

Data Incubator Proposal

**BUILDING A RESTAURANT CUSTOMER  
FEEDBACK APP THROUGH SENTIMENT  
ANALYSIS ON YELP REVIEW DATA**

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# WHY CUSTOMER FEEDBACK IS IMPORTANT?

Because, customer feedback helps:

- **DEVELOP Successful Strategies**
- **IDENTIFY Weak Areas**
- **GENERATE New Ideas**
- **IMPROVE Customer Retention**
- **STRENGTHENS Goodwill**



# Goal

**'Targeted' improvement**

I wish they had  
**wifi!**

The **service** could  
be more prompt!

**Parking** is the  
pain in the ass..

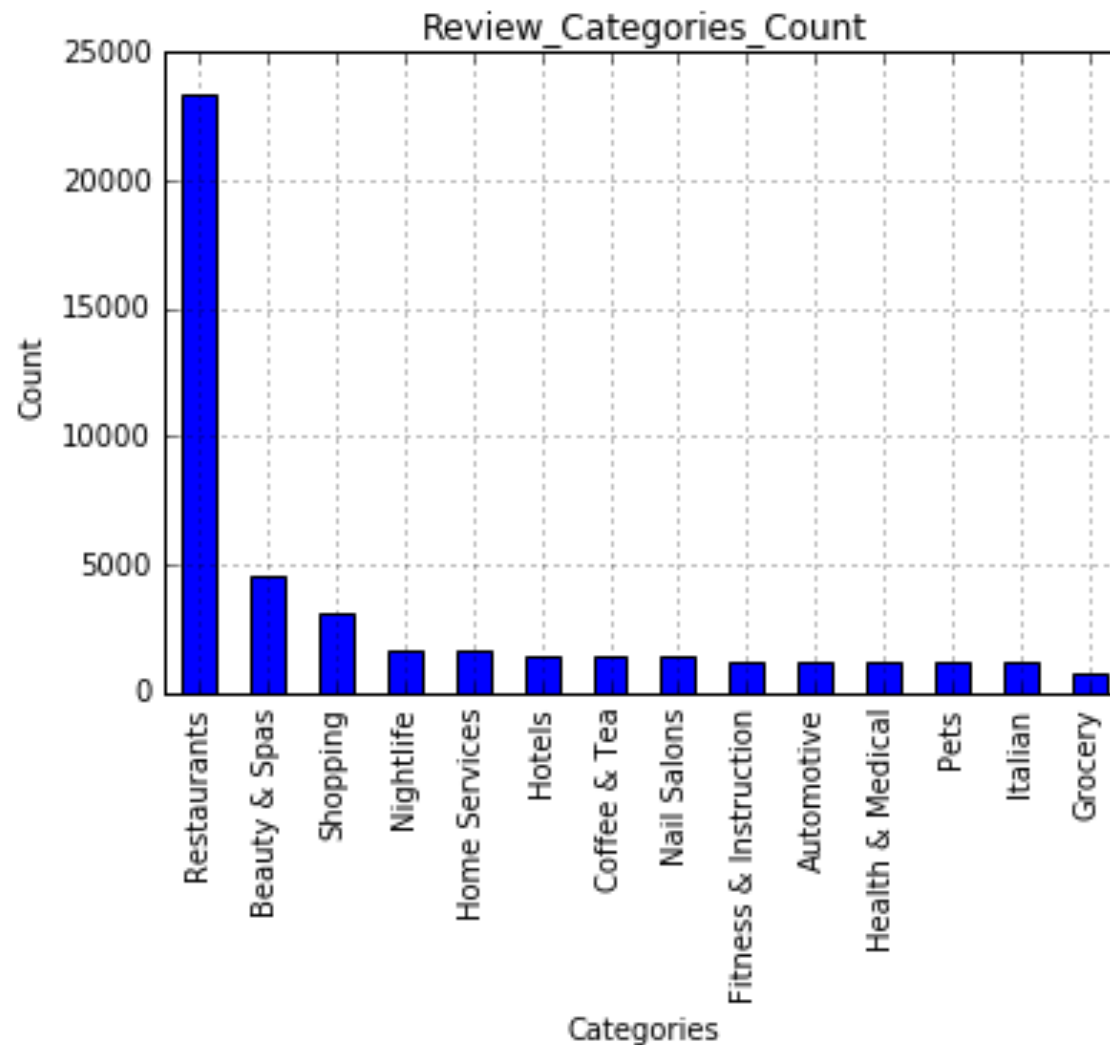
**For business promotion,  
campaign**

The **best** sushi in the  
town!  
**Wonderful** place for a  
date!  
**Greatest** service!



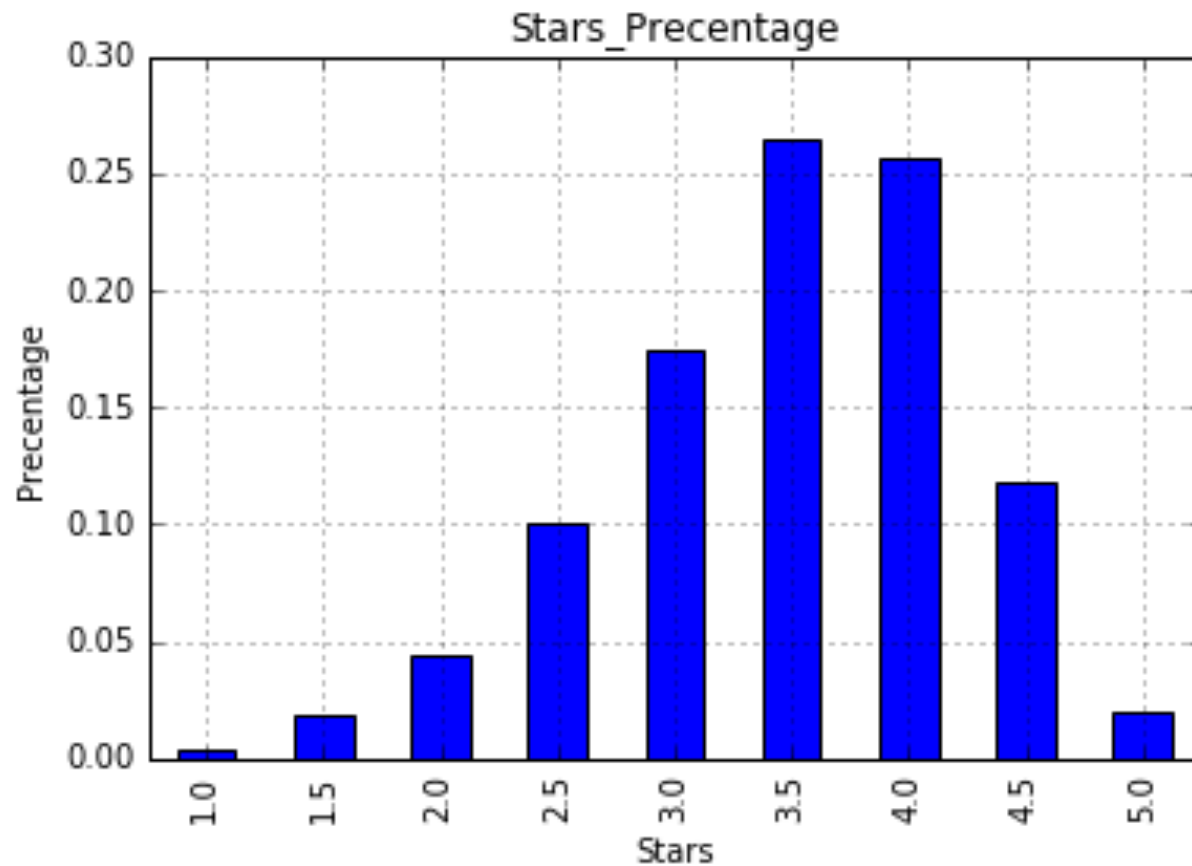
# Data: Yelp Academic dataset

Focus on Business and Review



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Focus on Business and Review



# Approaches

1. Random select 5000 4/5 stars review, and 5000 1 or 2 stars review. And build a sentiment classifier using either words count (tf-idf) or selected words count. Model validations. (Dato Graphlab create)
2. Choose the high and low “ score “ sentences from the review.
3. Deploying our model and build a web-app.

