

This document gives brief overview of the business problem and the programming approach to solve the same. The dataset consists of 1000 reviews of Airbnb, which is a popular web-based platform for hosting the accommodation. Using sentiment analysis techniques, we try to figure out the influencing factors behind positive and negative reviews.

The extensive use of qdap, tm package, wordcloud helps us explore the sentiments and visualize the same in an easily readable manner. The exercise involves inputting the text, organising it, extracting the features and analyse the insights revealed with visualization techniques.

The outcome out of this exercise can help realise one the important features one should consider while posting their properties on the website, for better customer outreach and satisfaction.