candidates, selected (why?) and evaluated metrics).

-Analysis based in selected model.

-Final conclusion (be concise).

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