ZOMATO CUSTOMERS SENTIMENT ANALYSIS

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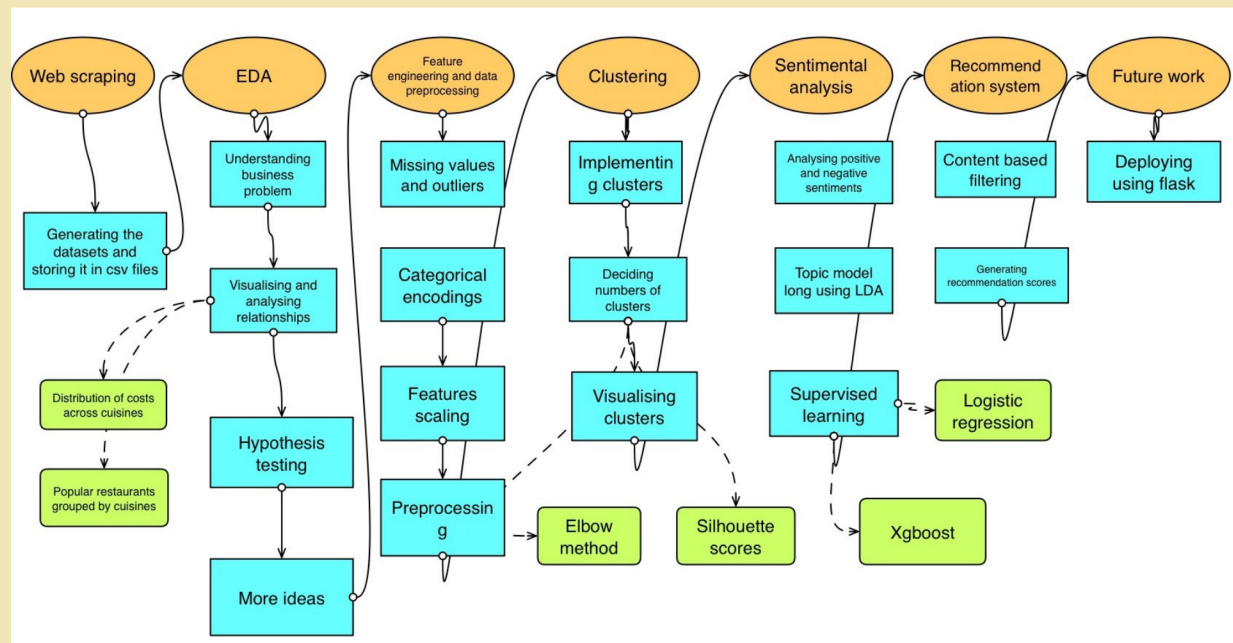Assistant Professor
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ABSTRACT

Zomato is an online platform that provides restaurant discovery and food delivery services. The platform has a large volume of user-generated reviews for restaurants, which can be analyzed to gain insights into user preferences and sentiment towards different restaurants and cuisines. Clustering and sentiment analysis are two techniques that have been used to analyze user reviews and gain insights from them. In the case of Zomato user reviews, clustering can be used to group reviews that have similar content, such as reviews that mention specific dishes or cuisines. By grouping similar reviews together, it was possible to identify common themes and topics that are discussed in the reviews, which can be used to gain insights into user preferences and popular dishes or cuisines. In the case of Zomato user reviews, sentiment analysis was used to identify the sentiment expressed towards a particular restaurant or dish. This was done using machine learning-based classification. By identifying the sentiment expressed in the reviews, it was possible to gain insights into the overall sentiment towards a particular restaurant or cuisine.By combining clustering and sentiment analysis, it was possible to gain deeper insights from the large volume of user reviews available on Zomato. This can be used to improve restaurant recommendations, identify popular dishes, and address common complaints or issues raised by users. The insights gained from clustering and sentiment analysis can be used to improve the user experience on the platform and provide better recommendations to users.
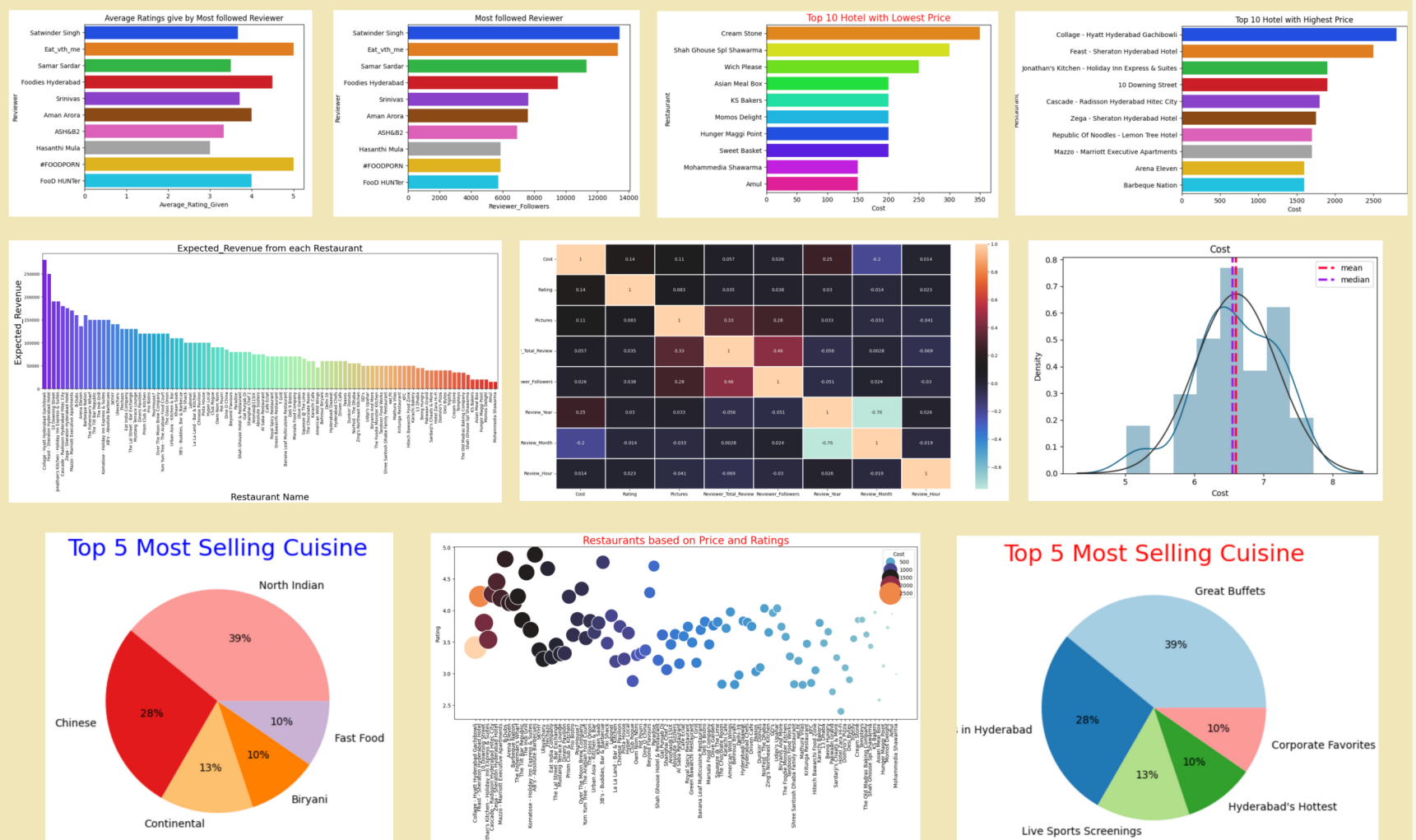
OBJECTIVE

The project aims to assist customers in finding the best restaurant in their locality and aid the company in identifying areas for growth and improvement in the industry. Additionally, the project aims to use the data for sentiment analysis and identifying critics in the industry through the metadata of reviewers.
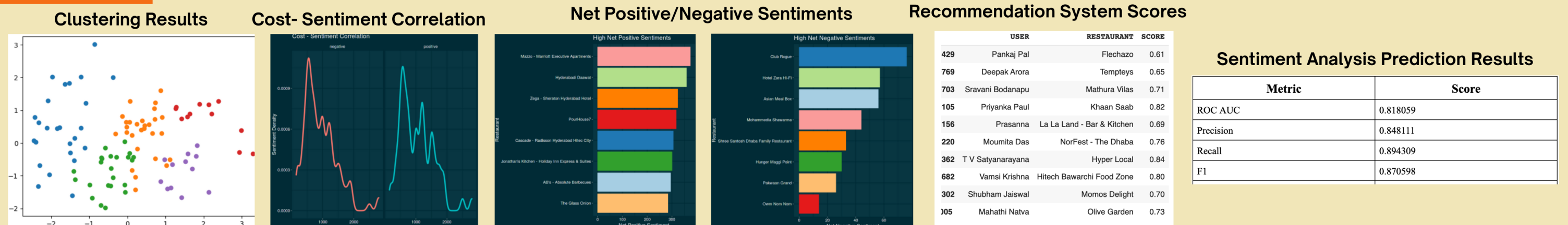
METHODOLOGY

DATA VISUALISATION

RESULTS

Clustering Results

Cost- Sentiment Correlation

Net Positive/Negative Sentiments

Recommendation System Scores

	USER	RESTAURANT	SCORE
429	Pankaj Pal	Flechazo	0.61
769	Deepak Arora	Tempteys	0.65
703	Sravani Bodanapu	Mathura Vilas	0.71
105	Priyanka Paul	Khaan Saab	0.82
156	Prasanna	La La Land - Bar & Kitchen	0.69
220	Moumita Das	NorFest - The Dhaba	0.76
362	T V Satyanarayana	Hyper Local	0.84
682	Vamsi Krishna	Hitech Bawarchi Food Zone	0.80
302	Shubham Jaiswal	Momos Delight	0.70
005	Mahathi Natva	Olive Garden	0.73

Sentiment Analysis Prediction Results

Metric	Score
ROC AUC	0.818059
Precision	0.848111
Recall	0.894309
F1	0.870598

ANALYSIS

- AB's - Absolute Barbecues, show maximum engagement and retention as it has maximum number of ratings on average and Hotel Zara Hi-Fi show lowest engagement as it has lowest average rating.
- Price point for high rated hotel AB's= Absolute Barbecues is 1500 and price point for low rated restaurant Hotel Zara Hi-Fi is 400.
- North Indian food followed by chinese are the best or in demand food as sold by most of the restaurants.
- Great Buffets is the most frequently used tag and other tags like great, best, north, Hyderabad are also used in large quantities.
- Satwinder singh is the most popular critic who has maximum number of followers and on an average he gives 3.5 rating.
- Restaurant Collage - Hyatt Hyderabad Gachibowli is the most expensive restaurant in the locality which has a price of 2800 for order and has 3.5 average rating. Hotels like Amul and Mohammedia Shawarma are least expensive with a price of 150 and have a 3.9 average rating.
- Based on negative reviews like some focused on issues with delivery time or food quality, the company should prioritise addressing these issues to improve customer satisfaction.
- Based on the clustering, or user interaction, customers should be given recommendations.
- Use the clustering results to target specific customer segments and tailor marketing and promotional efforts accordingly.

CONCLUSION

Clustering and sentiment analysis were performed on a dataset of customer reviews for the food delivery service Zomato. The purpose of this analysis was to understand the customer's experience and gain insights about their feedback.The clustering technique was applied to group customers based on their review text, and it was found that the customers were grouped into two clusters: positive and negative. This provided a general understanding of customer satisfaction levels, with the positive cluster indicating the highest level of satisfaction and the negative cluster indicating the lowest level of satisfaction.Sentiment analysis was then applied to classify the review text as positive or negative. This provided a more detailed understanding of customer feedback and helped to identify specific areas where the service could be improved.

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