

The comments of Fuze Tea

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1. Data description

We search for some famous websites, such as amazon and hometasterclub, and we try to find the reviews and comments in different flavors of Fuze Tea.

2. sequence of processing the text

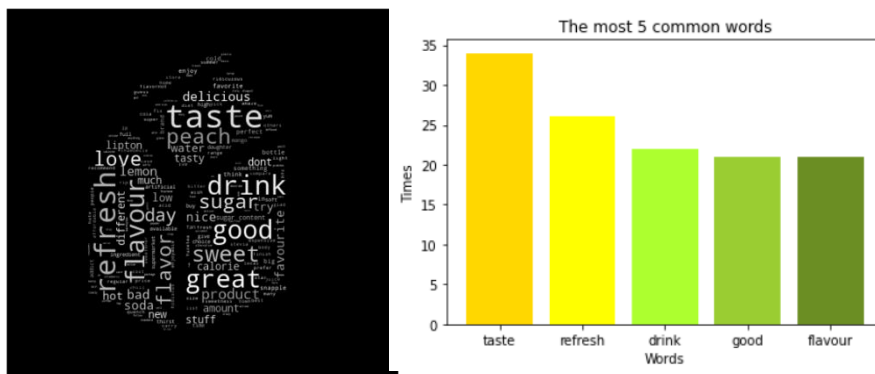
read the document -> remove punctuation -> lower the case-> tokenization-> remove stopwords -> lemmatization -> POS

3. Our objectives of the text processing

As we like this beverage very much, our team name is called "Fuze tea". Therefore, We want to know more information about the products from other consumers in different countries, so we come up with collecting the comments on the foreign websites in order to gather various reviews. Besides, we think that the output can be a resource for the company to refer, develop a more attractive beverage and create a better brand image.

4. The output of the results

Our feature selection process chooses the noun and the adjective from POS tagging to present. However, "fuze", "iced", "tea" are set as stopwords because they are just exactly the name of the products, so they should not be included in the most frequency words, for these words are not informative for us to recognize the features of the products. In the mostly positive evaluation, we found "Sweet", "sugar" and "calorie" also appear in the negative evaluation, which concern on the health issue.



recognize the features of the products. Since the most 5 common words and the words in the word cloud are mostly positive evaluation, we found that most people love the product for its "refresh flavour"! Whereas "Sweet", "sugar" and "calorie" also appear in our final output, which points out that some people may show their concern on the health issue.

5. Self evaluation

We show high degree of cooperation and perfect teamwork (We do everything together!)

contributions of works:

弘祥: coding

久筠、念筑、羿樺:ideas generation, brainstorming, data collection, PPT making, summary making, presentation making, video editing.

level of achievement:

We make a delicate details in our output and videos. (Especially spend lots of time on choosing the colors of our output pictures! The colors of the histogram has the same scenario with those on the appearance of Fuze tea packing.)

lesson learned:

We learn how to give a reasonable explanations of the result, and try to utilize it to discuss its brand image, product characteristics and consumer experiences. Moreover, we also learn the extra techniques on matplotlib, wordcloud, that is, change the colors of the wordclouds and histogram.

potential extension:

The result what we get in this project is the first step to improve the "User Experience Design". In the future, we can discover more aspects, more resources of this product, and provide a more comprehensive viewpoint to give a whole picture of the potentials and shortages of the product to THE COCA-COLA COMPANY.

6. Link to the codes

https://colab.research.google.com/drive/1G_1zbB9t290bSRaxDsRddWlnOn2JWp44