

Abstract geometric lines in the top-left corner of the slide, consisting of several thin black lines forming overlapping, irregular polygons and triangles.

DATA DIVE

DATA 6310

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SCENARIO

Chef Ramirez has gained a lot of traction with her delicious food at local farmers market pop-ups. She is interested in opening her first brick and mortar location in Quebec and plans to expand to Alberta if all goes well. She has brought us in to provide insight on what customers are looking for in a restaurant experience, so she can attract customers and create an experience that keeps them coming back for more.

OBJECTIVES

- Analyze Yelp reviews for restaurants in Alberta and Quebec.
- Focus on examining sentiment found in 1 and 5 star reviews to determine and compare common themes.
- Determine areas of focus to help set Chef Ramirez's restaurant on a path toward success.

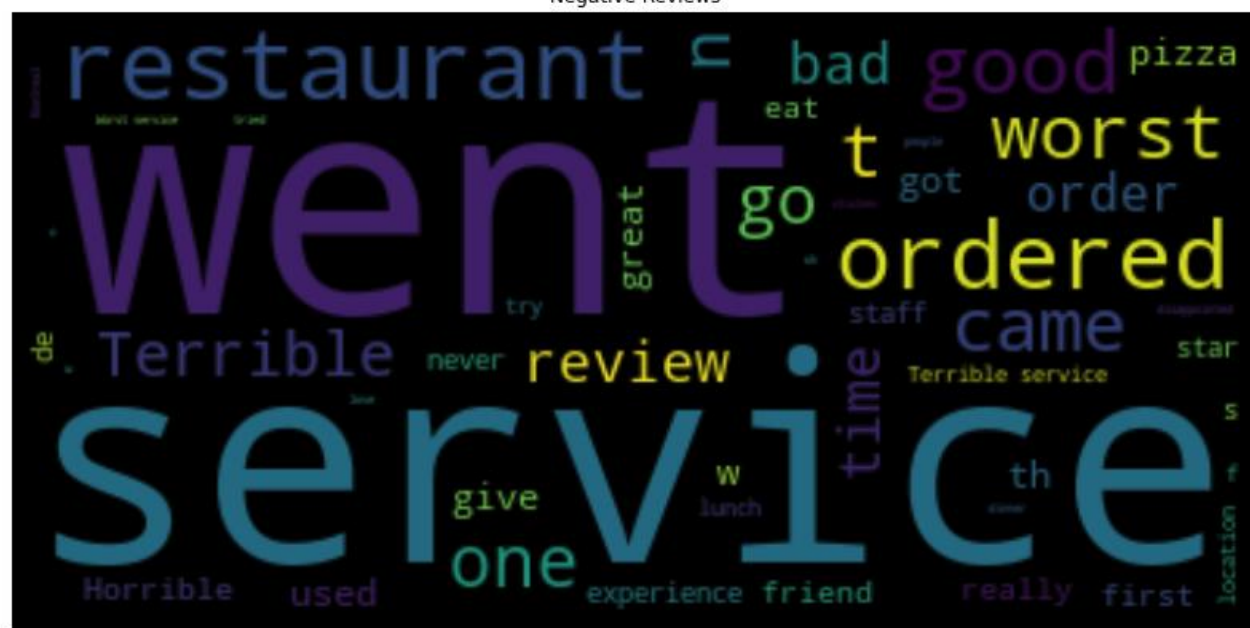
METHODS

- Use NLP techniques to review the text used in 233,040 restaurant reviews from Alberta and Quebec
 - Wordcloud
 - N-grams
- Use Seaborn to create visualizations

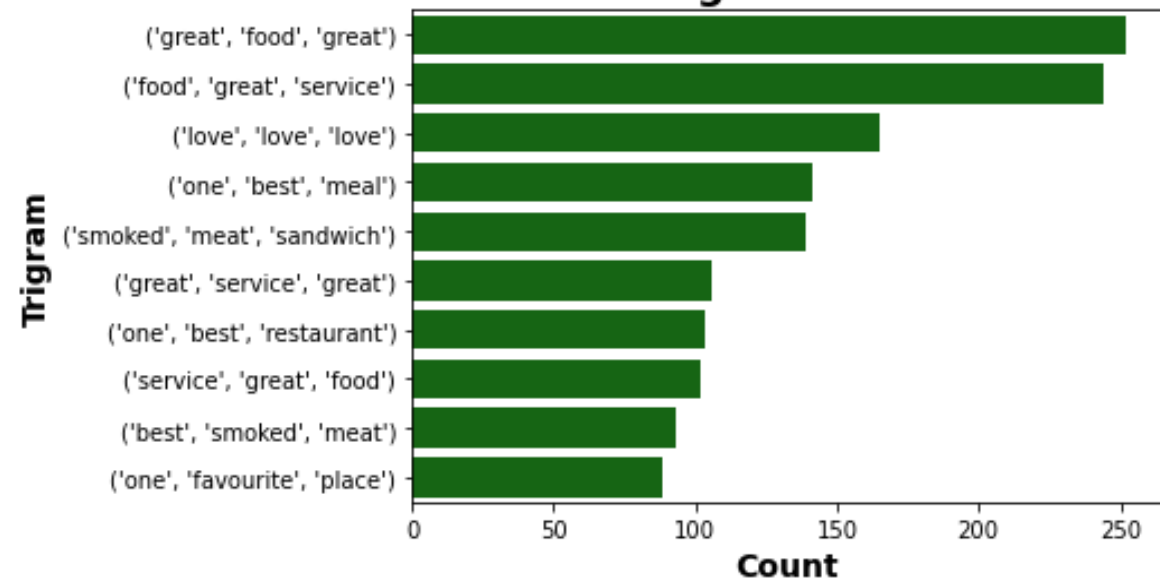
Positive Reviews



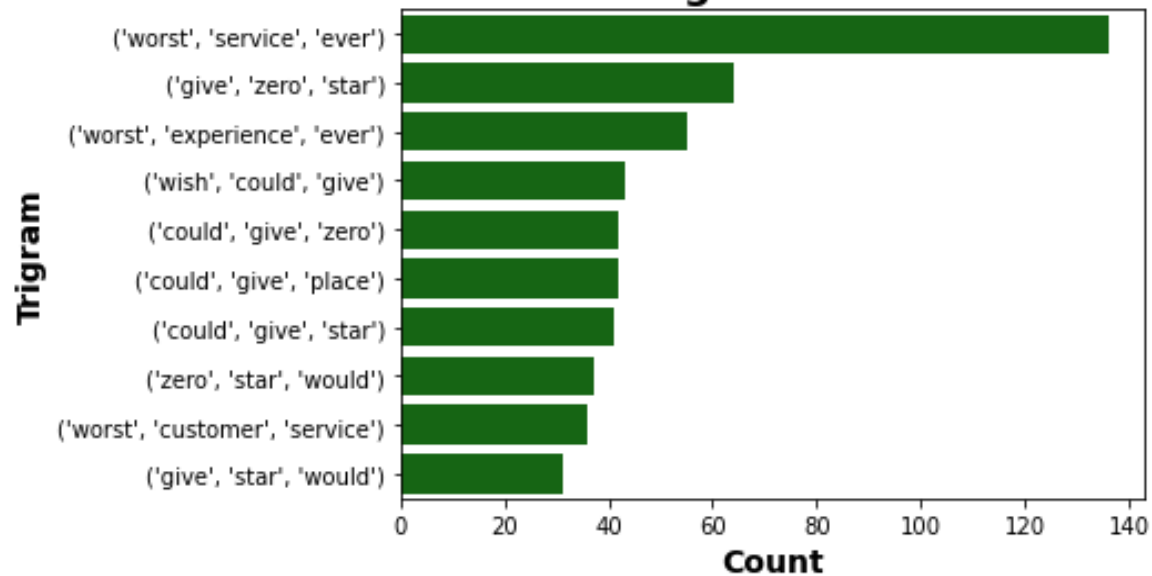
Negative Reviews



Most Common Trigrams for 5 Star Reviews



Most Common Trigrams for 1 Star Reviews



RECOMMENDATIONS

Focus Areas:

- Quality of Food
- Customer Service / Experience
- Smoke your meat