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DS 4002
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Charlottesville Restaurant Review Sentiment Analysis

Overview: “Where should we go to dinner?” It’s an age-old question and yet impossible to answer. From debating personal preferences to navigating reservations, deciding where to go out to dinner often feels like a chore rather than a fun activity. However, this shouldn’t be the case, as trying different restaurants is one of the best ways to explore a town’s local culture. Luckily for UVA students, Charlottesville, VA has a somewhat unexpected, robust, and lively restaurant scene. From French to Asian to Mexican to Southern and more, you can find just about anything here, and always at top-notch quality. Additionally, Charlottesville sits in a valley of the Blue Ridge Mountains, making it home to exceptional craft breweries and wineries. But, you don’t just need to take a student’s word for it. Consistently ranking among the top 25 cities with the highest number of restaurants per capita, in 2024, Charlottesville was nominated as one of the “Top Culinary Towns in the South.” Furthermore, it was recently named one of America’s next great food cities [1]. Given the large student population and families who love coming to visit, there is always someone new looking for recommendations about where to dine, and this case study aims to make the process of finding where to eat in Charlottesville a little bit easier!

Deliverable: This project takes the idea of Yelp reviews one step further and conducts an analysis on whether or not review ratings match review content. Reviews can often be overwhelming to sort through, so the goal is to conduct a sentiment analysis that produces a single score for each restaurant indicating how positive and trustworthy the reviews are. Along the way, you will also learn the average rating for each restaurant and words that are commonly used in positive or negative reviews.

GitHub repo: <https://github.com/sterlinggutterman/CS3-DS4002>

References

[1] Charlottesville Albemarle Convention & Visitors Bureau. “Charlottesville Area Nominated for Top Culinary Town in the South.” *Visit Charlottesville*, 6 June 2024, www.visitcharlottesville.org/media/press-releases/charlottesville-area-nominated-for-top-culinary-town-in-the-south/ [Accessed January 30, 2025].