🚕 Customer Review Overview:

This page provides an overall view of Uber customer reviews. We see that 61% of reviews are positive, with an average score of 3.5. However, nearly 36% are negative, highlighting areas for improvement. Also added the content of reviews to see easily read reviews from customers by cluster.
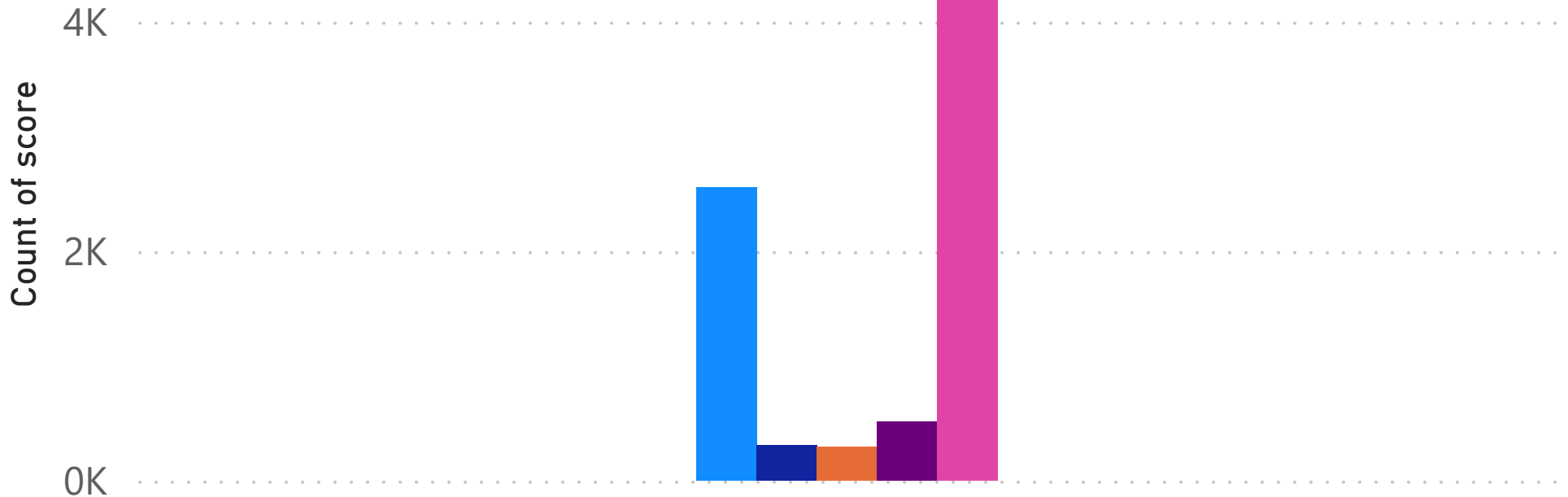
Total Reviews

8025

Average of score

3.50

Count of Sentiment by Sentiment

0.3K (3.61%)

2.87K (35.1%)

5.01K (61.29%)

Sentiment
- Positive
- Negative
- Neutral
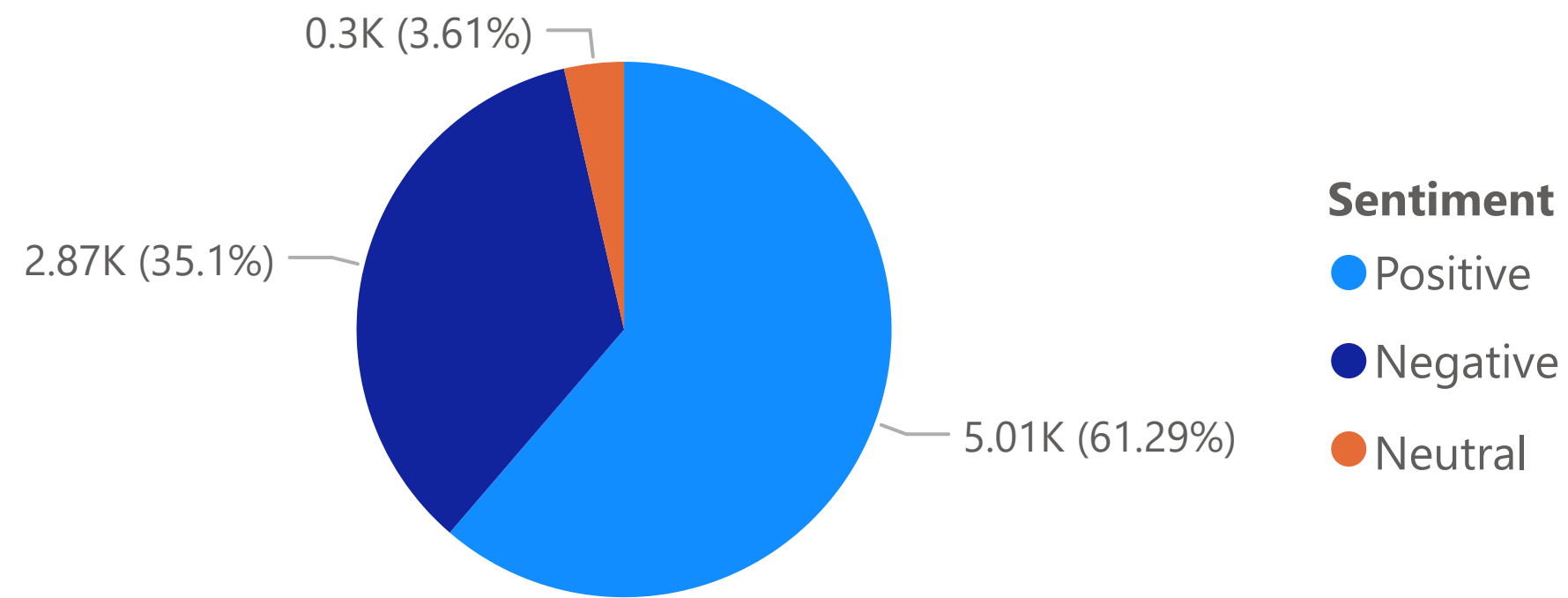
Count of score by score

score ● 1 ● 2 ● 3 ● 4 ● 5

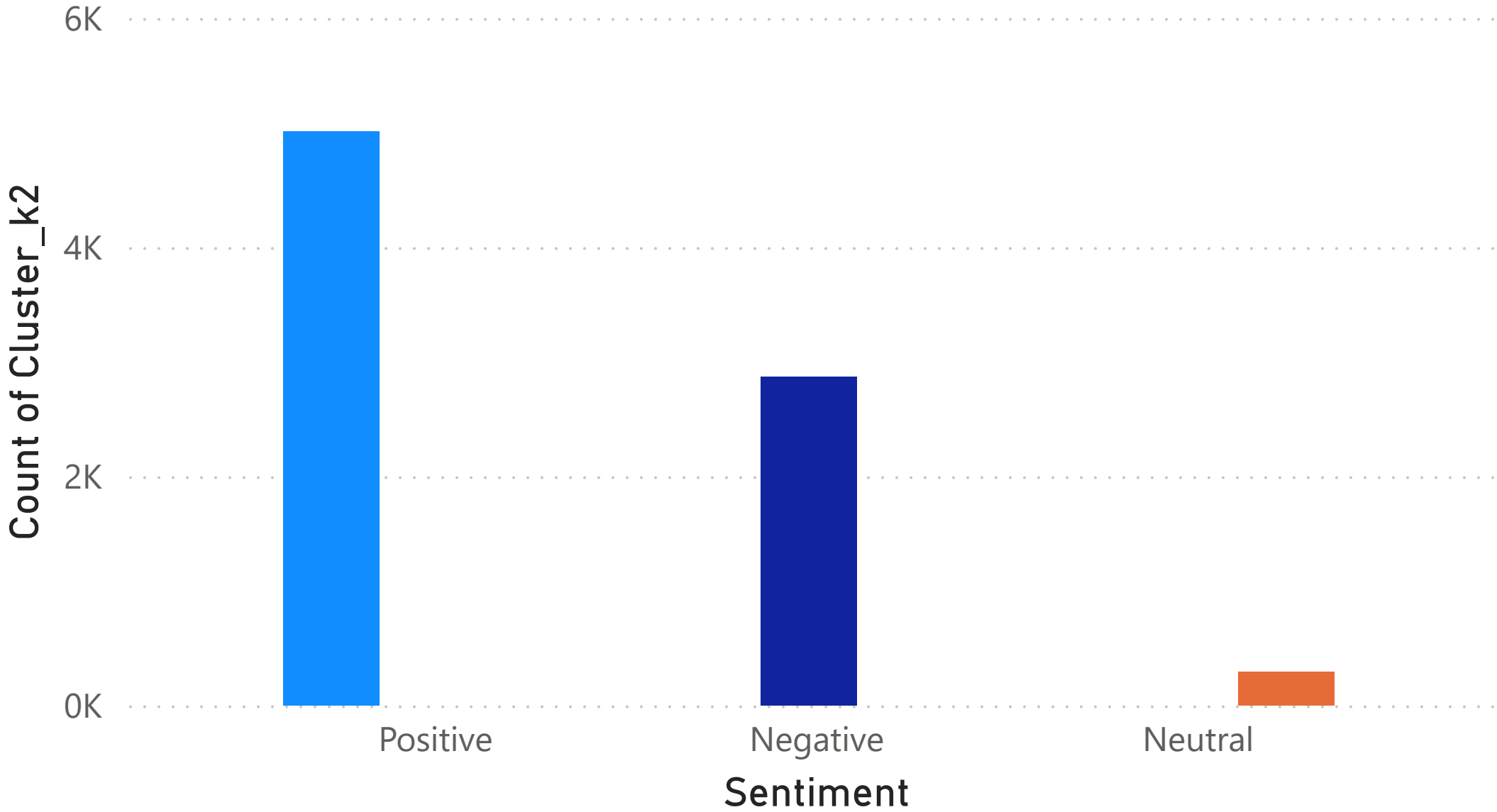| content	Sum of score	Sentiment	Sum of Cluster_k6	Sum of Cluster_k2
難用到炸	1	Negative	5	0
在台湾旅游用来搭车叫外卖，但是有好几次要付款，我已经绑好卡了，但是一直显示不能付款，换现金又不支持，重新安装也一样，重新绑卡也一样，我真的搞不懂怎么回事！体验感太差了！	1	Negative	5	0
친절하고 안전운전 최고였음	5	Positive	5	0
🫠☺	5	Positive	5	0
🥺💯💯🤩🤩🥺🙂💪💪🥺🥺🥳🥳🕺🏃🗼🥰	5	Positive	5	0
🤗	5	Positive	5	0
🤩🤩🤩🤩	5	Positive	5	0
🤔I, DO NOT RECOMMEND IS MY REVIEW THIS IS FINAL DUE TO THE TREATMENT RECIEVED-- 😓buBer IS A JOKE 🤡😣!!!! CHARGED ME OVER $35 FOR CANCELLING TRIPS !!!!	1	Negative	1	1
Total	**28596**		**16716**	**4217**

Cluster k=2

K=2 clustering splits reviews into two broad groups:
• Cluster 0 → Mostly positive experiences
• Cluster 1 → Complaints & issues
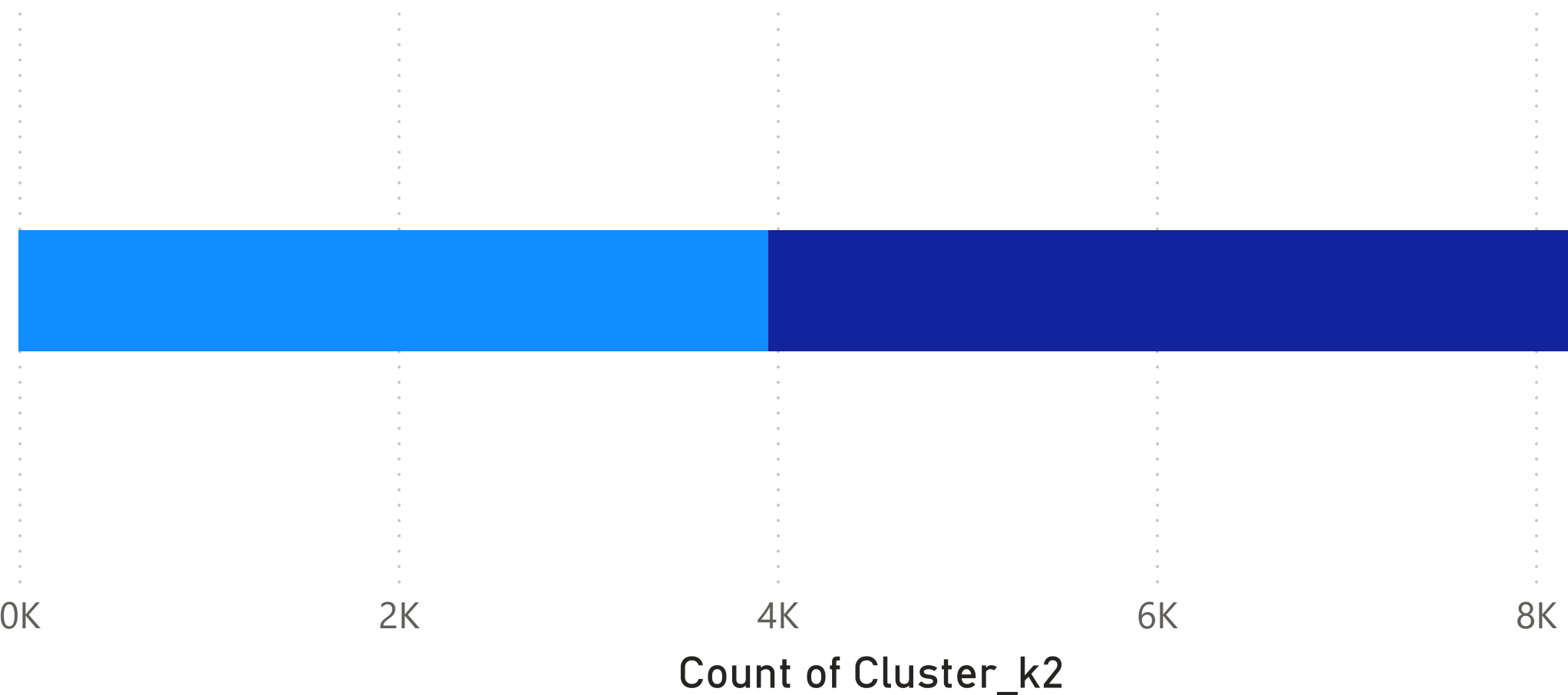This split helps us quickly distinguish positive vs negative feedback

Count of Cluster_k2 by Cluster_k2

Cluster_k2 ● 0 ● 1

Count of Cluster_k2 by Sentiment and Sentiment

Sentiment ● Positive ● Negative ● Neutral

Cluster_k2	1	2	3	4	5	Total
1	2030	255	219	227	1486	**4217**
0	529	54	76	284	3012	**3955**
Total	**2559**	**309**	**295**	**511**	**4498**	**8172**

Key Takeaways:
• **Cluster 0 (3955 reviews):** Mostly positive feedback → mentions of "good service," "nice app," "great experience"
• **Cluster 1 (4217 reviews):** Negative or mixed feedback → frequent mentions of "driver," "price," and "customer service"
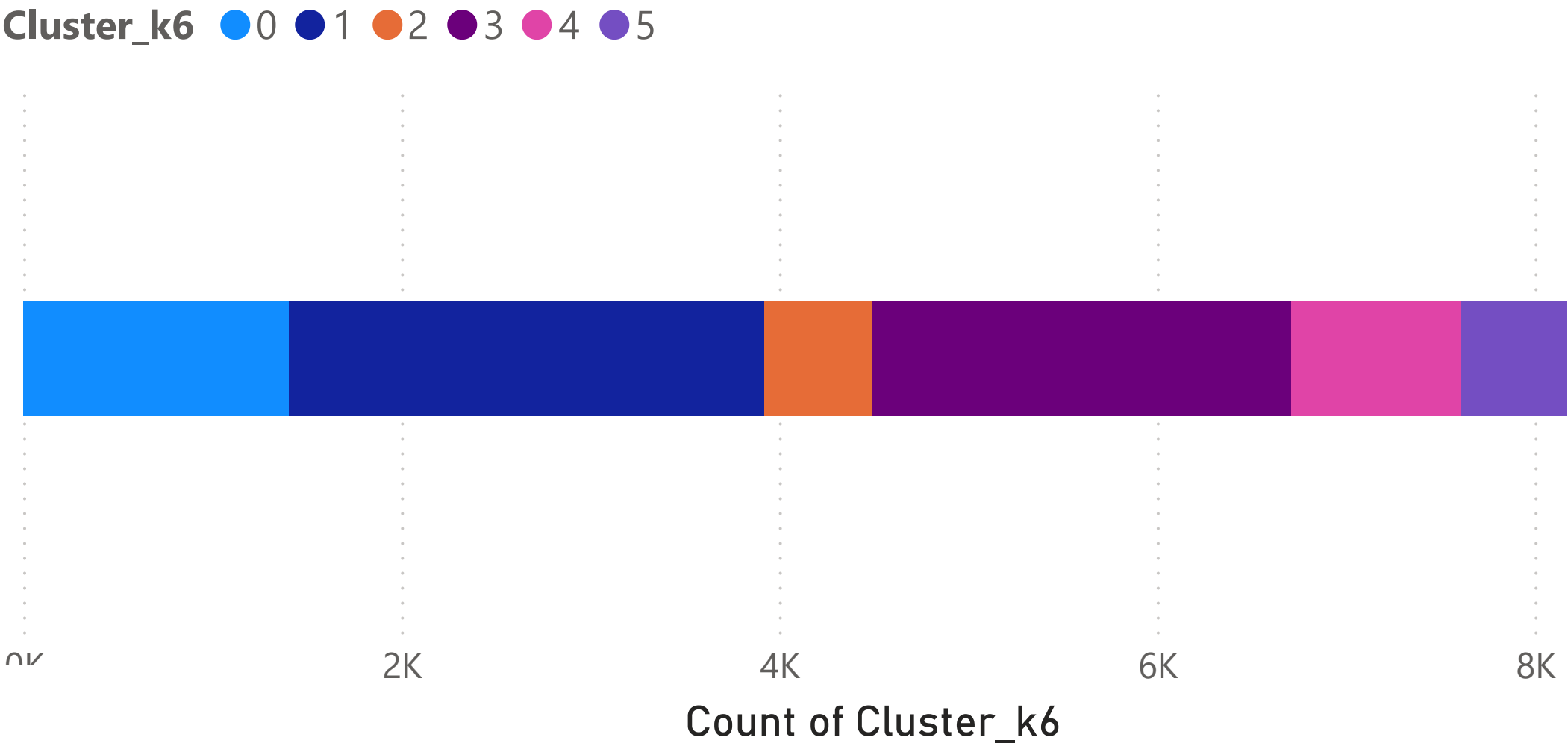
Cluster k=6

K=6 clustering gives more detail. For example:
- Cluster 0 → Driver quality issues
- Cluster 1 → Cancellations & pricing
- Cluster 2 → Service excellence (very positive)
- Cluster 3 → Safety & convenience
- Cluster 4 → App usability issues
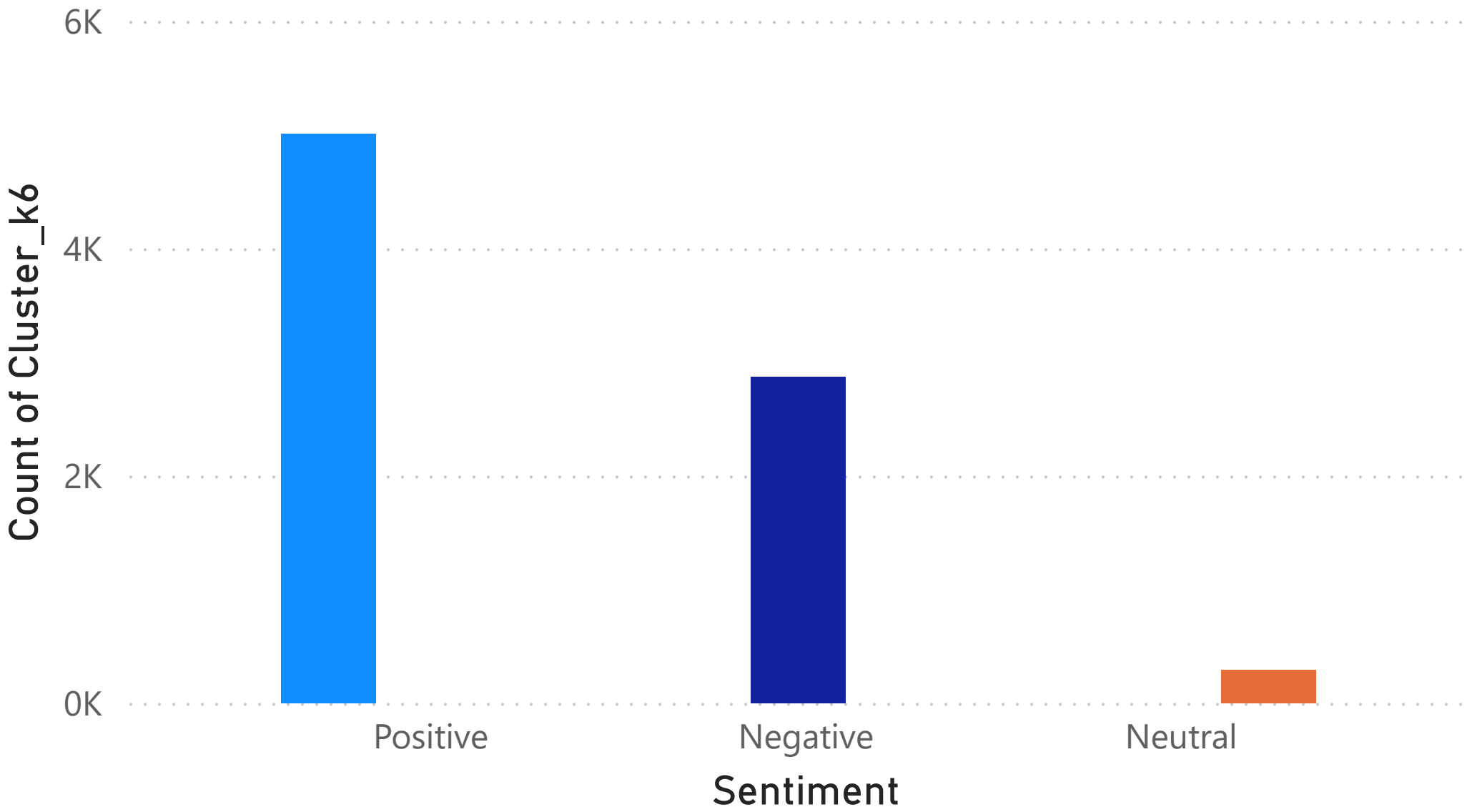- Cluster 5 → Rave reviews & loyalty

This level of detail is useful to identify specific pain points

Count of Cluster_k6 by Cluster_k6

Cluster_k6 ● 0 ● 1 ● 2 ● 3 ● 4 ● 5

Count of Cluster_k6 by Sentiment and Sentiment

Sentiment ● Positive ● Negative ● Neutral

Cluster_k6	1	2	3	4	5	Total
0	88	21	30	99	1168	**1406**
1	1620	198	161	101	437	**2517**
2	101	6	3	35	426	**571**
3	350	50	56	160	1602	**2218**
4	350	32	35	75	405	**897**
5	50	2	10	41	460	**563**
Total	**2559**	**309**	**295**	**511**	**4498**	**8172**

Key Takeaways:
- **Cluster 1** (Cancellations & pricing) is the largest negative group, impacting 2500 reviews
- **Cluster 4** (App usability issues) shows frequent mentions of "login," "crash," and "payment.
- **Cluster 5 (**Rave reviews) represents Uber's loyal customer base