YELP CAFE REVIEWS USING NLP

BY:

SULTANAH ALDOSSARI
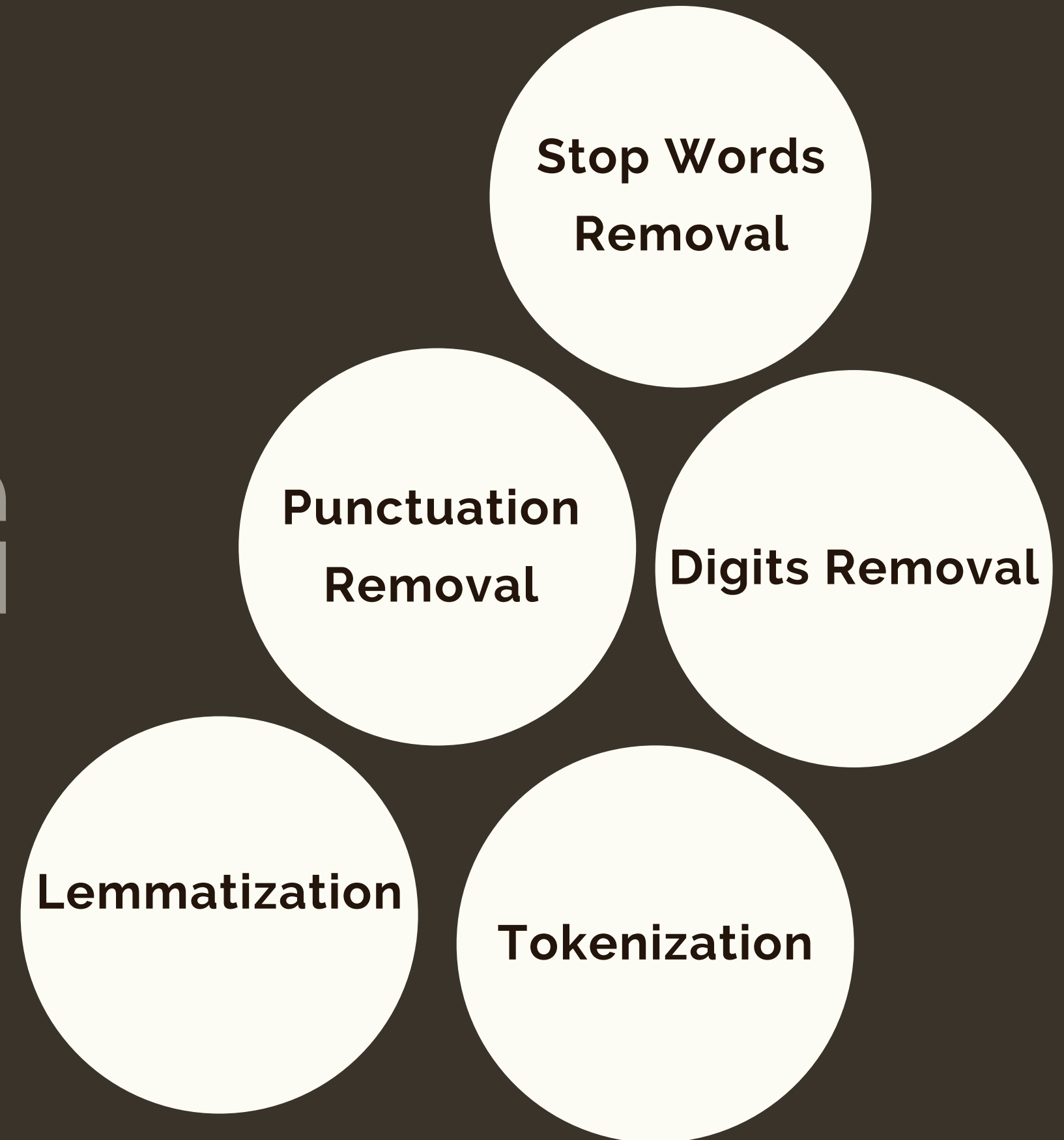RAWAN ALHARBI
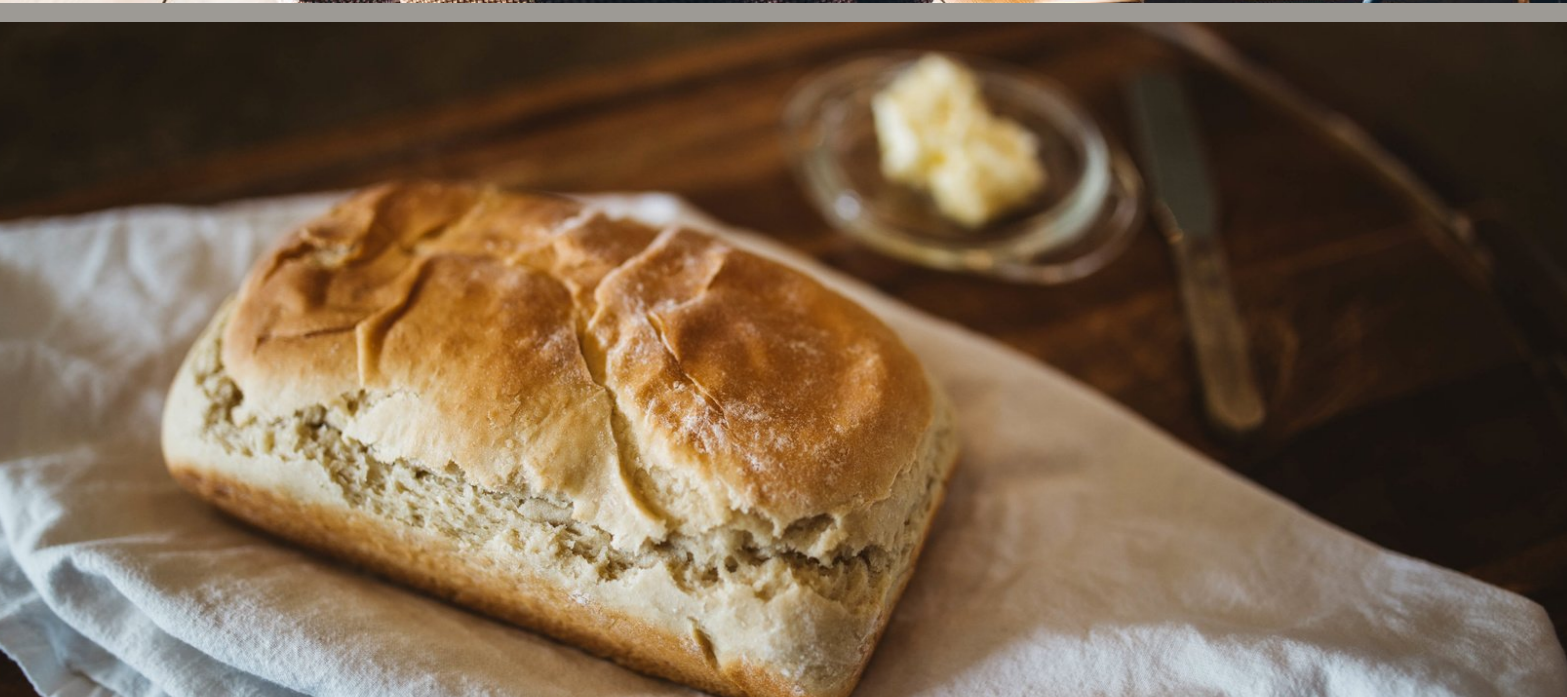
CONTENT OUTLINE

INTRODUCTION

- Build a system that can detect the sentiment of cafe reviews
- Offer similar cafes to the favorite one through the development of a recommender system.

DATA DESCRIPTION

- Provided by Kaggle.
- Consist of nearly 7,000 observations and 20 features.
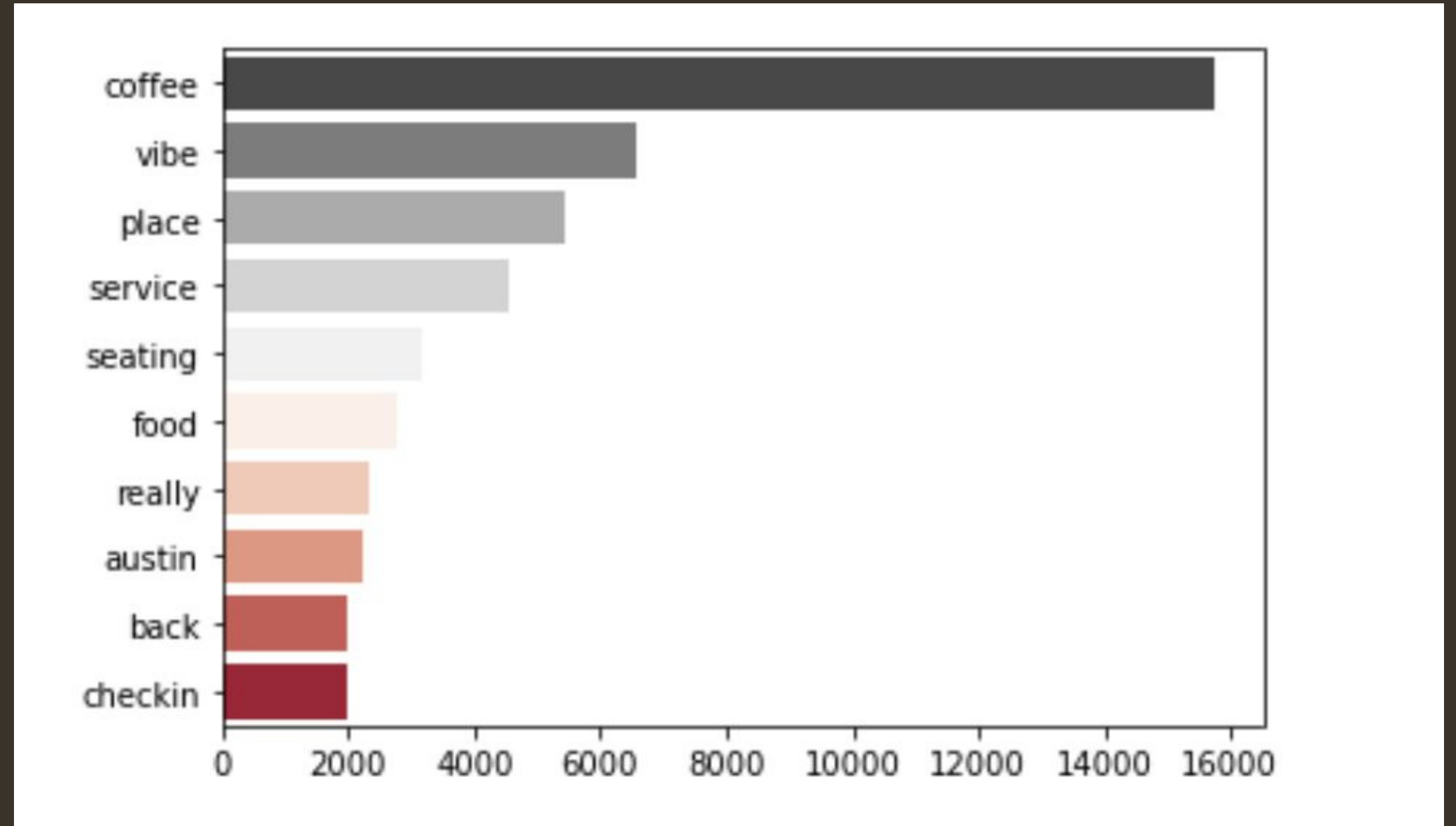- Important features were selected.

Stars

Cafe Name

Review

DATA PREPROCESSING

Stop Words Removal

Punctuation Removal

Digits Removal

Lemmatization

Tokenization

BAR PLOT

- Shows Top frequent words in the reviews

WORD CLOUD PLOT

TOPIC MODELING

1

Vectorization

The use of TF-IDF with LSA

2

LSA

3 Topics were selected

3

Topics

Place, Service and Food

TOPIC MODELING

Topic Name	Words
Topic 0: Place	Coffee, vibe, place, service, seating, food
Topic 1: Service	Coffee, shop, moon, best, iced, cup service
Topic 2: Food	Moon, cream, milk, tea, sweet, ice, food

SENTIMENT ANALYSIS

- Subjectivity and Polarity were found
- Based on Polarity analysis were conducted
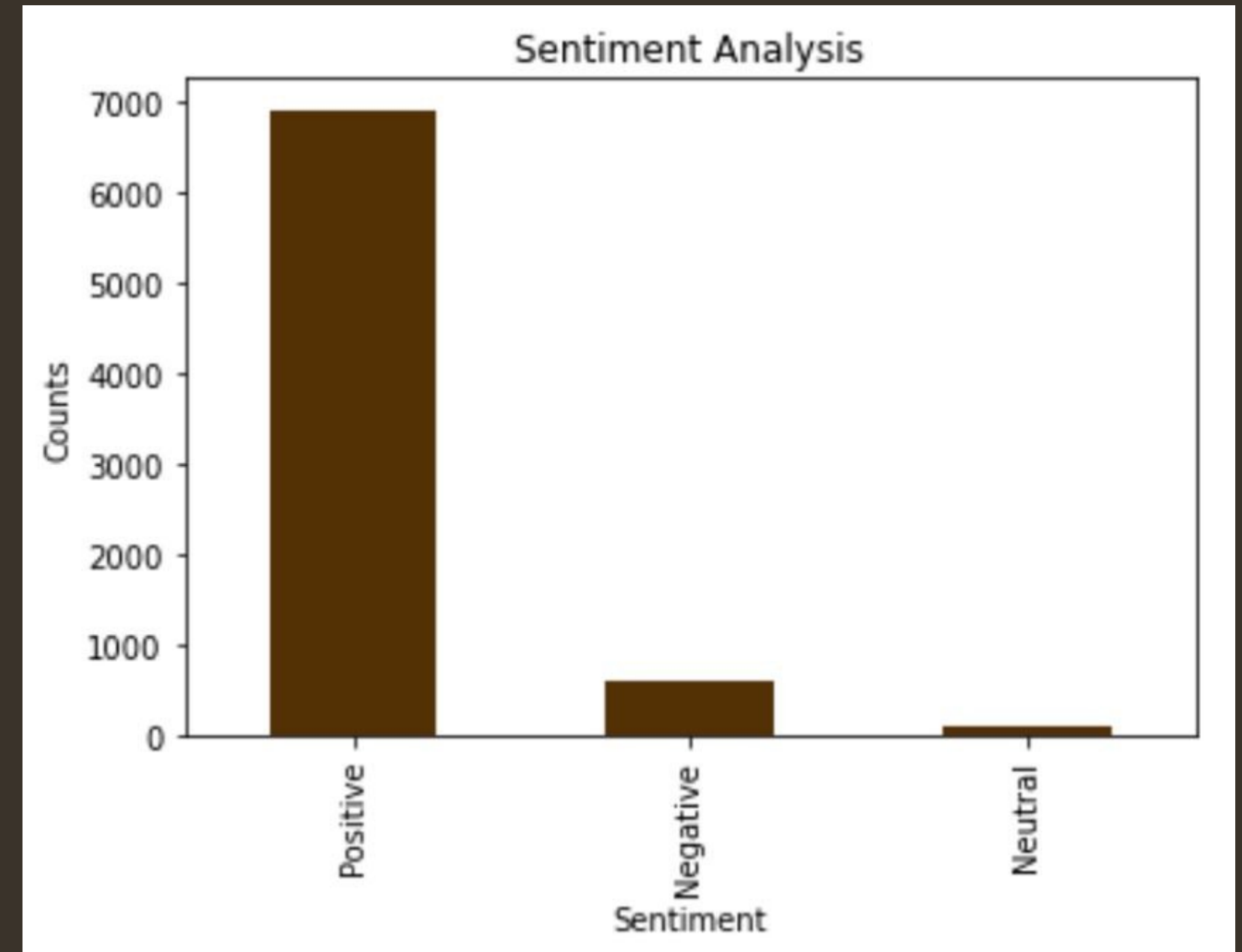
RECOMMENDATION SYSTEMS

- COSINE SIMILARITY

Word	Recommendation
Good Atmosphere	Russell's Bakery, Cafe Crème, Jo's Coffee
Good Coffee	Flightpath Coffeehouse, Café Medici
Good Service	Mary's Café, Dolce Neve

THANK YOU!