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DS 4002

USING DATA SCIENCE to EVALUATE CUSTOMER FEEDBACK and IMPROVING CONDITIONS OF RESTAURANTS

Imagine that you have recently graduated from UVA and have accepted a job at a Fortune 500 company. Your role specifically is geared towards analyzing customer feedback of restaurant franchises and making sure that restaurants are up to operating standards set by the headquarters. As part of your job you have selected few restaurants throughout the United States and have started to analyze customer feedbacks through google reviews. To measure how negative reviews affect restaurant's quality, you decided to analyze the common themes between restaurants that have less stars than average of the restaurants.

Deliverable:

As you started your work, you realized that you could refer back to some of the libraries you have worked in your data science class and decided to utilize those libraries.

Furthermore, you wanted to find out what are the common themes between restaurants that have received higher star ratings and also between restaurants that have received low star ratings. In doing so, you provided your company with analysis of what could be done to improve the practices that are done at different franchises in the United States.