Get real feedback from real reviews.
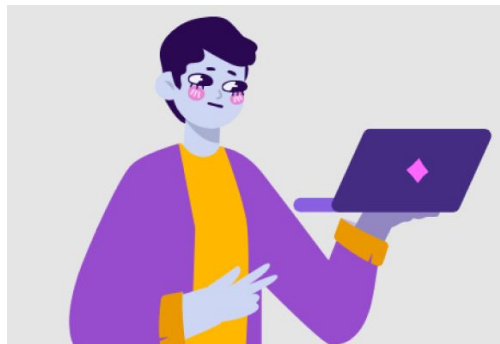
Casey Price, Ivy Chan, Owen Zhang, Ryan Xu
CXPZ

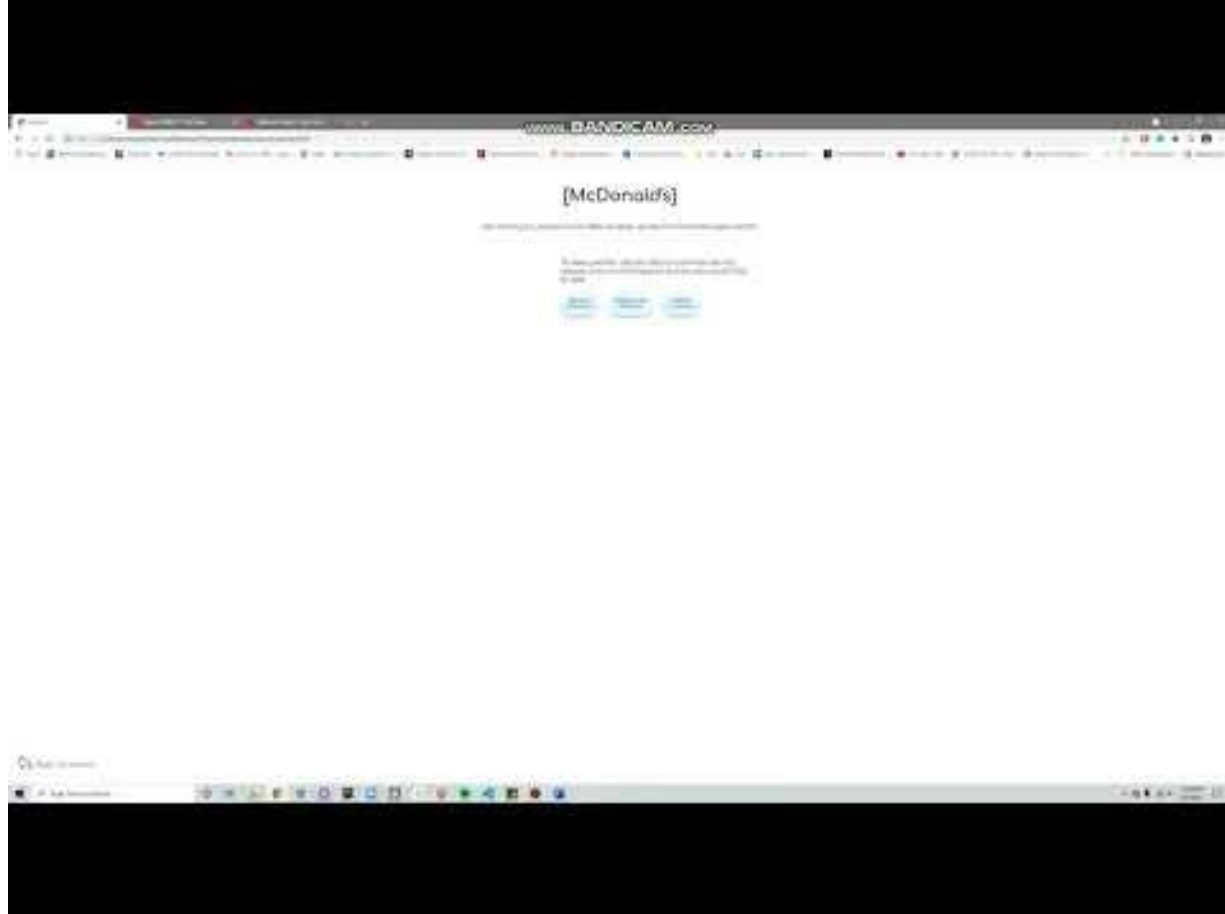# Let's get down to business.

Business owners are

- Stressed
- Low on time
- Looking to improve their service

Ryan, 42

As a franchisee, he's having some trouble keeping up with sales expectations

How can we help someone like Ryan save some time when they're looking to improve their business?

Demo

Results!

What did Ryan benefit from using our web app?

Ryan, our concerned business owner can now see

- Highlights of their positive reviews
    - What's going good?

- Highlights of negative reviews
    - What needs to be improved?

- Sort by specific common words
    - What's popular talk from customers?

How?

- AI interprets user reviews on Yelp

- Data cleaning to remove punctuation marks and stop words and to performed lemmatization

- Use word frequencies to find common words used in positive and negative reviews

| Original review:	Processed review:
Total bill for this horrible service? Over $8Gs. These crooks actually had the nerve to charge us $69 for 3 pills. I checked online the pills can be had for 19 cents EACH! Avoid Hospital ERs at all costs.	Total bill horrible service g crook actual nerve charge pill check online pill cent avoid hospital er cost

Adaptations we made

- We were originally going to do a text-based display of data

- We pivoted to visual display instead so the user can more quickly understand the data

Quick stats

- 50% of reviews are positive (rated 4+ stars)
- 10% of reviews are neutral (rated 3 stars)
- 40% of reviews are negative (rated < 3 stars)

BREAKFAST

Positve
38.10% (8)
61.90% (13)
Negative
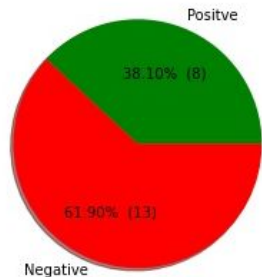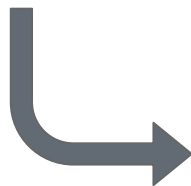
Out of 21 reviews that mentioned the word: breakfast, 8 of them were 4 or 5 star reviews.

Thanks :)