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 is a total of 1,000 reviews and their related sentiment.

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 team of talented people, 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. Due the lack of time and resources available: Your opinion and recommendations will only be considered as they are clear and follow a 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 do you plan to reinforce? Certain type of products/services? People liking the restaurant? Avoid people to write negative reviews? A mixture? Why?

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

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

-Final conclusion (be concise). Did your objective get accomplished?