

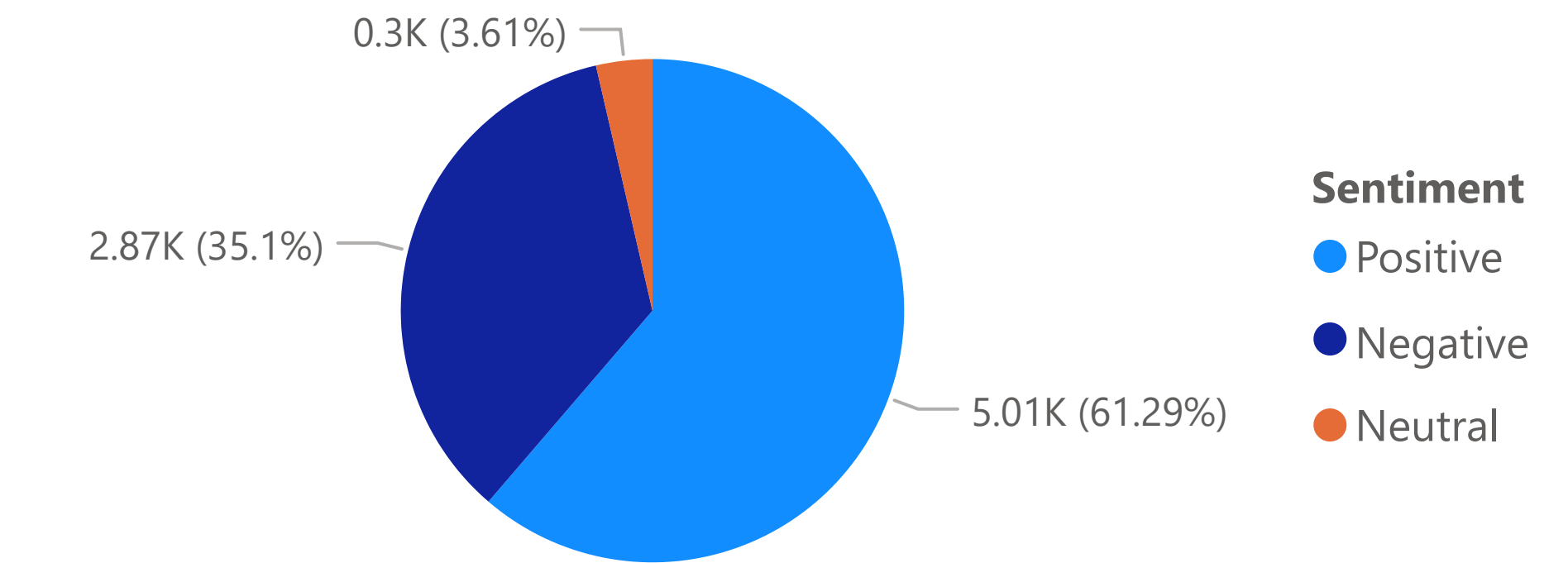
Total Reviews

8025

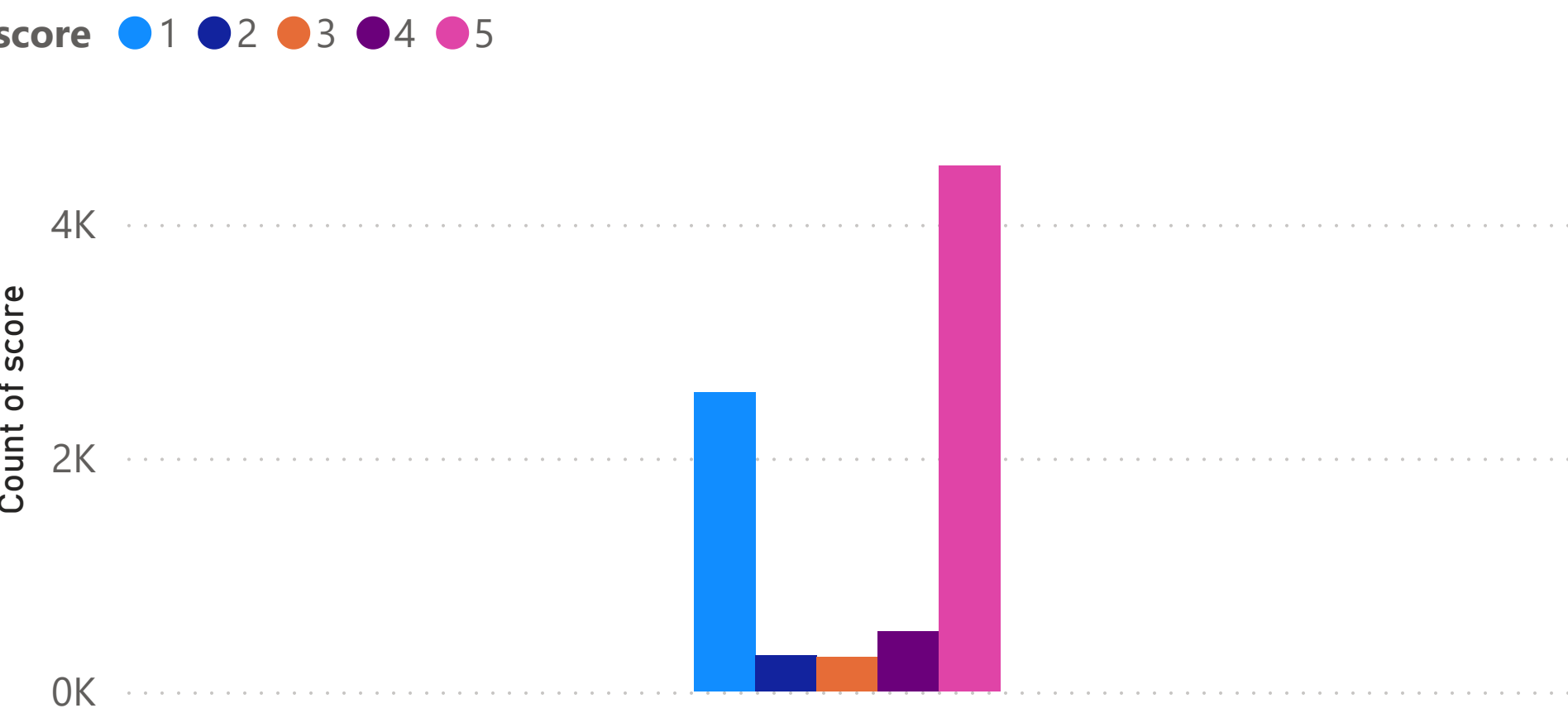
Average of score

3.50

Count of Sentiment by Sentiment



Count of score by score



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.

content	Sum of score	Sentiment	Sum of Cluster_k6	Sum of Cluster_k2
★★★★★	5	Positive	5	0
"3min pickups" that take 20min to arrive have became unbearably common, so much that is obvious that Uber is not being honest about them. If it's going to take a while then at least let me know in advance so I don't spend all this time waiting in the scorching sun.	2	Negative	1	1
"Hands down the best Uber ride I've ever had! The driver was punctual, polite, and the car was spotless. Smooth ride and great conversation. Highly recommend!"	5	Positive	0	1
"I really like the Uber app. I've booked cabs many times and often found that the fare price increased significantly upon reaching the destination. However, subsequent	5	Positive	1	1
Total	28596		16716	4217



Cluster k=2

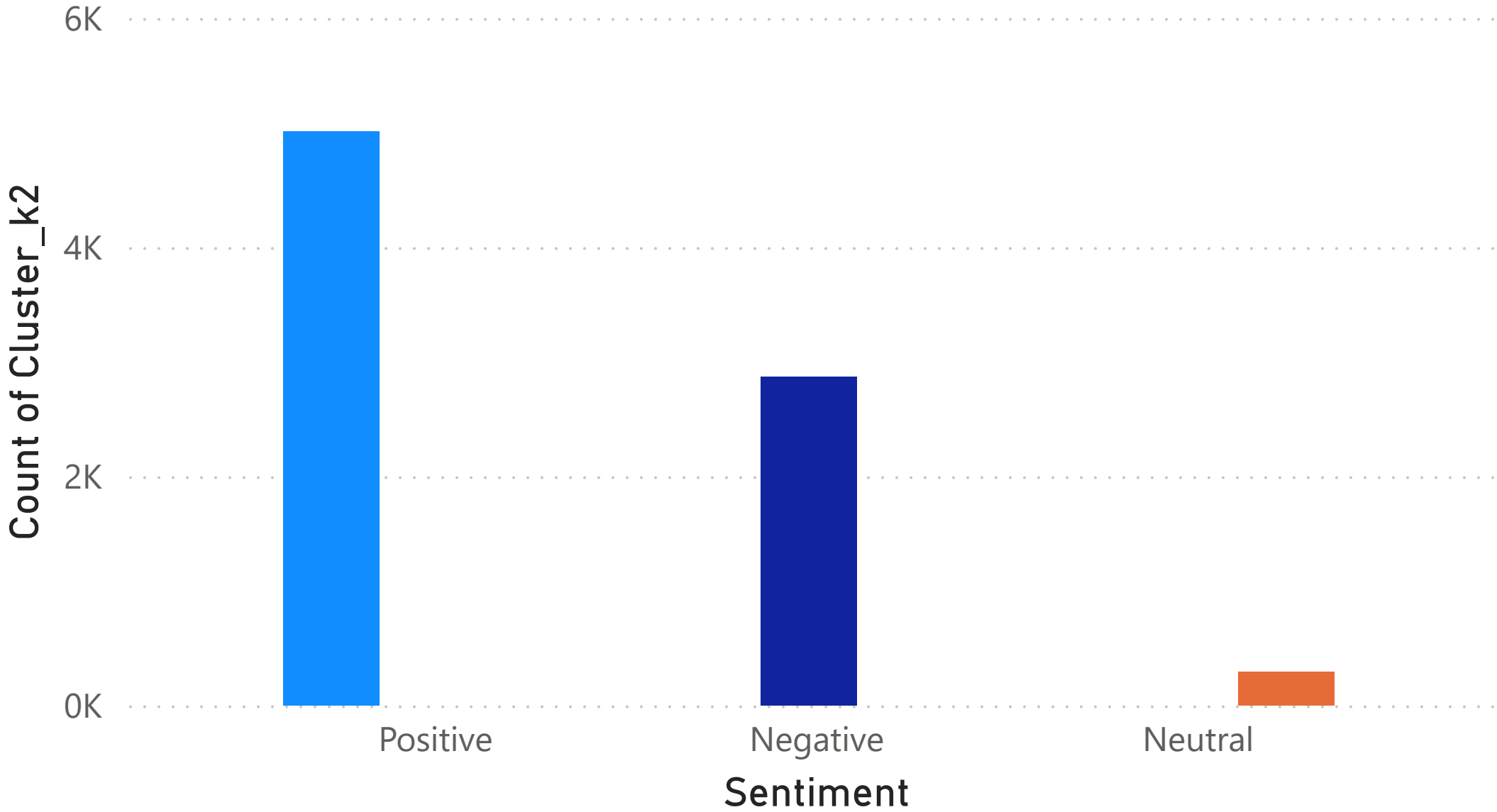
K=2 clustering splits reviews into two broad groups:

- Cluster 0 → Mostly positive experiences
- Cluster 1 → Complaints & issues

This split helps us quickly distinguish positive vs negative feedback

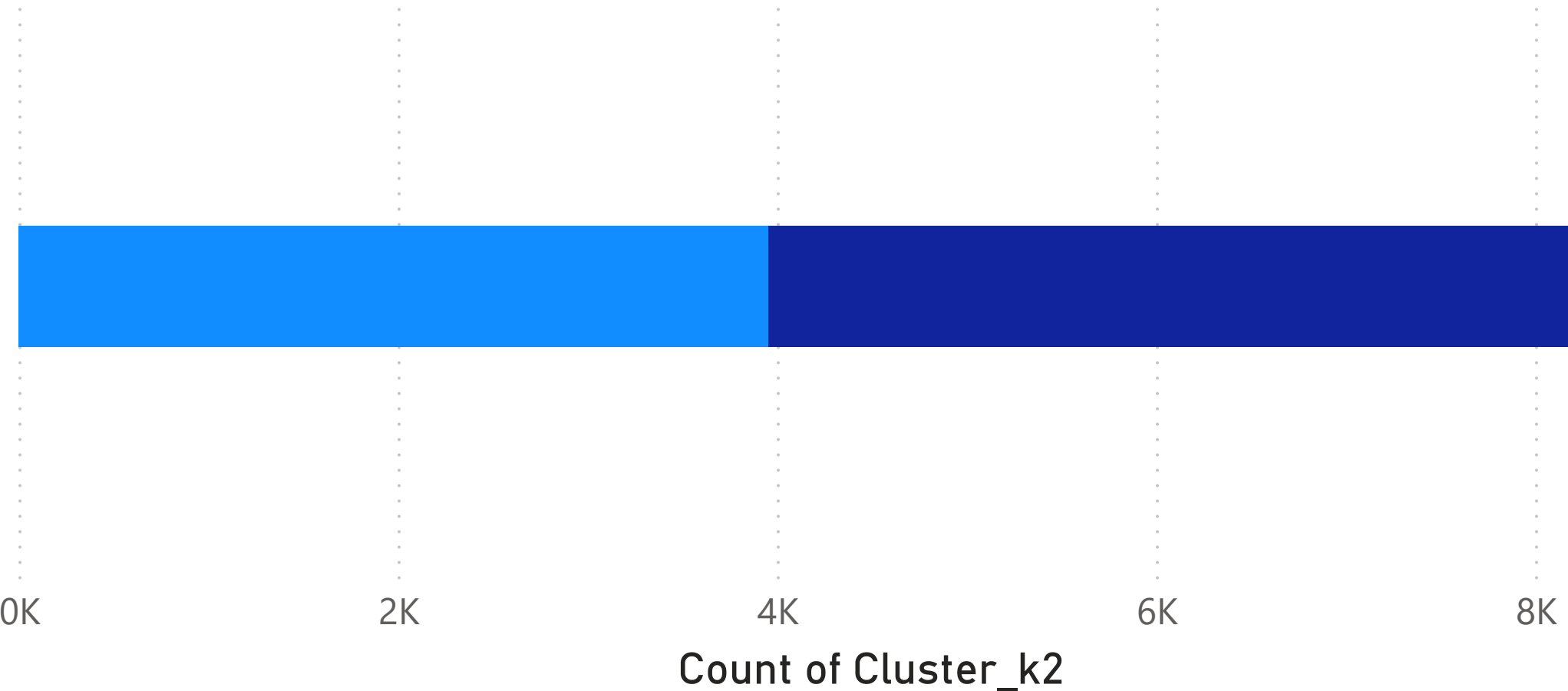
Count of Cluster_k2 by Sentiment and Sentiment

Sentiment ● Positive ● Negative ● Neutral



Count of Cluster_k2 by Cluster_k2

Cluster_k2 ● 0 ● 1



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”



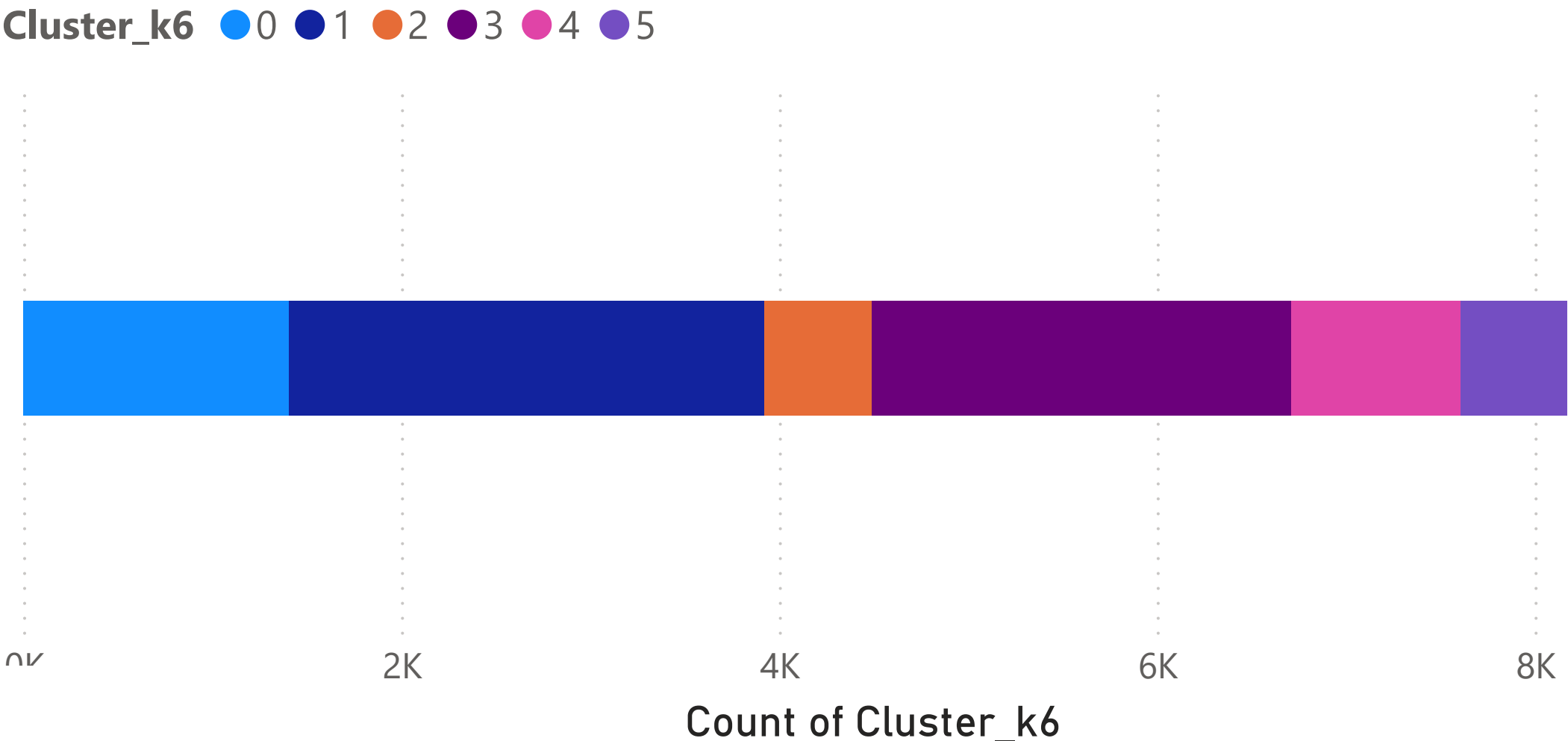
Cluster k=6

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

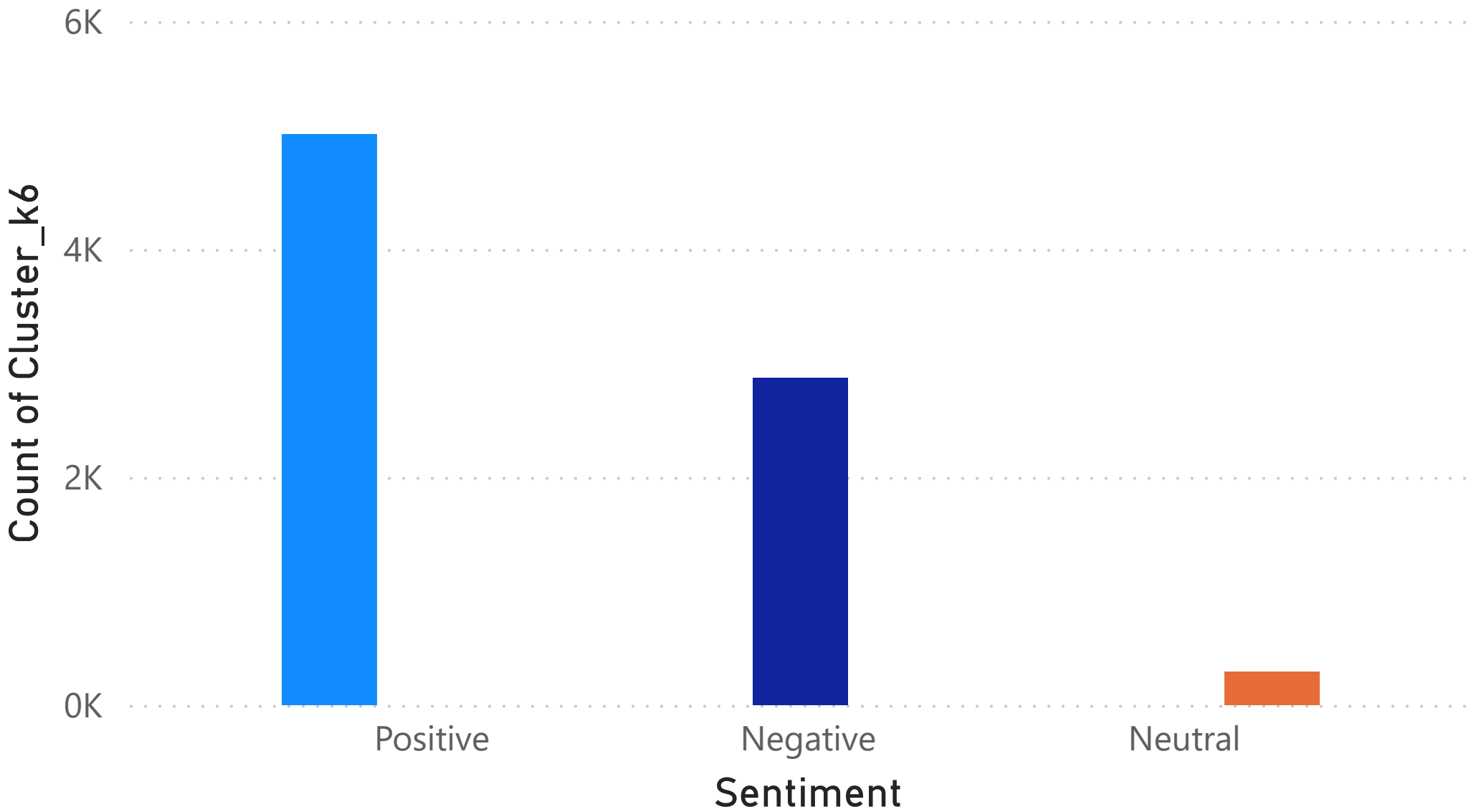
This level of detail is useful to identify specific pain points

Count of Cluster_k6 by Cluster_k6



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