# Tasks

## Task 1 - Sentiment Analysis with Text Analytics

**Power BI** integrates and takes advantage of outside tools to enhance the capabilities within itself. That continues to be the case with the AI Insights features. Leveraging the **AI Insights** capabilities gives you the ability to tap into core features and algorithms within Azure Cognitive Services and expose them within **Power BI**.

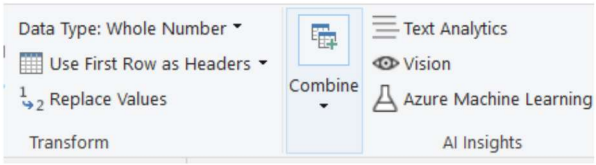
The **Text Analytics** features within the **AI Insights** features can be incredible time-savers. Imagine having to read paragraphs of information and conclude what was important or whether it was written in a positive or negative light. These are exactly the type of things that this feature can do for you. In this next exercise, you are going to test out one of these features by running a sentiment analysis algorithm on hotel reviews to see how customers feel about staying at your hotel locations:

**Step 1**: Click link to download **Hotel Ratings.xlsx**, and save it to ***C:\PBExams***.

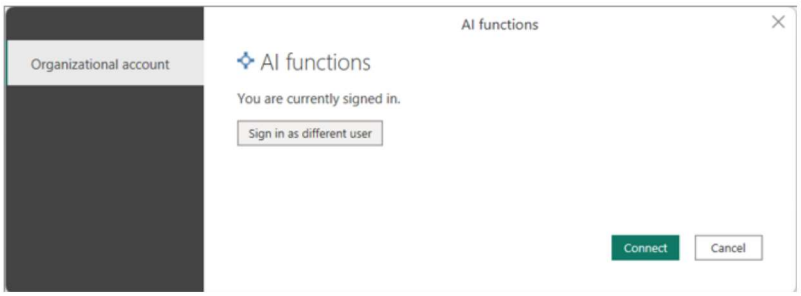
Launch a new instance of **Power BI Desktop**, and use the *Excel Workbook* connector to import the workbook called **Hotel Ratings.xlsx** from **C:\PBExams**.

Once you select this workbook, choose the spreadsheet called **Reviews** in the **Navigator** window, and then select **Transform Data** to launch the **Power Query Editor**.

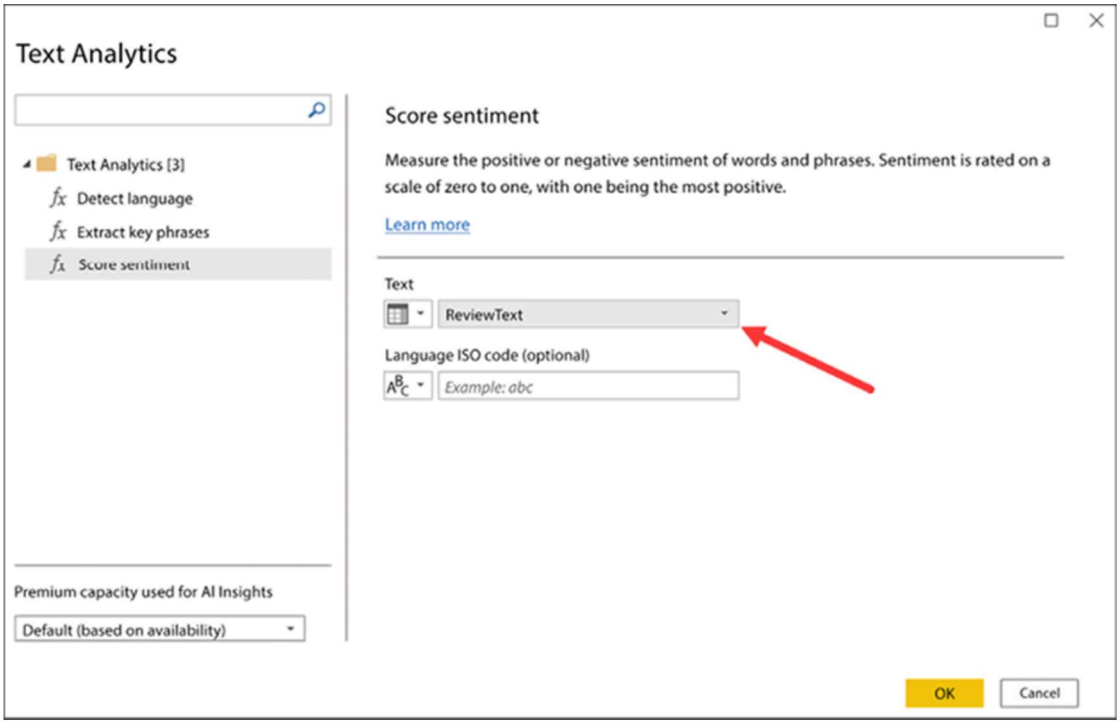
**Step 2**: Select **Text Analytics** on the **Home** ribbon of the **Power Query Editor**.




If this is your first time using this feature, you may be prompted to sign into a Power BI account that has Power BI Premium capacity assigned to it. If you don¨t have an account, skip the rest of this exercise.




**Step 3**: Next, you will be prompted to choose which **Text Analytics algorithm** you would like to use. Select **Score sentiment**, as shown in figure below and ensure the **ReviewText** field is the Text that will be analyzed. Then click **OK**:




**Step 4**: If prompted with a data privacy warning, click **Continue** and then select **Ignore Privacy Levels** check for this file before clicking **Save**. This type of warning can occur when you combine two disparate sources or services together and is to ensure it is OK for these data sources to be combined.

This transform will produce a new numeric column with a value between 0 and 1 for every row in the dataset.

A sentiment score of .50 is considered neutral, while any score lower is negative and any score higher is generally positive:

| ReviewText | Title | Score sentiment |
|---|---|---|
| Everything that has been written by other reviewers was spot on. It is... | Very accommodating | 0.124835461 |
| This place needs a complete overhaul from top to bottom. It is run do... | OLD, RUN-DOWN SMELLS MUSTY - AV_ | 0.00153321 |
| I can't say enought good things about the Fort Conde Inn!! The place it... | A True Gem | 0.803139627 |
| We've stayed in several of the hotels in Griffin, I feel this is one of the ... | One of the best in Griffin | 0.787136734 |
| I travel a lot and see a lot hotels. However this was the worst bathroo... | Not good at all | 0.226432294 |
| My family and I recently moved to Jacksonville and experienced some... | Great Experience! | 0.974209011 |
| Beds were had as rocks, light came in through the wind since there we... | Felt more like a boarding house | 0.90875572 |
| I knew when I booked this hotel, a few several months in advance, I kn... | Buyer Beware | 0.083024442 |
| This was a terrific place to stay. Just minutes from Spearfish Canyon an... | great place to stay | 0.99323523 |
| If you just need a room in an modestly accessible area, this property d... | Amenities Lacking | 0.5 |
| Love how I can count on La Quinta for a great nights sleep. Best beds! | Great Room | 0.98553443 |
| We enjoyed a one night stay while passing through. Very convenient o... | Very nice property | 0.950750291 |
| Comfortable accommodations and friendly, excellent staff. Stayed for ... | Enjoyable | 0.992243648 |
| Hampton Inn and suites were a vet pleasant surprise for us. The king s... | Best place in town | 0.988350809 |
| The staff was very friendly. | Comfortable Suite Hotel | 0.923171163 |
| A very pleasant stay, convenient to everything in Albany. | My six night stay at Days Inn | 0.948374689 |
| My husband spent 6 days at Hyatt Place Northpoint. The staff was extr... | Great place to stay | 0.940660596 |
| I was visiting family at a nearby Army base and wanted to stay at a hot... | A great find! | 0.14485395 |
| Undenvhelmed. This hotel smells bad, has some loud, partying guests. | Don't Bother Staying Here.... | 0.025672793 |
| This is our 3rd year returning to Gatlinburg and I must say this is the b... | Love!!!!!! | 0.169369876 |

Looking at figure above, it looks like the AI integration, with a few exceptions, did a good job determining how to rate each review.

**End-of-Exercise**

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◄ Exercise 5 - R programming language (not working, can be omitted)

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Exercise 7 - M formula language ►