

# ■ College Event Feedback Analysis Report

## Project Overview

This project focuses on analyzing student feedback collected from campus events such as workshops, tech fests, and seminars. Using Python and data science techniques, both numerical ratings and open-ended comments were processed to extract actionable insights aimed at improving future events.

## Key Steps

Step	Description
1	Data Cleaning & Preparation: Handled missing values and structured datasets for analysis.
2	Ratings Analysis: Explored student satisfaction trends with summary stats and charts.
3	Sentiment Analysis: Applied TextBlob to classify comments as positive, neutral, or negative.
4	Visualization: Created bar charts, pie charts, and word clouds for clear communication.
5	Insights: Identified top-performing events and common areas for improvement.

## Technologies Used

- Python (Google Colab) - pandas (Data manipulation) - matplotlib & seaborn (Data visualization) - TextBlob (Sentiment analysis) - WordCloud (Text insights)

## Key Insights & Learnings

✓ Students showed higher satisfaction in technical workshops compared to cultural events. ✓ Sentiment analysis revealed that most feedback was positive, though some common complaints included event management and scheduling. ✓ Word clouds highlighted frequent keywords like 'helpful', 'interesting', and 'improve'. ✓ Learned to clean real-world data, perform NLP sentiment analysis, and visualize insights effectively.

## Next Steps

- Expand the dataset with more demographic details for deeper analysis. - Use advanced NLP techniques (e.g., topic modeling) for richer insights. - Automate reporting dashboards for event organizers.