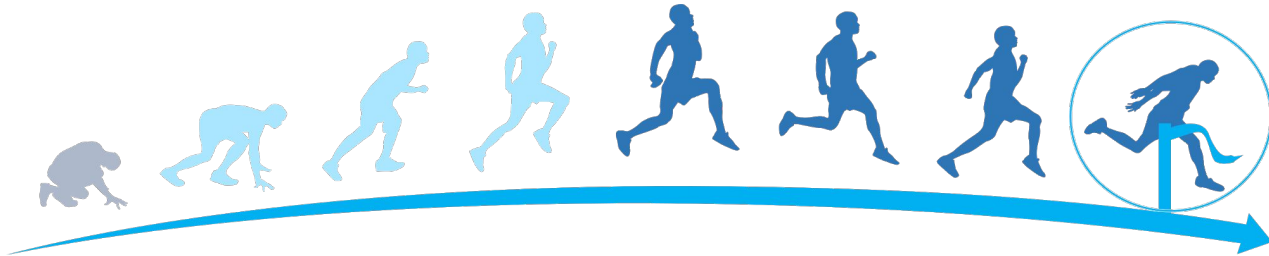


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Sentiment Analysis Project

Final Delivery Presentation



Our deliverables to ABC Restaurant

1. Sentiment-based binary classification model (positive/ negative) for customer reviews received on business' facebook page:
 - a. Idea is to build an inhouse customer support team,
 - b. to resolve customer issues through phone call,
 - c. ensuring they revisit.
2. Sentiment prediction for Fresh Reviews dataset (of 100)

Our approach



- **Assumptions**

- all numbers & special characters dropped
- review language is english



- **Trained a classification model, for**

- predicting customer review as good/bad
- using Naive Bayes classifier

Deliverable #1: Sentiment-based review classification model



72.8%

Model accuracy achieved



Zero or Minimal

Operational Cost to Business

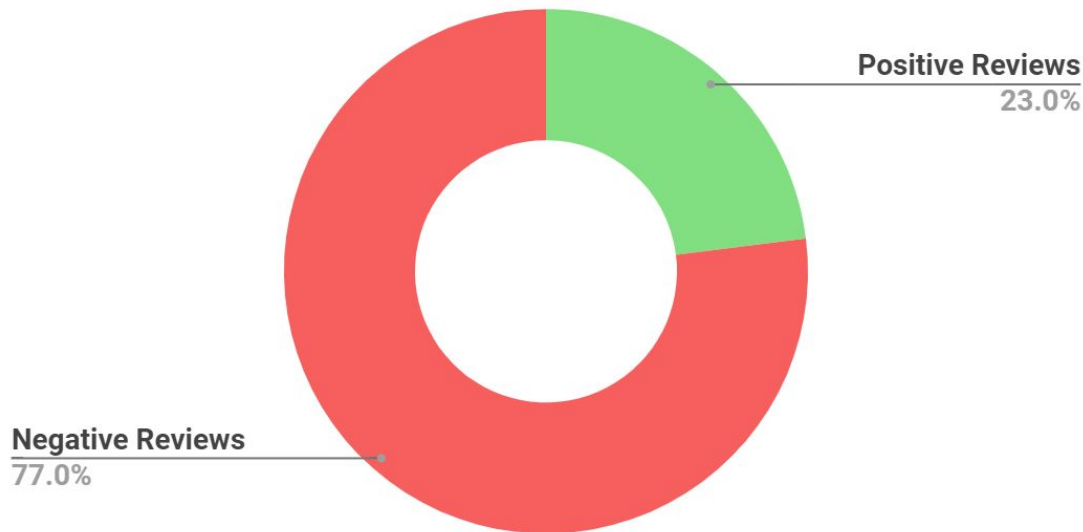
Deliverable #2: Predicted sentiment labels for fresh dataset

Customer Review	Predicted Sentiment
Spend your money elsewhere.	0
Their regular toasted bread was equally satisfying with the occasional pats of butter... Mmmm...!	1
The Buffet at Bellagio was far from what I anticipated.	1
And the drinks are WEAK, people!	0
-My order was not correct.	0
Also, I feel like the chips are bought, not made in house.	1



Insight: Majority of customers not happy

Aggregated Customer Feedback from Fresh Reviews Dump



Immediate business intervention required on...

- ☐ Restaurant staff being rude
- ☐ Bad food (too much garlic/not fresh)
- ☐ Disliked concept/theme
- ☐ Slow service
- ☐ Overpriced drinks
- ☐ Cleanliness issues
- ☐ Live green caterpillar found

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