Feedback

Interesting and clear ideas overall, great job! Cool idea and interesting in practice. You already have an idea on how to define these group of users, but you will need to refine it more and find techniques such as clustering (which type) to do your analysis. It’s also great that you are thinking about data available and feasibility (in particular for the map aspect) This is overall an interesting idea! It’s good that you are thinking of using sentiment analysis as a tool for your story and not as the story itself. A good story should use several different analysis (such as sentiment analysis but not only) to come with an interesting story and show it with data. It’s very good that you are guiding your idea into a practical usage (a website). The idea as such is a bit simple (just find recurrent words), but it could be expanded into other kind of analysis to make it more interesting. Your project mentor throughout the semester will be Beatriz Borges : beatriz.borges@epfl.ch. For future discussions specific to your P2 and P3 deliverables, you are encouraged to be in touch with your mentor.

Ideas

Idea 1: Evaluating Ratings to Create User Profiles

By categorizing users based on their most-rated beer types, we could construct unique user profiles. The profiles would be based on beers which a user tried and either liked, or disliked. In addition, it could enable users to gain insights into their preferences and receive tailored beer recommendations for beers which can be found in other countries, or come from different breweries. The analysis could serve to direct the user to try, and assess more types of beers (the research of finding that beer, either in a bar or online, then could be done by the user itself, or also implemented in the final project\*). Hence, not only the user could be involved and motivated more to rate different beer, but could also serve as a foundation for beer-centric travel adventures. The data could also be visualized with a colored world map (per user, and overall).

\*Implementing this function however would mean that we'd need a dataset which provides bars/beerplaces+drinking-menu, such that it could be implemented in Lausanne for example.

Idea 2: Unveiling the Inner Connoisseur in Everyone

Some of us have probably experienced that light-headed feeling that often accompanies savoring a well-crafted beer. In such moments, we tend to express our thoughts freely, which can result in reviews that are rich in emotion and subjectivity. So - how do different beers might influence their reviews?

To address this, we could sort and assess reviews from users who express strong emotions, for example using sentiment analysis. By doing so, we can group and examine these emotional reviews within the context of an individual user's other reviews as well as in comparison to reviews from different users. This would help us pinpoint any unusual or extreme reviews, and it could also highlight beers that have a notable impact on reviewers' emotions, such as those with a higher alcohol content.

This approach could overall simplify the process of evaluating the dataset and introduces the possibility of creating an algorithm that can uncover hidden patterns of the effect of alcohol on reviewing an alcoholic product.

Idea 3: Feel(l) and Drink

Another idea could be to identify commonly used words and create clusters of emotions associated with how users feel about the beers they've tried. To avoid mixed feelings, aspects of rating of each single review (as there might be more than one sentence per rating), will be macro-averaged to define a certain score of the user towards each reviewd beer. With that, the satisfaction of the users could be assessed and the feelings associated to certain types of beer, could suggest further beers, where other users might have felt the same when trying out this distinct beer.

In the end, we could transform this data analysis into an interactive website where new users can input their wished state or preferencial mood, which then could be achieved by drinking this particular beer (words/emotions which will be defined carrying out the project, i.e. in P2).