Brief Summary Report

Approach

➢ Data Loading: Loaded the dataset using pandas.
➢ Data Cleaning: Removed any null values to ensure clean data.
➢ Text Preprocessing: Converted reviews to lowercase and removed punctuation for consistency.
➢ Sentiment Analysis: Used `TextBlob` to analyze the sentiment of each review and categorized them as positive, negative, or neutral.

Challenges Faced

➢ Ensuring that all necessary preprocessing steps were performed correctly to avoid any bias in sentiment analysis.
➢ Handling cases where the sentiment might be ambiguous or where the text might not clearly indicate sentiment.

Assumptions Made

➢ Reviews are written in English.
➢ The 'review' column contains the text data to be analyzed.

Sentiment Distribution

➢ Positive: 64.00%
➢ Negative: 20.00%
➢ Neutral: 16.00%