Penske

Narcel Reedus

November 2, 2017

# Summary

## The objective of this project is to create a sentiment analysis using a corpus of four negative online reviews for the Penske Truck Rentals company that will help determine if there are any apparent systemic problems in their truck leasing business. I copied and pasted the online reviews into four separate .txt documents.

# Process

## Load packages

library(tm)

## Loading required package: NLP

library(wordcloud)

## Warning: package 'wordcloud' was built under R version 3.4.2

## Loading required package: RColorBrewer

library(stringr)

## Assign corpus of Penske reviews to a folder in the working direcory

folder <- "C:/Users/narce/OneDrive/Documents/GitHub/Penske/Penske/corpus"

## Confirm the contents of the folder

list.files(path=folder, pattern="\*.txt")

## [1] "Penske\_1.txt" "Penske\_2.txt" "Penske\_3.txt" "Penske\_4.txt"

# Create character vector of the four file names

filelist <- list.files(path=folder, pattern="\*.txt")  
filelist

## [1] "Penske\_1.txt" "Penske\_2.txt" "Penske\_3.txt" "Penske\_4.txt"

str(filelist)

## chr [1:4] "Penske\_1.txt" "Penske\_2.txt" "Penske\_3.txt" "Penske\_4.txt"

## Create a separate file path for each element and saves that into a new value, filelist

filelist <-paste(folder, "\\", filelist, sep="")  
filelist

## [1] "C:/Users/narce/OneDrive/Documents/GitHub/Penske/Penske/corpus\\Penske\_1.txt"  
## [2] "C:/Users/narce/OneDrive/Documents/GitHub/Penske/Penske/corpus\\Penske\_2.txt"  
## [3] "C:/Users/narce/OneDrive/Documents/GitHub/Penske/Penske/corpus\\Penske\_3.txt"  
## [4] "C:/Users/narce/OneDrive/Documents/GitHub/Penske/Penske/corpus\\Penske\_4.txt"

## Import each file as a character vector using laaply and the read.Lines function. ReadLines will treat each line of text as a separate element in a character vector. Laaply applies this to each file in the folder.

lapply(filelist, FUN=readLines)

## Warning in FUN(X[[i]], ...): incomplete final line found on 'C:/Users/  
## narce/OneDrive/Documents/GitHub/Penske/Penske/corpus\Penske\_1.txt'

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## [2] " "   
## [3] "..... I told the manager that he needed to come out and look at the back of this truck and he did. He had a loss for words but ended up talking some pictures. We went back in side and he asked me when the truck was do back I told him \"tomorrow\" then he said it would be taken care of then. I was flabbergasted. I thought he would call the police or atleast get me out of the rolling crime scene but he didn't. Since then I have spent the last six months trying to figure out what I was exposed to. I have been sent two lab reports that they claimed to have done on the truck(again no police). The first lab report had a date discrepancy so I called and got another copy of the report this time the conclusions were different and that report had a date discrepancy also. I believe both reports to have been falsified. I have spent the last six months wondering if I contracted something from this biohazard."   
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## [2] ""   
## [3] "When my wife and I arrived at the appointed time, we were informed by Home Depot employees that there was no rental truck available, nor would there be. We were further informed that we were not the first that day to be told they were not getting their rental truck either. In fact, there had been nine others that were told the same thing. The Home Depot employee offered to call the Penske office so that I could get an explanation for myself, an offer I accepted. The person from the Framingham, MA office of Penske (he would only say that his name was Sonny, wouldn't give me his last name) said that there wasn't anything he could do and that they were over-booked and under-supplied. When I asked him why he hadn't called earlier to inform me of this so that I could make other arrangements, he offered no response. Apparently, they are authorized to confirm reservations, but not when they are unable to meet their own obligations. "  
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## [6] ""   
## [7] "The result to me and my family was not pleasant, and had far reaching effects on friends and family for the entire rain-soaked Labor Day weekend. What I can say right now is that even though the weekend and the effects of Penske's failure to meet its obligations have passed, the negative effects are only just beginning for Penske. Penske will never, ever earn my business again as long as I live. I will tell as many people as I can NOT to ever do business with them. "   
## [8] ""   
## [9] "The effects have also, unfortunately, spilled over to my relationship with Home Depot. In the 60 minutes prior to my scheduled pick up my truck rental on the 31st, my wife and I purchased two rooms of carpeting with installation. That order has since been cancelled and gone to Lowes. Likewise, any time I have a choice in making home improvement purchases, I will do so with Lowes or frankly anyone other than Home Depot. Over the years, my wife and I have spent some $50K with Home Depot and more from close friends and immediate relatives. There will be no more. "   
## [10] ""   
## [11] "You may ask, why am I angry with Home Depot? After all, they weren't the ones who let me and my family in the lurch. The answer is a simple business fact: you are known by the company you keep and the partnerships you make. The truck rental display at the Home Depot rental center proudly boasts of their partnership with Penske. That decision today has cost Home Depot a good deal of future business from me and everyone else I can convince to avoid them (this post to consumer affairs is only the beginning). I only hope that every other person who was stood up this past weekend or at any time in the past by Penske does the same and that at some point a wise person at Home Depot realizes the extent their partnership with Penske has cost them financially and in customer loyalty."   
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## [3] "We pulled over to inspect the damage and found that the plexiglass had actually hit corner first into the bumper. She was lucky to be alive. We drove straight through the night and arrived in NY at about 3am. Upon waking the next morning, I immediately called Penske and told them about the damage. Their response was that, \"they are not responsible for something laying in the roadway\". So I asked,\"then why did I purchase full coverage insurance that I quote, \"includes third party claims\"?! My wife and I are filing a claim based on DAMAGE caused by YOUR TRUCK. Their response you ask? \"Again sir, we don't cover that kind of thing.\" Really? It is a third party claim. That is covered in your insurance package. Guess what? They are outright refusing to pay the damages. Big surprise. Corperate pig screws the little people. Anyway, after all that, I spent the morning unloading the truck only to find that the mattress and box spring to my bed are soaked and laying in a pool of water at the back of the truck. I finished emptying the truckand took it back to the drop off site. After telling them about both incidents the gave me a number to call. They did NOT ask to see the bed OR car damages. Hmmmmm. So, I went home to call penske AGAIN. Told me that they would cover the damages as long as I send pictures and have a receipt for the bed. Now, the pics, not a big deal. Understandable. The receipt? The bed is 3 years old. Why in the h\*\*l would I have a receipt?! In conclusion, I purchased the TOP insurance packag that they had, yet they are covering NONE of the damages! Thanks a lot Penske! Go EFF yourself with a splintered log!"  
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## [1] "ï»¿My husband and I rented a 15 ft truck from Penske in Bakersfield, CA. On 11/2/03 at 4:15 am while 1 mile up the grapevine on interstate 5 the truck came to an abrupt stop while we were in the middle lane. My husband and I both hurried to put on the emergency flashers and exit the vehicle. "   
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## [3] "Meanwhile large trucks were passing on our right, cars on the left, trying to avoid hitting us. We got to the shoulder of the road; my husband called 911 and alerted the CHP and asked to have a tow truck sent immediately. "   
## [4] ""   
## [5] "We stood out in 30 degree freezing temperatures and waved by oncoming traffice to avoid hitting the truck. Twenty minutes later the CHP officer showed up. He parked his car behind our rental truck and placed several flares on the road. He stood back on the left side and we were on the right. We watched in horror as multiple semi trucks and cars approached the vehicle and swerved all over the road to avoid hitting each other AND the rental truck. "  
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## [7] "Thirty minutes after the CHP officer arrived the tow truck came. We were so relieved to get the rental truck off the road and onto the shoulder. After standing out in the cold for 1 1/4 hours (We were practically frozen) and experiencing the worst and most frightening thing that has ever happened to us we finally headed home in the tow truck. We were asked to take the truck to the Penske company in Bakersfield. "   
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## [12] ""   
## [13] "We feel that we were put into an unsafe vehicle. We were lucky that we walked away. Others in the same situation may not be as lucky. The bearing in the differential went out. This is what caused our near fatal accident. Could this have been avoided?"   
## [14] ""   
## [15] "Evelyn"   
## [16] "Bakersfield, California"   
## [17] "U.S.A."

# Assign a new vector to filelistA

filelistA <- lapply(filelist, FUN=readLines)

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lapply(filelistA, FUN = paste, collapse=" ")

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##   
## [[3]]  
## [1] "ï»¿My wife and I were recently married, and decided to move across the country from Sonoma CA to Redwood NY to be closer to her parents. We really had no issues until hitting the 80/90 East leaving Chicago. We were heading through early morning rush hour traffic, when I spotted something shining in the roadway about 4 cars ahead of me. Being as though I was in a 26 foot truck, I was able to see above all the other vehicles. I could not move to either lane due to traffic. Right before I passed over the object, I could see that it was a piece of plexiglass laying flat in the roadway. Knowing full weel what was going to happen, I watched in horror out of my side rear view mirror as the sheer mass of the truck created a draft larrge enough to pick up and hurl the plexiglass straight at my wifes car, that was directly behind me. it came up spinning into her bumper, grill and hood. Luckily, the piece split in 2 pefore continuing on its path straight at her and through her front windshield! We pulled over to inspect the damage and found that the plexiglass had actually hit corner first into the bumper. She was lucky to be alive. We drove straight through the night and arrived in NY at about 3am. Upon waking the next morning, I immediately called Penske and told them about the damage. Their response was that, \"they are not responsible for something laying in the roadway\". So I asked,\"then why did I purchase full coverage insurance that I quote, \"includes third party claims\"?! My wife and I are filing a claim based on DAMAGE caused by YOUR TRUCK. Their response you ask? \"Again sir, we don't cover that kind of thing.\" Really? It is a third party claim. That is covered in your insurance package. Guess what? They are outright refusing to pay the damages. Big surprise. Corperate pig screws the little people. Anyway, after all that, I spent the morning unloading the truck only to find that the mattress and box spring to my bed are soaked and laying in a pool of water at the back of the truck. I finished emptying the truckand took it back to the drop off site. After telling them about both incidents the gave me a number to call. They did NOT ask to see the bed OR car damages. Hmmmmm. So, I went home to call penske AGAIN. Told me that they would cover the damages as long as I send pictures and have a receipt for the bed. Now, the pics, not a big deal. Understandable. The receipt? The bed is 3 years old. Why in the h\*\*l would I have a receipt?! In conclusion, I purchased the TOP insurance packag that they had, yet they are covering NONE of the damages! Thanks a lot Penske! Go EFF yourself with a splintered log!"  
##   
## [[4]]  
## [1] "ï»¿My husband and I rented a 15 ft truck from Penske in Bakersfield, CA. On 11/2/03 at 4:15 am while 1 mile up the grapevine on interstate 5 the truck came to an abrupt stop while we were in the middle lane. My husband and I both hurried to put on the emergency flashers and exit the vehicle. Meanwhile large trucks were passing on our right, cars on the left, trying to avoid hitting us. We got to the shoulder of the road; my husband called 911 and alerted the CHP and asked to have a tow truck sent immediately. We stood out in 30 degree freezing temperatures and waved by oncoming traffice to avoid hitting the truck. Twenty minutes later the CHP officer showed up. He parked his car behind our rental truck and placed several flares on the road. He stood back on the left side and we were on the right. We watched in horror as multiple semi trucks and cars approached the vehicle and swerved all over the road to avoid hitting each other AND the rental truck. Thirty minutes after the CHP officer arrived the tow truck came. We were so relieved to get the rental truck off the road and onto the shoulder. After standing out in the cold for 1 1/4 hours (We were practically frozen) and experiencing the worst and most frightening thing that has ever happened to us we finally headed home in the tow truck. We were asked to take the truck to the Penske company in Bakersfield. When we arrived were were told that \"we are not responsible for the contents of the truck\". Needless to say at this point Penske has done nothing for us except demand that we pick up the truck's contents immediately (as of 4pm on 11/3). As far as we know they still intend on charging us for the truck. They have no intention of reimbursing us for the items which were broken during the tow. The manager told me they opened the back of the truck so I have no idea if everything is still there. My husband and I were nearly killed. We sat in a vehicle for two minutes or so (as we sat there I prayed to God that we not die for the sake of our children and grandchildren) in the middle lane of one of the busiest freeways in the state of California in pitch black wondering if we were going to be hit from behind at any second. We feel that we were put into an unsafe vehicle. We were lucky that we walked away. Others in the same situation may not be as lucky. The bearing in the differential went out. This is what caused our near fatal accident. Could this have been avoided? Evelyn Bakersfield, California U.S.A."

# Removes punctuations

corpus2 <- gsub(pattern = "\\W", replace=" ", corpus)

# Removes numbers

corpus2 <- gsub(pattern = "\\d", replacement = " ", corpus2)

# Makes text lowercase

corpus2<-tolower(corpus2)

# Removes stopwords (and, the, a...)

corpus2 <- removeWords(corpus2, stopwords("english"))

# Removes single character text

corpus2 < gsub(pattern = "\\b[A-z]\\b{1}", replace=" ", corpus2)

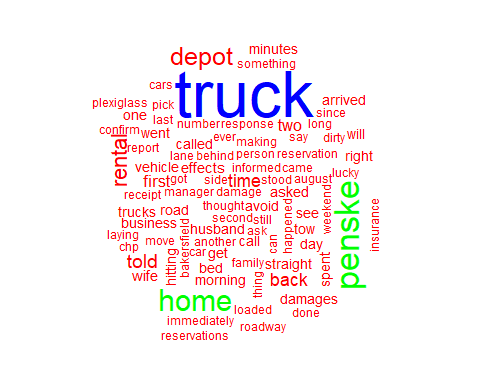
## [1] FALSE FALSE FALSE FALSE

# Removes white space

corpus2 <- stripWhitespace(corpus2)

# Creates a wordcloud visualization of the most used words in the corpus

wordcloud(corpus2, colors = rainbow(3))

 # Creates a corpus

corpus3 <- Corpus(VectorSource(corpus2))  
summary(corpus3)

## Length Class Mode  
## 1 2 PlainTextDocument list  
## 2 2 PlainTextDocument list  
## 3 2 PlainTextDocument list  
## 4 2 PlainTextDocument list

# Creates a Term document matrix

tdm <- TermDocumentMatrix(corpus3)

# Creates the matrix

as.matrix(tdm)

## Docs  
## Terms 1 2 3 4  
## able 1 0 1 0  
## almost 1 0 0 0  
## also 1 1 0 0  
## another 2 1 0 0  
## asked 1 1 1 2  
## asking 1 0 0 0  
## atleast 1 0 0 0  
## back 3 0 2 2  
## believe 1 0 0 0  
## biohazard 1 0 0 0  
## blood 2 0 0 0  
## call 1 1 2 0  
## called 1 1 1 1  
## care 1 0 0 0  
## cargo 1 0 0 0  
## claimed 1 0 0 0  
## clean 1 0 0 0  
## come 1 0 0 0  
## coming 1 0 0 0  
## compared 1 0 0 0  
## completely 1 0 0 0  
## conclusions 1 0 0 0  
## condition 1 0 0 0  
## contracted 1 0 0 0  
## copy 1 0 0 0  
## corporate 1 0 0 0  
## crime 1 0 0 0  
## dark 1 0 0 0  
## date 2 0 0 0  
## didn 1 0 0 0  
## different 1 0 0 0  
## dirty 3 0 0 0  
## discrepancy 2 0 0 0  
## done 1 1 0 1  
## drop 1 0 1 0  
## drove 1 0 1 0  
## ended 1 0 0 0  
## exposed 1 0 0 0  
## falsified 1 0 0 0  
## feet 1 0 0 0  
## figure 1 0 0 0  
## first 3 2 1 0  
## flabbergasted 1 0 0 0  
## get 2 2 0 1  
## got 2 0 0 1  
## happened 2 0 0 1  
## happy 1 0 0 0  
## hauling 1 0 0 0  
## inside 1 0 0 0  
## intention 1 0 0 1  
## lab 2 0 0 0  
## last 2 1 0 0  
## light 1 0 0 0  
## like 1 0 0 0  
## literally 1 0 0 0  
## loaded 3 0 0 0  
## location 2 0 0 0  
## look 1 0 0 0  
## looked 1 0 0 0  
## loss 1 0 0 0  
## lost 1 0 0 0  
## manager 2 0 0 1  
## massacre 1 0 0 0  
## mexico 1 0 0 0  
## missouri 1 0 0 0  
## months 2 0 0 0  
## morning 1 0 3 0  
## needed 2 0 0 0  
## new 1 0 0 0  
## nothing 1 0 0 1  
## noticed 2 0 0 0  
## one 2 2 0 1  
## paid 1 0 0 0  
## picked 1 0 0 0  
## pictures 1 0 1 0  
## police 2 0 0 0  
## rented 1 0 0 1  
## report 3 0 0 0  
## reports 2 0 0 0  
## reservations 1 2 0 0  
## reserved 1 0 0 0  
## rest 1 0 0 0  
## rolling 1 0 0 0  
## said 1 1 0 0  
## scene 1 0 0 0  
## second 1 1 0 1  
## see 1 0 3 0  
## sent 1 0 0 1  
## side 1 0 1 1  
## since 1 2 0 0  
## six 2 0 0 0  
## someone 1 0 0 0  
## something 1 0 2 0  
## spent 2 1 1 0  
## spot 1 0 0 0  
## spots 1 0 0 0  
## stain 1 0 0 0  
## straight 1 0 3 0  
## sun 1 0 0 0  
## taken 1 0 0 0  
## talking 1 0 0 0  
## thought 3 0 0 0  
## time 3 4 0 0  
## tires 2 0 0 0  
## told 2 2 2 2  
## tomorrow 1 0 0 0  
## took 1 0 1 0  
## truck 15 5 5 14  
## trucks 2 0 0 2  
## trying 1 0 0 1  
## two 3 2 0 1  
## unloaded 2 0 0 0  
## unloading 1 0 1 0  
## use 1 0 0 0  
## wasn 1 1 0 0  
## went 2 0 1 1  
## wondering 1 0 0 1  
## words 1 0 0 0  
## accepted 0 1 0 0  
## affairs 0 1 0 0  
## agreed 0 1 0 0  
## angry 0 1 0 0  
## answer 0 1 0 0  
## anyone 0 1 0 0  
## anything 0 1 0 0  
## apartment 0 1 0 0  
## apparently 0 1 0 0  
## appointed 0 1 0 0  
## arrangements 0 1 0 0  
## arrive 0 1 0 0  
## arrived 0 1 1 2  
## ask 0 1 2 0  
## august 0 3 0 0  
## authorized 0 1 0 0  
## available 0 1 0 0  
## avoid 0 1 0 3  
## beginning 0 2 0 0  
## boasts 0 1 0 0  
## booked 0 2 0 0  
## business 0 4 0 0  
## busy 0 1 0 0  
## calls 0 1 0 0  
## can 0 3 0 0  
## cancelled 0 1 0 0  
## card 0 1 0 0  
## carpeting 0 1 0 0  
## center 0 1 0 0  
## choice 0 1 0 0  
## clear 0 1 0 0  
## close 0 1 0 0  
## common 0 1 0 0  
## company 0 1 0 1  
## confirm 0 3 0 0  
## consequence 0 1 0 0  
## consumer 0 1 0 0  
## convince 0 1 0 0  
## cost 0 2 0 0  
## credit 0 1 0 0  
## customer 0 1 0 0  
## daughter 0 1 0 0  
## day 0 4 0 0  
## deal 0 1 1 0  
## decision 0 1 0 0  
## depot 0 12 0 0  
## display 0 1 0 0  
## earlier 0 1 0 0  
## early 0 1 1 0  
## earn 0 1 0 0  
## effects 0 5 0 0  
## either 0 1 1 0  
## else 0 1 0 0  
## employee 0 2 0 0  
## employees 0 1 0 0  
## end 0 1 0 0  
## entire 0 1 0 0  
## even 0 1 0 0  
## ever 0 2 0 1  
## every 0 1 0 0  
## everyone 0 1 0 0  
## explanation 0 1 0 0  
## extent 0 1 0 0  
## fact 0 2 0 0  
## failure 0 1 0 0  
## family 0 3 0 0  
## far 0 1 0 1  
## financially 0 1 0 0  
## framingham 0 1 0 0  
## frankly 0 1 0 0  
## friends 0 2 0 0  
## future 0 1 0 0  
## generating 0 1 0 0  
## getting 0 1 0 0  
## give 0 1 0 0  
## gone 0 1 0 0  
## good 0 1 0 0  
## guarantee 0 1 0 0  
## hadn 0 1 0 0  
## hanging 0 1 0 0  
## help 0 1 0 0  
## home 0 13 1 1  
## hope 0 1 0 0  
## immediate 0 1 0 0  
## improvement 0 1 0 0  
## income 0 1 0 0  
## inform 0 1 0 0  
## informed 0 3 0 0  
## installation 0 1 0 0  
## intentionally 0 1 0 0  
## just 0 1 0 0  
## keep 0 1 0 0  
## known 0 1 0 0  
## labor 0 1 0 0  
## let 0 1 0 0  
## likewise 0 1 0 0  
## live 0 1 0 0  
## long 0 2 1 0  
## lowes 0 2 0 0  
## loyalty 0 1 0 0  
## lurch 0 1 0 0  
## made 0 1 0 0  
## make 0 2 0 0  
## making 0 3 0 0  
## many 0 1 0 0  
## may 0 1 0 1  
## meet 0 2 0 0  
## minutes 0 1 0 3  
## month 0 1 0 0  
## move 0 1 2 0  
## name 0 2 0 0  
## negative 0 2 0 0  
## never 0 1 0 0  
## next 0 1 1 0  
## nine 0 1 0 0  
## now 0 1 1 0  
## number 0 2 1 0  
## obligations 0 2 0 0  
## offer 0 1 0 0  
## offered 0 2 0 0  
## office 0 2 0 0  
## ones 0 1 0 0  
## order 0 1 0 0  
## others 0 1 0 1  
## partnership 0 2 0 0  
## partnerships 0 1 0 0  
## passed 0 1 1 0  
## past 0 2 0 0  
## penske 0 12 3 3  
## people 0 1 1 0  
## person 0 3 0 0  
## pick 0 1 1 1  
## planned 0 1 0 0  
## planning 0 1 0 0  
## pleasant 0 1 0 0  
## point 0 1 0 1  
## post 0 1 0 0  
## prior 0 1 0 0  
## proudly 0 1 0 0  
## purchased 0 1 1 0  
## purchases 0 1 0 0  
## rain 0 1 0 0  
## reaching 0 1 0 0  
## realizes 0 1 0 0  
## received 0 1 0 0  
## relationship 0 1 0 0  
## relatives 0 1 0 0  
## rental 0 7 0 3  
## reservation 0 3 0 0  
## response 0 1 2 0  
## result 0 1 0 0  
## right 0 1 1 2  
## roads 0 1 0 0  
## rooms 0 1 0 0  
## say 0 2 0 1  
## saying 0 1 0 0  
## scheduled 0 1 0 0  
## shortly 0 1 0 0  
## show 0 1 0 0  
## significant 0 1 0 0  
## simple 0 1 0 0  
## soaked 0 1 1 0  
## sonny 0 1 0 0  
## spilled 0 1 0 0  
## still 0 1 0 2  
## stood 0 1 0 2  
## strategy 0 1 0 0  
## supplied 0 1 0 0  
## tell 0 1 0 0  
## thing 0 1 1 1  
## though 0 1 1 0  
## today 0 1 0 0  
## unable 0 1 0 0  
## unfortunately 0 1 0 0  
## vehicles 0 1 1 0  
## weekend 0 3 0 0  
## weekends 0 1 0 0  
## weren 0 1 0 0  
## wife 0 3 2 0  
## will 0 4 0 0  
## wise 0 1 0 0  
## wouldn 0 1 0 0  
## years 0 1 1 0  
## across 0 0 1 0  
## actually 0 0 1 0  
## ahead 0 0 1 0  
## alive 0 0 1 0  
## anyway 0 0 1 0  
## based 0 0 1 0  
## bed 0 0 4 0  
## behind 0 0 1 2  
## big 0 0 2 0  
## box 0 0 1 0  
## bumper 0 0 2 0  
## came 0 0 1 2  
## car 0 0 2 1  
## cars 0 0 1 2  
## caused 0 0 1 1  
## chicago 0 0 1 0  
## claim 0 0 2 0  
## claims 0 0 1 0  
## closer 0 0 1 0  
## conclusion 0 0 1 0  
## continuing 0 0 1 0  
## corner 0 0 1 0  
## corperate 0 0 1 0  
## country 0 0 1 0  
## cover 0 0 2 0  
## coverage 0 0 1 0  
## covered 0 0 1 0  
## covering 0 0 1 0  
## created 0 0 1 0  
## damage 0 0 3 0  
## damages 0 0 4 0  
## decided 0 0 1 0  
## directly 0 0 1 0  
## don 0 0 1 0  
## draft 0 0 1 0  
## due 0 0 1 0  
## east 0 0 1 0  
## eff 0 0 1 0  
## emptying 0 0 1 0  
## enough 0 0 1 0  
## filing 0 0 1 0  
## find 0 0 1 0  
## finished 0 0 1 0  
## flat 0 0 1 0  
## foot 0 0 1 0  
## found 0 0 1 0  
## front 0 0 1 0  
## full 0 0 2 0  
## gave 0 0 1 0  
## going 0 0 1 1  
## grill 0 0 1 0  
## guess 0 0 1 0  
## happen 0 0 1 0  
## heading 0 0 1 0  
## hit 0 0 1 1  
## hitting 0 0 1 3  
## hmmmmm 0 0 1 0  
## hood 0 0 1 0  
## horror 0 0 1 1  
## hour 0 0 1 0  
## hurl 0 0 1 0  
## immediately 0 0 1 2  
## incidents 0 0 1 0  
## includes 0 0 1 0  
## inspect 0 0 1 0  
## insurance 0 0 3 0  
## issues 0 0 1 0  
## kind 0 0 1 0  
## knowing 0 0 1 0  
## lane 0 0 1 2  
## larrge 0 0 1 0  
## laying 0 0 3 0  
## leaving 0 0 1 0  
## little 0 0 1 0  
## log 0 0 1 0  
## lot 0 0 1 0  
## luckily 0 0 1 0  
## lucky 0 0 1 2  
## married 0 0 1 0  
## mass 0 0 1 0  
## mattress 0 0 1 0  
## mirror 0 0 1 0  
## night 0 0 1 0  
## none 0 0 1 0  
## object 0 0 1 0  
## old 0 0 1 0  
## outright 0 0 1 0  
## packag 0 0 1 0  
## package 0 0 1 0  
## parents 0 0 1 0  
## party 0 0 2 0  
## path 0 0 1 0  
## pay 0 0 1 0  
## pefore 0 0 1 0  
## pics 0 0 1 0  
## piece 0 0 2 0  
## pig 0 0 1 0  
## plexiglass 0 0 3 0  
## pool 0 0 1 0  
## pulled 0 0 1 0  
## purchase 0 0 1 0  
## quote 0 0 1 0  
## really 0 0 2 0  
## rear 0 0 1 0  
## receipt 0 0 3 0  
## recently 0 0 1 0  
## redwood 0 0 1 0  
## refusing 0 0 1 0  
## responsible 0 0 1 1  
## roadway 0 0 3 0  
## rush 0 0 1 0  
## screws 0 0 1 0  
## send 0 0 1 0  
## sheer 0 0 1 0  
## shining 0 0 1 0  
## sir 0 0 1 0  
## site 0 0 1 0  
## sonoma 0 0 1 0  
## spinning 0 0 1 0  
## splintered 0 0 1 0  
## split 0 0 1 0  
## spotted 0 0 1 0  
## spring 0 0 1 0  
## surprise 0 0 1 0  
## telling 0 0 1 0  
## thanks 0 0 1 0  
## third 0 0 2 0  
## top 0 0 1 0  
## traffic 0 0 2 0  
## truckand 0 0 1 0  
## understandable 0 0 1 0  
## upon 0 0 1 0  
## view 0 0 1 0  
## waking 0 0 1 0  
## watched 0 0 1 1  
## water 0 0 1 0  
## weel 0 0 1 0  
## wifes 0 0 1 0  
## windshield 0 0 1 0  
## yet 0 0 1 0  
## abrupt 0 0 0 1  
## accident 0 0 0 1  
## alerted 0 0 0 1  
## approached 0 0 0 1  
## avoided 0 0 0 1  
## away 0 0 0 1  
## bakersfield 0 0 0 3  
## bearing 0 0 0 1  
## black 0 0 0 1  
## broken 0 0 0 1  
## busiest 0 0 0 1  
## california 0 0 0 2  
## charging 0 0 0 1  
## children 0 0 0 1  
## chp 0 0 0 3  
## cold 0 0 0 1  
## contents 0 0 0 2  
## degree 0 0 0 1  
## demand 0 0 0 1  
## die 0 0 0 1  
## differential 0 0 0 1  
## emergency 0 0 0 1  
## evelyn 0 0 0 1  
## everything 0 0 0 1  
## except 0 0 0 1  
## exit 0 0 0 1  
## experiencing 0 0 0 1  
## fatal 0 0 0 1  
## feel 0 0 0 1  
## finally 0 0 0 1  
## flares 0 0 0 1  
## flashers 0 0 0 1  
## freeways 0 0 0 1  
## freezing 0 0 0 1  
## frightening 0 0 0 1  
## frozen 0 0 0 1  
## god 0 0 0 1  
## grandchildren 0 0 0 1  
## grapevine 0 0 0 1  
## headed 0 0 0 1  
## hours 0 0 0 1  
## hurried 0 0 0 1  
## husband 0 0 0 4  
## idea 0 0 0 1  
## intend 0 0 0 1  
## interstate 0 0 0 1  
## items 0 0 0 1  
## killed 0 0 0 1  
## know 0 0 0 1  
## large 0 0 0 1  
## later 0 0 0 1  
## left 0 0 0 2  
## meanwhile 0 0 0 1  
## middle 0 0 0 2  
## mile 0 0 0 1  
## multiple 0 0 0 1  
## near 0 0 0 1  
## nearly 0 0 0 1  
## needless 0 0 0 1  
## officer 0 0 0 2  
## oncoming 0 0 0 1  
## onto 0 0 0 1  
## opened 0 0 0 1  
## parked 0 0 0 1  
## passing 0 0 0 1  
## pitch 0 0 0 1  
## placed 0 0 0 1  
## practically 0 0 0 1  
## prayed 0 0 0 1  
## put 0 0 0 2  
## reimbursing 0 0 0 1  
## relieved 0 0 0 1  
## road 0 0 0 4  
## sake 0 0 0 1  
## sat 0 0 0 2  
## semi 0 0 0 1  
## several 0 0 0 1  
## shoulder 0 0 0 2  
## showed 0 0 0 1  
## situation 0 0 0 1  
## standing 0 0 0 1  
## state 0 0 0 1  
## stop 0 0 0 1  
## swerved 0 0 0 1  
## take 0 0 0 1  
## temperatures 0 0 0 1  
## thirty 0 0 0 1  
## tow 0 0 0 4  
## traffice 0 0 0 1  
## twenty 0 0 0 1  
## unsafe 0 0 0 1  
## vehicle 0 0 0 4  
## walked 0 0 0 1  
## waved 0 0 0 1  
## worst 0 0 0 1

viewmatrix <- as.matrix(tdm)

# Changes the names of the columns (Read1 = Reading, PA, Malb = Malborough, MA, Read2 - Reading, PA, Baker = Bakersfield, CA)

colnames(viewmatrix) <- c("Read1", "Malb", "Read2", "Baker")

## Creates a comparision wordcloud the illustrates the most used term in each of the four documents. ## Insight & Analysis - "home depot" stands out in Malb, "truck" and "police" are significant in Read1,

## "damages" "insurance" and "roadway" in Read2, while "husband", "two" and "vehicle" are the prominent terms in Baker.

comparison.cloud(viewmatrix)



## Import opinion lexicons

opinion.lexicon.pos <- scan("positive-words.txt", what="character", comment.char = ";")  
  
opinion.lexicon.neg <- scan("negative-words.txt", what="character", comment.char = ";")

## Creates a bag of words for each document in the corpus.

corpus4 <- str\_split(corpus2, pattern="\\s+")  
corpus4

## [[1]]  
## [1] "ï" "blood" "inside" "one"   
## [5] "two" "trucks" "rented" "reserved"   
## [9] "two" "trucks" "one" "reservations"   
## [13] "got" "lost" "able" "get"   
## [17] "truck" "another" "location" "picked"   
## [21] "second" "truck" "noticed" "dirty"   
## [25] "time" "thought" "someone" "hauling"   
## [29] "tires" "wasn" "t" "happy"   
## [33] "needed" "truck" "loaded" "clean"   
## [37] "truck" "first" "loaded" "dirty"   
## [41] "truck" "time" "almost" "dark"   
## [45] "use" "cargo" "light" "see"   
## [49] "paid" "intention" "condition" "truck"   
## [53] "spots" "thought" "tires" "loaded"   
## [57] "missouri" "took" "new" "mexico"   
## [61] "unloaded" "dirty" "truck" "morning"   
## [65] "sun" "coming" "noticed" "blood"   
## [69] "stain" "unloading" "feet" "truck"   
## [73] "first" "spot" "nothing" "compared"   
## [77] "rest" "truck" "truck" "literally"   
## [81] "looked" "like" "massacre" "happened"   
## [85] "truck" "truck" "completely" "unloaded"   
## [89] "drove" "straight" "drop" "happened"   
## [93] "corporate" "location" "went" "asking"   
## [97] "manager" "told" "manager" "needed"   
## [101] "come" "look" "back" "truck"   
## [105] "loss" "words" "ended" "talking"   
## [109] "pictures" "went" "back" "side"   
## [113] "asked" "truck" "back" "told"   
## [117] "tomorrow" "said" "taken" "care"   
## [121] "flabbergasted" "thought" "call" "police"   
## [125] "atleast" "get" "rolling" "crime"   
## [129] "scene" "didn" "t" "since"   
## [133] "spent" "last" "six" "months"   
## [137] "trying" "figure" "exposed" "sent"   
## [141] "two" "lab" "reports" "claimed"   
## [145] "done" "truck" "police" "first"   
## [149] "lab" "report" "date" "discrepancy"   
## [153] "called" "got" "another" "copy"   
## [157] "report" "time" "conclusions" "different"   
## [161] "report" "date" "discrepancy" "also"   
## [165] "believe" "reports" "falsified" "spent"   
## [169] "last" "six" "months" "wondering"   
## [173] "contracted" "something" "biohazard" ""   
##   
## [[2]]  
## [1] "ï" "made" "penske" "truck"   
## [5] "rental" "reservation" "august" "st"   
## [9] "home" "depot" "help" "daughter"   
## [13] "move" "one" "apartment" "another"   
## [17] "since" "first" "making" "reservation"   
## [21] "early" "august" "received" "two"   
## [25] "calls" "penske" "one" "shortly"   
## [29] "making" "reservation" "confirm" "get"   
## [33] "credit" "card" "number" "guarantee"   
## [37] "show" "second" "august" "th"   
## [41] "confirm" "still" "planning" "arrive"   
## [45] "home" "depot" "agreed" "time"   
## [49] "next" "day" "wife" "arrived"   
## [53] "appointed" "time" "informed" "home"   
## [57] "depot" "employees" "rental" "truck"   
## [61] "available" "informed" "first" "day"   
## [65] "told" "getting" "rental" "truck"   
## [69] "either" "fact" "nine" "others"   
## [73] "told" "thing" "home" "depot"   
## [77] "employee" "offered" "call" "penske"   
## [81] "office" "get" "explanation" "offer"   
## [85] "accepted" "person" "framingham" "ma"   
## [89] "office" "penske" "say" "name"   
## [93] "sonny" "wouldn" "t" "give"   
## [97] "last" "name" "said" "wasn"   
## [101] "t" "anything" "booked" "supplied"   
## [105] "asked" "hadn" "t" "called"   
## [109] "earlier" "inform" "make" "arrangements"   
## [113] "offered" "response" "apparently" "authorized"   
## [117] "confirm" "reservations" "unable" "meet"   
## [121] "obligations" "hanging" "home" "depot"   
## [125] "employee" "informed" "us" "penske"   
## [129] "booked" "significant" "number" "rental"   
## [133] "reservations" "day" "done" "intentionally"  
## [137] "saying" "common" "busy" "end"   
## [141] "month" "weekends" "clear" "planned"   
## [145] "long" "vehicles" "roads" "generating"   
## [149] "income" "negative" "effects" "strategy"   
## [153] "consequence" "penske" "result" "family"   
## [157] "pleasant" "far" "reaching" "effects"   
## [161] "friends" "family" "entire" "rain"   
## [165] "soaked" "labor" "day" "weekend"   
## [169] "can" "say" "right" "now"   
## [173] "even" "though" "weekend" "effects"   
## [177] "penske" "s" "failure" "meet"   
## [181] "obligations" "passed" "negative" "effects"   
## [185] "just" "beginning" "penske" "penske"   
## [189] "will" "never" "ever" "earn"   
## [193] "business" "long" "live" "will"   
## [197] "tell" "many" "people" "can"   
## [201] "ever" "business" "effects" "also"   
## [205] "unfortunately" "spilled" "relationship" "home"   
## [209] "depot" "minutes" "prior" "scheduled"   
## [213] "pick" "truck" "rental" "st"   
## [217] "wife" "purchased" "two" "rooms"   
## [221] "carpeting" "installation" "order" "since"   
## [225] "cancelled" "gone" "lowes" "likewise"   
## [229] "time" "choice" "making" "home"   
## [233] "improvement" "purchases" "will" "lowes"   
## [237] "frankly" "anyone" "home" "depot"   
## [241] "years" "wife" "spent" "k"   
## [245] "home" "depot" "close" "friends"   
## [249] "immediate" "relatives" "will" "may"   
## [253] "ask" "angry" "home" "depot"   
## [257] "weren" "t" "ones" "let"   
## [261] "family" "lurch" "answer" "simple"   
## [265] "business" "fact" "known" "company"   
## [269] "keep" "partnerships" "make" "truck"   
## [273] "rental" "display" "home" "depot"   
## [277] "rental" "center" "proudly" "boasts"   
## [281] "partnership" "penske" "decision" "today"   
## [285] "cost" "home" "depot" "good"   
## [289] "deal" "future" "business" "everyone"   
## [293] "else" "can" "convince" "avoid"   
## [297] "post" "consumer" "affairs" "beginning"   
## [301] "hope" "every" "person" "stood"   
## [305] "past" "weekend" "time" "past"   
## [309] "penske" "point" "wise" "person"   
## [313] "home" "depot" "realizes" "extent"   
## [317] "partnership" "penske" "cost" "financially"   
## [321] "customer" "loyalty" ""   
##   
## [[3]]  
## [1] "ï" "wife" "recently" "married"   
## [5] "decided" "move" "across" "country"   
## [9] "sonoma" "ca" "redwood" "ny"   
## [13] "closer" "parents" "really" "issues"   
## [17] "hitting" "east" "leaving" "chicago"   
## [21] "heading" "early" "morning" "rush"   
## [25] "hour" "traffic" "spotted" "something"   
## [29] "shining" "roadway" "cars" "ahead"   
## [33] "though" "foot" "truck" "able"   
## [37] "see" "vehicles" "move" "either"   
## [41] "lane" "due" "traffic" "right"   
## [45] "passed" "object" "see" "piece"   
## [49] "plexiglass" "laying" "flat" "roadway"   
## [53] "knowing" "full" "weel" "going"   
## [57] "happen" "watched" "horror" "side"   
## [61] "rear" "view" "mirror" "sheer"   
## [65] "mass" "truck" "created" "draft"   
## [69] "larrge" "enough" "pick" "hurl"   
## [73] "plexiglass" "straight" "wifes" "car"   
## [77] "directly" "behind" "came" "spinning"   
## [81] "bumper" "grill" "hood" "luckily"   
## [85] "piece" "split" "pefore" "continuing"   
## [89] "path" "straight" "front" "windshield"   
## [93] "pulled" "inspect" "damage" "found"   
## [97] "plexiglass" "actually" "hit" "corner"   
## [101] "first" "bumper" "lucky" "alive"   
## [105] "drove" "straight" "night" "arrived"   
## [109] "ny" "upon" "waking" "next"   
## [113] "morning" "immediately" "called" "penske"   
## [117] "told" "damage" "response" "responsible"   
## [121] "something" "laying" "roadway" "asked"   
## [125] "purchase" "full" "coverage" "insurance"   
## [129] "quote" "includes" "third" "party"   
## [133] "claims" "wife" "filing" "claim"   
## [137] "based" "damage" "caused" "truck"   
## [141] "response" "ask" "sir" "don"   
## [145] "t" "cover" "kind" "thing"   
## [149] "really" "third" "party" "claim"   
## [153] "covered" "insurance" "package" "guess"   
## [157] "outright" "refusing" "pay" "damages"   
## [161] "big" "surprise" "corperate" "pig"   
## [165] "screws" "little" "people" "anyway"   
## [169] "spent" "morning" "unloading" "truck"   
## [173] "find" "mattress" "box" "spring"   
## [177] "bed" "soaked" "laying" "pool"   
## [181] "water" "back" "truck" "finished"   
## [185] "emptying" "truckand" "took" "back"   
## [189] "drop" "site" "telling" "incidents"   
## [193] "gave" "number" "call" "ask"   
## [197] "see" "bed" "car" "damages"   
## [201] "hmmmmm" "went" "home" "call"   
## [205] "penske" "told" "cover" "damages"   
## [209] "long" "send" "pictures" "receipt"   
## [213] "bed" "now" "pics" "big"   
## [217] "deal" "understandable" "receipt" "bed"   
## [221] "years" "old" "h" "l"   
## [225] "receipt" "conclusion" "purchased" "top"   
## [229] "insurance" "packag" "yet" "covering"   
## [233] "none" "damages" "thanks" "lot"   
## [237] "penske" "go" "eff" "splintered"   
## [241] "log" ""   
##   
## [[4]]  
## [1] "ï" "husband" "rented" "ft"   
## [5] "truck" "penske" "bakersfield" "ca"   
## [9] "mile" "grapevine" "interstate" "truck"   
## [13] "came" "abrupt" "stop" "middle"   
## [17] "lane" "husband" "hurried" "put"   
## [21] "emergency" "flashers" "exit" "vehicle"   
## [25] "meanwhile" "large" "trucks" "passing"   
## [29] "right" "cars" "left" "trying"   
## [33] "avoid" "hitting" "us" "got"   
## [37] "shoulder" "road" "husband" "called"   
## [41] "alerted" "chp" "asked" "tow"   
## [45] "truck" "sent" "immediately" "stood"   
## [49] "degree" "freezing" "temperatures" "waved"   
## [53] "oncoming" "traffice" "avoid" "hitting"   
## [57] "truck" "twenty" "minutes" "later"   
## [61] "chp" "officer" "showed" "parked"   
## [65] "car" "behind" "rental" "truck"   
## [69] "placed" "several" "flares" "road"   
## [73] "stood" "back" "left" "side"   
## [77] "right" "watched" "horror" "multiple"   
## [81] "semi" "trucks" "cars" "approached"   
## [85] "vehicle" "swerved" "road" "avoid"   
## [89] "hitting" "rental" "truck" "thirty"   
## [93] "minutes" "chp" "officer" "arrived"   
## [97] "tow" "truck" "came" "relieved"   
## [101] "get" "rental" "truck" "road"   
## [105] "onto" "shoulder" "standing" "cold"   
## [109] "hours" "practically" "frozen" "experiencing"   
## [113] "worst" "frightening" "thing" "ever"   
## [117] "happened" "us" "finally" "headed"   
## [121] "home" "tow" "truck" "asked"   
## [125] "take" "truck" "penske" "company"   
## [129] "bakersfield" "arrived" "told" "responsible"   
## [133] "contents" "truck" "needless" "say"   
## [137] "point" "penske" "done" "nothing"   
## [141] "us" "except" "demand" "pick"   
## [145] "truck" "s" "contents" "immediately"   
## [149] "pm" "far" "know" "still"   
## [153] "intend" "charging" "us" "truck"   
## [157] "intention" "reimbursing" "us" "items"   
## [161] "broken" "tow" "manager" "told"   
## [165] "opened" "back" "truck" "idea"   
## [169] "everything" "still" "husband" "nearly"   
## [173] "killed" "sat" "vehicle" "two"   
## [177] "minutes" "sat" "prayed" "god"   
## [181] "die" "sake" "children" "grandchildren"  
## [185] "middle" "lane" "one" "busiest"   
## [189] "freeways" "state" "california" "pitch"   
## [193] "black" "wondering" "going" "hit"   
## [197] "behind" "second" "feel" "put"   
## [201] "unsafe" "vehicle" "lucky" "walked"   
## [205] "away" "others" "situation" "may"   
## [209] "lucky" "bearing" "differential" "went"   
## [213] "caused" "near" "fatal" "accident"   
## [217] "avoided" "evelyn" "bakersfield" "california"   
## [221] "u" "s" ""

## Matches the bag of words to the positive lexicon of words. Doc1 = 3, Doc2 = 10, Doc3 = 5, Doc4 = 4.

lapply(corpus4, function(x) { sum(!is.na(match(x, opinion.lexicon.pos)))})

## [[1]]  
## [1] 3  
##   
## [[2]]  
## [1] 10  
##   
## [[3]]  
## [1] 5  
##   
## [[4]]  
## [1] 4

## Matches the bag of words to the negative lexicon of words. Doc1 = 10, Doc2 = 7, Doc3 = 12, Doc4 = 14

lapply(corpus4, function(x) { sum(!is.na(match(x, opinion.lexicon.neg)))})

## [[1]]  
## [1] 10  
##   
## [[2]]  
## [1] 7  
##   
## [[3]]  
## [1] 12  
##   
## [[4]]  
## [1] 14

## Calculates the sum totals of Positive sentiments vs negative sentiments in the corpus. Doc1 = -7, Doc2 = 3, Doc3 = -7, Doc4 = -10.

lapply(corpus4, function(x) { sum(!is.na(match(x, opinion.lexicon.pos))) - sum(!is.na(match(x, opinion.lexicon.neg)))})

## [[1]]  
## [1] -7  
##   
## [[2]]  
## [1] 3  
##   
## [[3]]  
## [1] -7  
##   
## [[4]]  
## [1] -10

## Displays sentiment scores for each document in the corpus

scores <-unlist(lapply(corpus4, function(x) { sum(!is.na(match(x, opinion.lexicon.pos))) - sum(!is.na(match(x, opinion.lexicon.neg)))}))