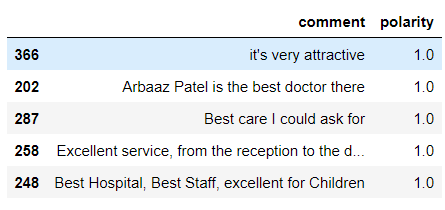
🔍 **Analyzing McMaster University Google Reviews: Insights from Data**

I recently undertook a sentiment analysis of McMaster University's Google reviews up until July 7, 2024, and the findings are fascinating! 📊 Here’s a glimpse into what the data revealed:

**Sentiment Analysis**

Using TextBlob, I computed sentiment polarity for each review to gauge overall sentiment. I categorized positive comments as those with a polarity score above 0.5, while negative ones were below -0.5.

**Top Positive Comments: Top Negative Comments:**

*A screenshot of a computer

Description automatically generated*

**Word Cloud Analysis**

Using WordCloud, I visualized the most frequently occurring words in both positive and negative reviews:

**Positive Sentiment Word Cloud:** **Negative Sentiment Word Cloud:**

A close up of words

Description automatically generatedA close-up of words

Description automatically generated

**Emoji Analysis**

Analyzing emojis used in the reviews provided additional insights into sentiment:

**Top Emojis Used:**

A graph of a graph

Description automatically generated with medium confidence

Understanding sentiment from online reviews helps McMaster University enhance its offerings and better meet the needs of its community. What insights have you uncovered from analyzing reviews?

#DataAnalysis #SentimentAnalysis #McMasterUniversity