❖Motivation and objectives

* Objective of the project is to develop a sentiment analysis tool to analyze the reviews by user to find sentiment of users for the business at a given location, based on sentiment of users for the business identifying what kind of business is ideal at a given location.

❖Data mining / analysis tasks tackled

* Data transformation, selection

Transformed JSON data to Pandas Data frames, selected columns that are required for analysis. Concatenated all the reviews with same business into a list.

* Data Classification/sentiment analysis.

Used inbuilt function of TextBlob to classify the review data Positive/negative.

❖Design of methods

* json2df(json\_filename): Converts JSON file to pandas Dataframe.
* bid\_reviews(data) Concatenates all the reviews with same businessId into one list.
* classifier(word\_features): Classifies review as positive or negative using NaiveBayes classifier of TextBlob library.
* Pandastocsv: Converts Pandas dataframe to a CSV file