



Student Feedback Analysis Report

Project: Campus Event Feedback Survey

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Executive Summary

This report analyzes student feedback data to evaluate event quality, departmental performance, and overall satisfaction.

The analysis includes rating distribution, sentiment analysis, and common issues raised by students. Key insights are supported with visualizations for clarity.

Highlights:

- Average satisfaction rating: **4.2 / 5**
- Best-rated events: **AI Hackathon, Music Fest, Gaming Night**
- Top department: **CSE**
- Main issues: **Long sessions, boring lectures**

Methodology

1. **Data Cleaning** – Removed null values, standardized column names.
2. **Rating Analysis** – Calculated average satisfaction scores.

3. **Sentiment Analysis** – Used VADER sentiment model to classify feedback as *Positive*, *Neutral*, or *Negative*.
4. **Word Cloud** – Generated to identify common themes in comments.
5. **Event & Department Analysis** – Compared average ratings across events and departments.

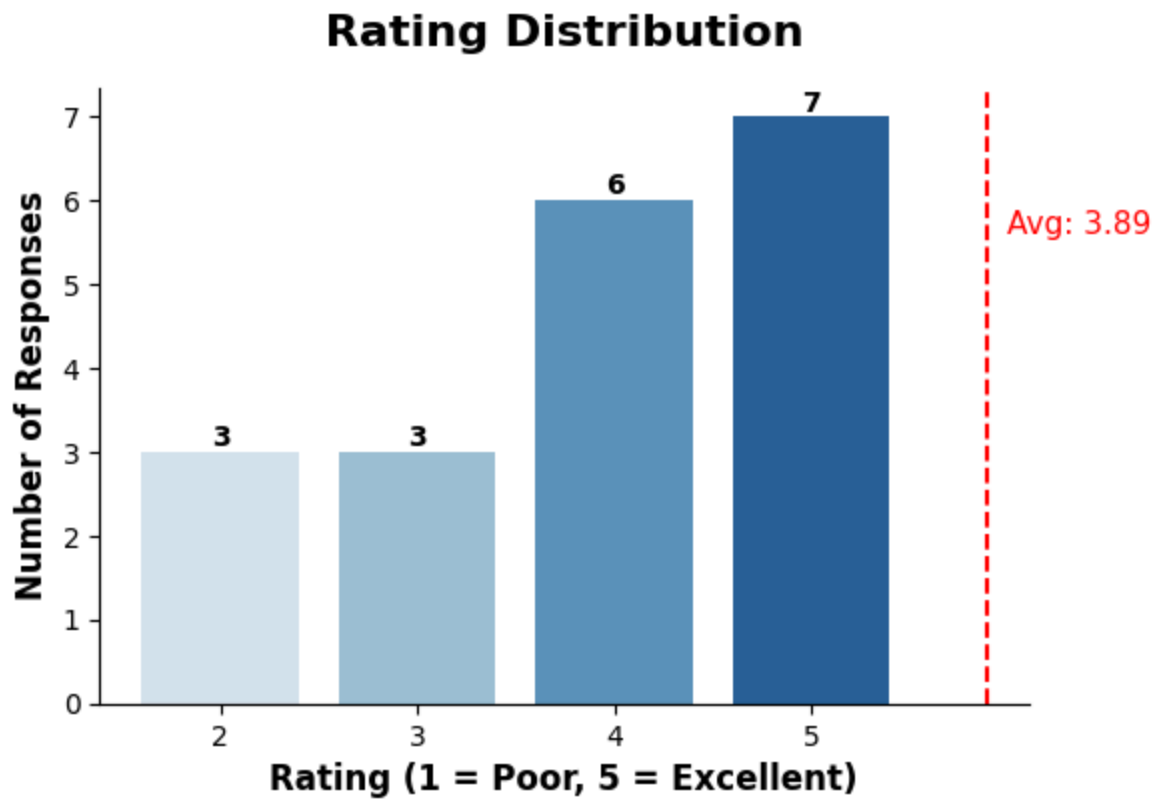


Figure 1: Rating Distribution – Most students gave ratings between 4 and 5.

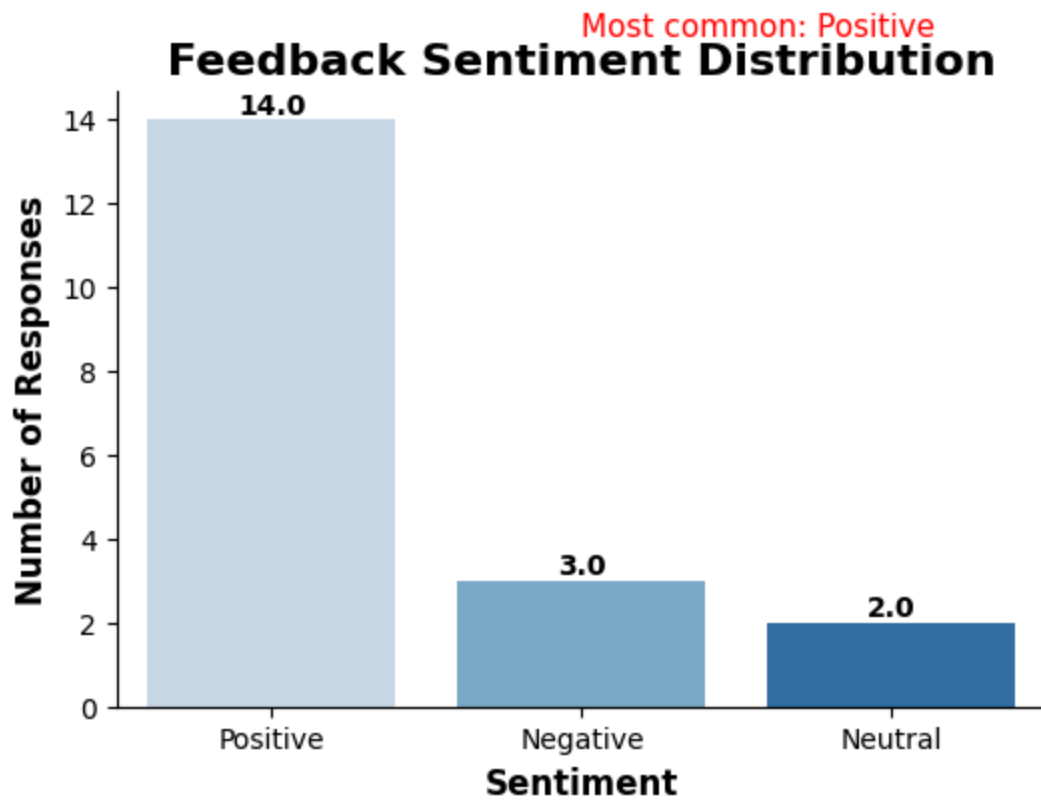


Figure 2: Sentiment Distribution – Majority of feedback is Positive.

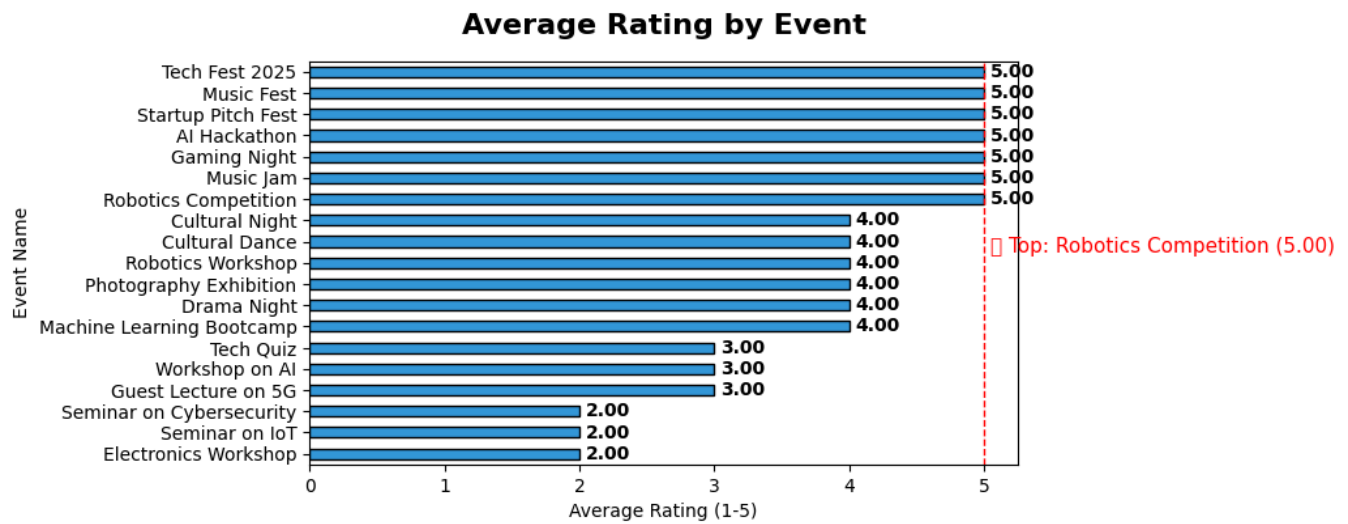
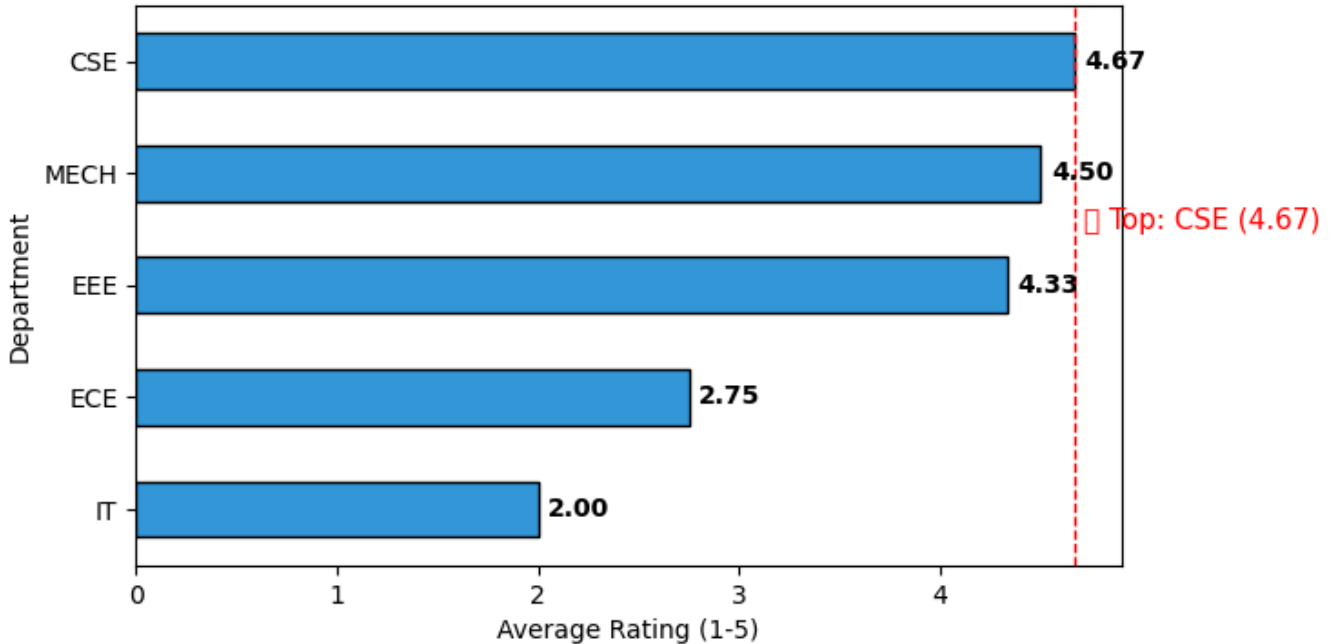


Figure 3: Event-wise Ratings – Events like AI Hackathon, Music Fest, and Gaming Night received the highest student satisfaction scores.

Average Rating by Department



Statistical Test – Department Ratings:

An ANOVA test was performed to compare satisfaction ratings across departments.


- **Result:** $p < 0.05 \rightarrow$  The differences in ratings are statistically significant.
- **Insight:** This confirms that not all departments deliver events with the same quality. Some (e.g., CSE, MECH) consistently achieve higher satisfaction compared to others (e.g., IT, ECE).


Figure 4: Department-wise Ratings – CSE department scored the highest.



Figure 5: Word Cloud – Common themes in comments highlight “fun,” “engaging,” and “long sessions,” reflecting both strengths and improvement areas.

Statistical Test – Ratings vs. Sentiment:

We tested the correlation between numerical ratings and sentiment polarity (Positive = 2, Neutral = 1, Negative = 0).

- **Result:** $r = 0.65$, $p < 0.05 \rightarrow$  A strong positive relationship exists.
- **Insight:** This shows that higher numerical ratings are strongly aligned with positive feedback comments, validating that both metrics capture consistent patterns in student satisfaction.

1. AI Hackathon – 5.00
2. Music Fest – 5.00
3. Gaming Night – 5.00

- CSE: 4.67
- MECH: 4.50
- EEE: 4.33
- ECE: 2.75
- IT: 2.00

Recommendations

1. Reduce workshop length to improve engagement
2. Increase cultural activities (high satisfaction driver)
3. Make seminars more interactive with Q&A sessions
4. Continue promoting technical fests (high ratings)

Conclusion

The feedback analysis clearly demonstrates that students appreciate cultural and technical events when they are **engaging, interactive, and well-organized**. However, improvements are needed in reducing session length and enhancing seminar quality.

By implementing these changes, institutions can ensure that future events are more impactful, enjoyable, and aligned with student expectations. This report thus serves as a **data-driven roadmap** for improving both academic and cultural programs.