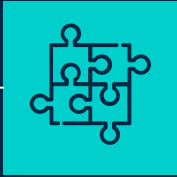


Team Biryani

SoCal R Hackathon 2023

Sanket | Prayag | Tirth | Riya | Mansi

TABLE OF CONTENTS



Business Case

Articulating customer feedback towards gaining competitive advantage



Our Process

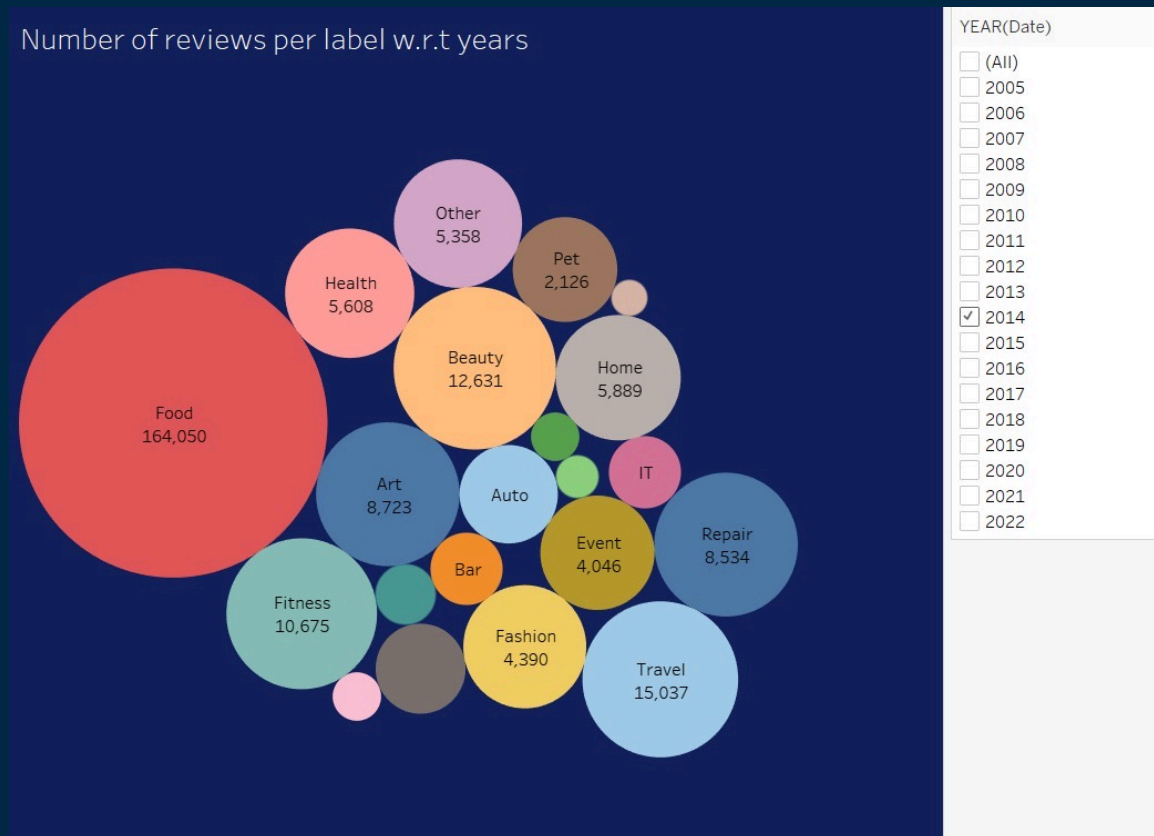
Sentiment Analysis and Clustering accompanied by impactful visualization



Target

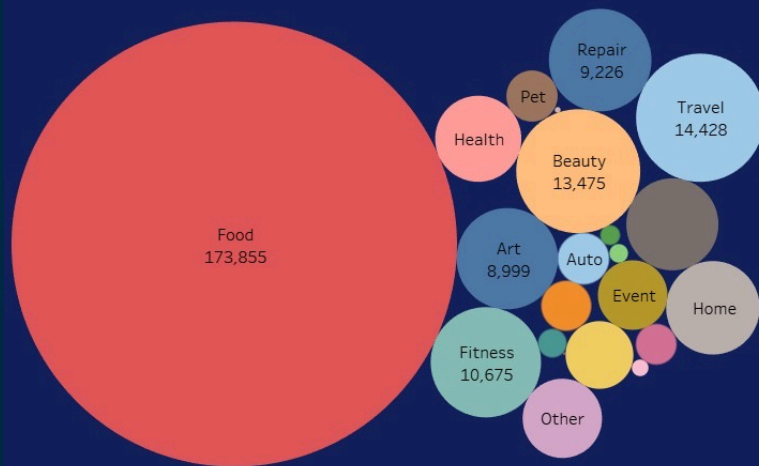
Enabling business owners and managers to optimize their strategy

Data Insights – Pre Pandemic



Data Insights – Post Pandemic

Number of reviews per label w.r.t years

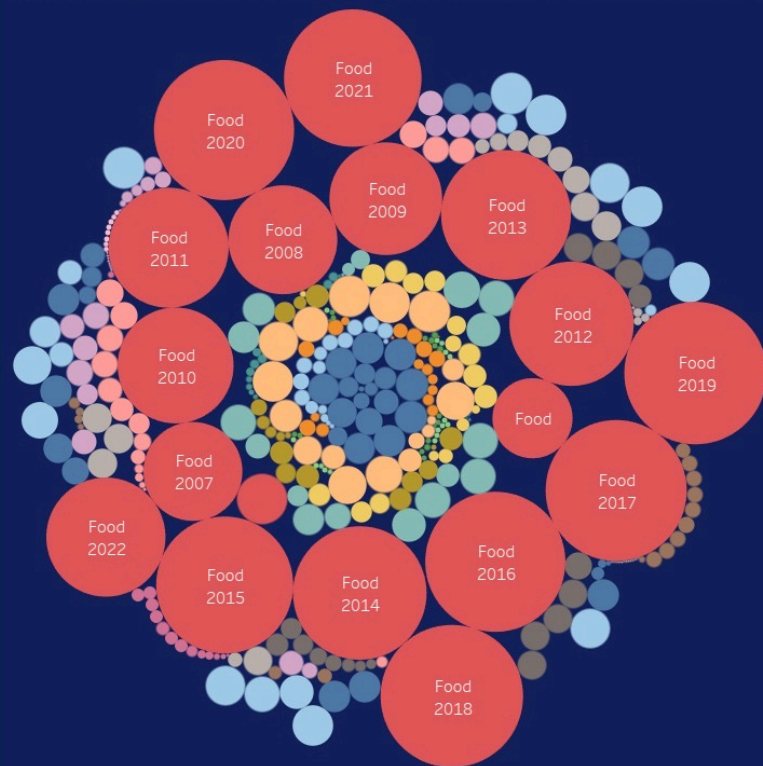


YEAR(Date)

<input type="checkbox"/>	(All)
<input type="checkbox"/>	2005
<input type="checkbox"/>	2006
<input type="checkbox"/>	2007
<input type="checkbox"/>	2008
<input type="checkbox"/>	2009
<input type="checkbox"/>	2010
<input type="checkbox"/>	2011
<input type="checkbox"/>	2012
<input checked="" type="checkbox"/>	2013
<input type="checkbox"/>	2014
<input type="checkbox"/>	2015
<input type="checkbox"/>	2016
<input type="checkbox"/>	2017
<input type="checkbox"/>	2018
<input type="checkbox"/>	2019
<input type="checkbox"/>	2020
<input checked="" type="checkbox"/>	2021
<input type="checkbox"/>	2022

Data Insights

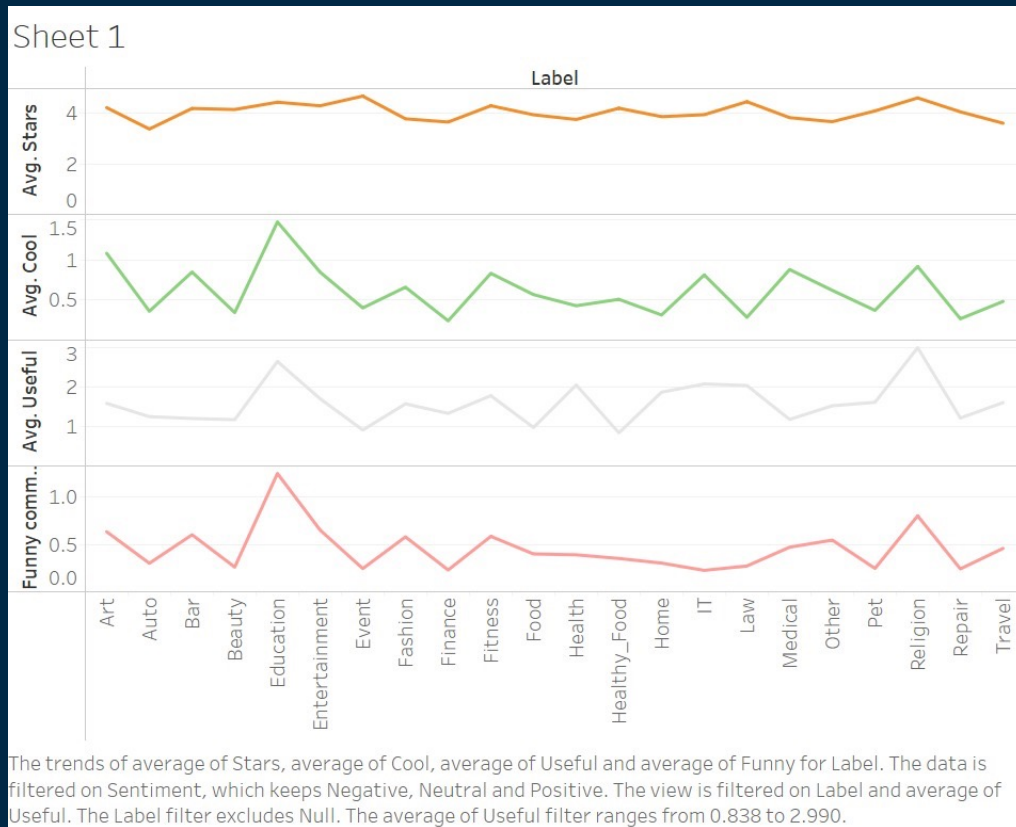
Which label got the max no. of reviews over the past few years.



Labels

- Art
- Auto
- Bar
- Beauty
- Education
- Entertainment
- Event
- Fashion
- Finance
- Fitness
- Food
- Health
- Healthy_Food
- Home
- IT
- Law
- Medical
- Other
- Pet
- Religion
- Repair
- Travel

Data Insights



Insights

According to our analysis, one of the dominating industries is our food industry, followed by art , automobile industry and travel.

Secondly, we observed that there was a surge increase in food , beauty and health industry after the pandemic and there was a subtle decrease in beauty and events.

The background is a dark blue gradient. It features several thin, vertical white lines of varying lengths. Scattered throughout are small squares in various colors: pink, orange, teal, and light blue. Some squares are solid, while others are outlined. The overall aesthetic is modern and minimalist.

THANKS

CREDITS: This presentation template was created by [Slidesgo](#),
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