**CAPSTONE PROJECT – 1**

**ENABLING BUSINESS INTELLIGENCE FOR A RESTAURANT AGGREGATOR**

**Problem Statement**: In this project, we have reviews from multiple users about different restaurants collected by a restaurant aggregator. So far the restaurant aggregator hasn’t utilized the collected data. The client wants us to analyze this dataset in all possible ways which will help them to understand their business and customers needs. Your job as a data analyst, is it to explore and come up with various insights about the business, restaurants, customers etc.

The activities you may perform during this projects are:

* Exploratory Data Analysis
* Text document representation using Bag of words analysis
* Sentiment Analysis using Text Classifier
* Building Naive Bayes Model
* TF-IDF Vectorization

**Dataset**: restaurants\_reviews.csv

**Description**: Every row in this dataset is about a review about a particular restaurant

Date: review date & time

res\_name: Name of the restaurant

rev\_name: Name of the reviewer

text: Review text

sentiment: (Target column) Labelled column which says whether a review is positive or negative

rev\_count: Contains total number of reviews posted by that particular user overall and also the number of followers for the reviewer at the time of posting the review