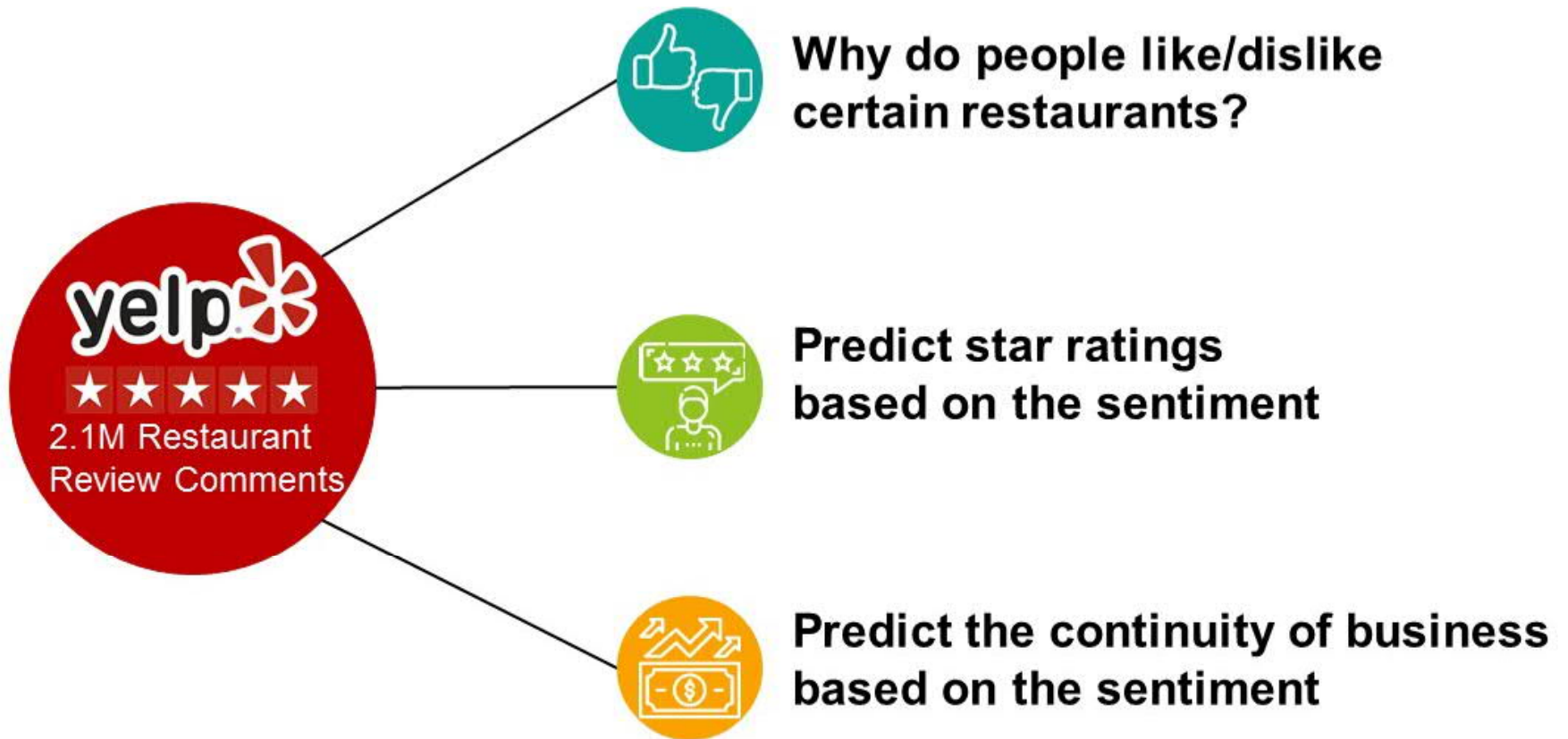




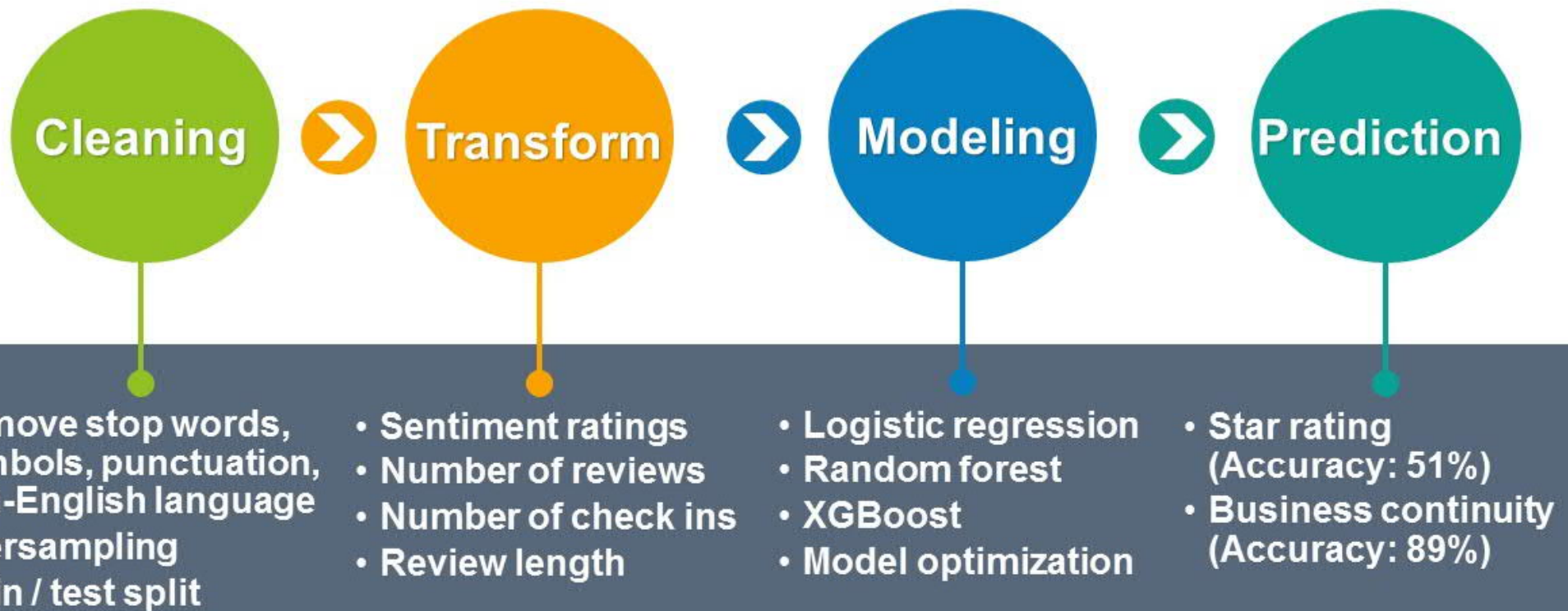
Sentiment analysis on Yelp Reviews

Terrance Xia

Business Problems & Data



Modeling Process



Common Words Star 5 vs Star 1

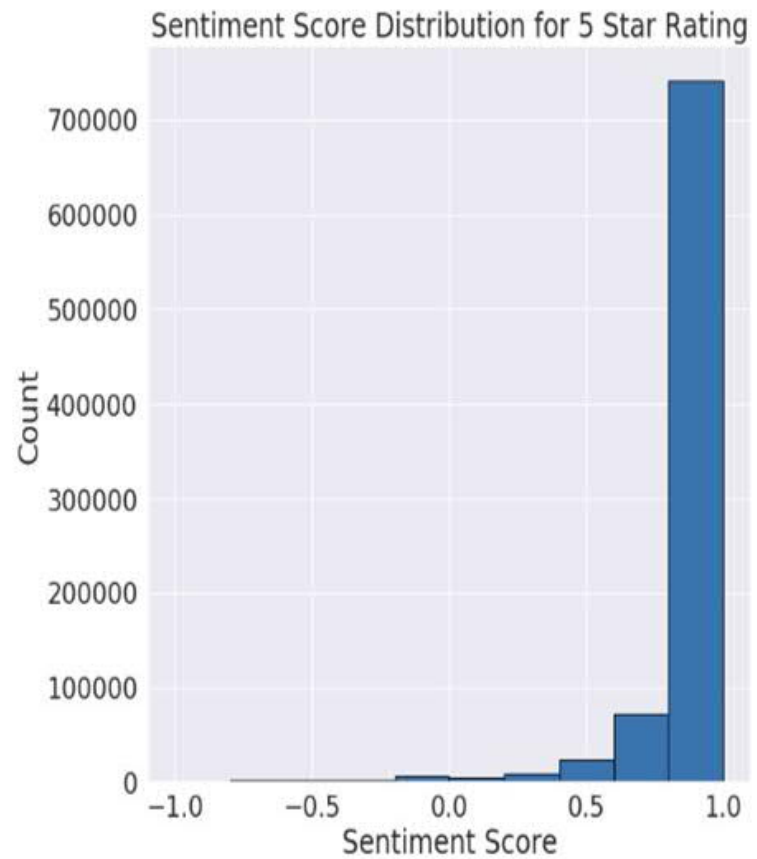
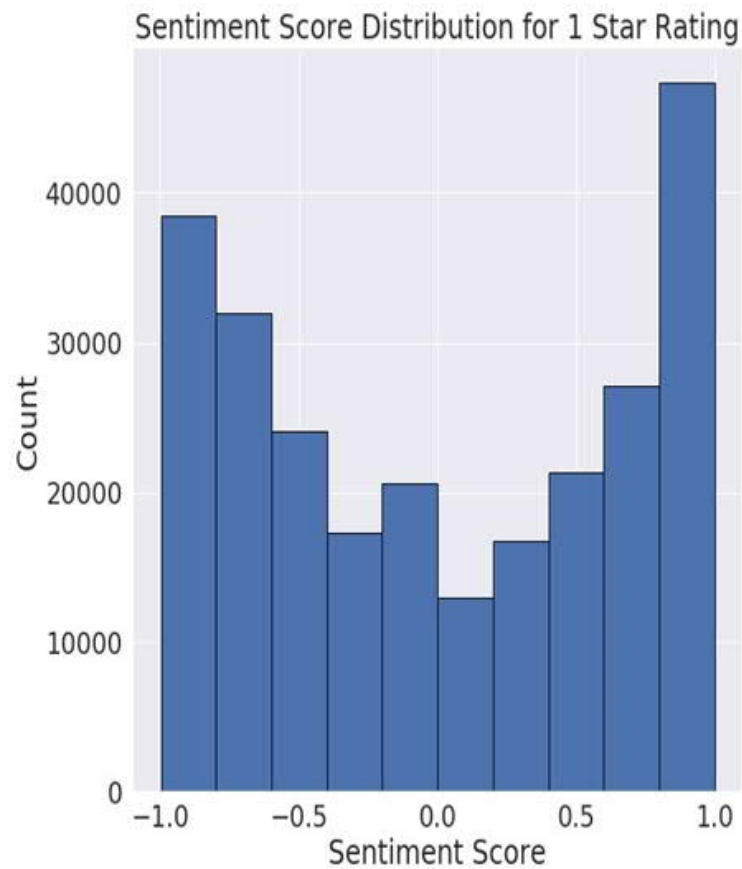


Common Words Star 5 Rating Restaurant

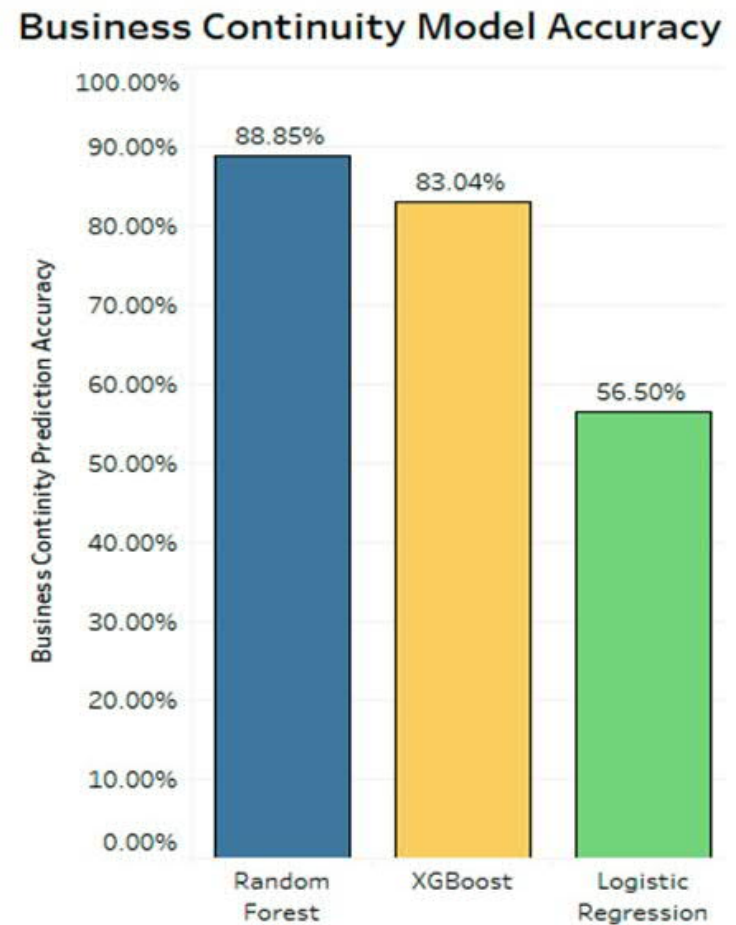
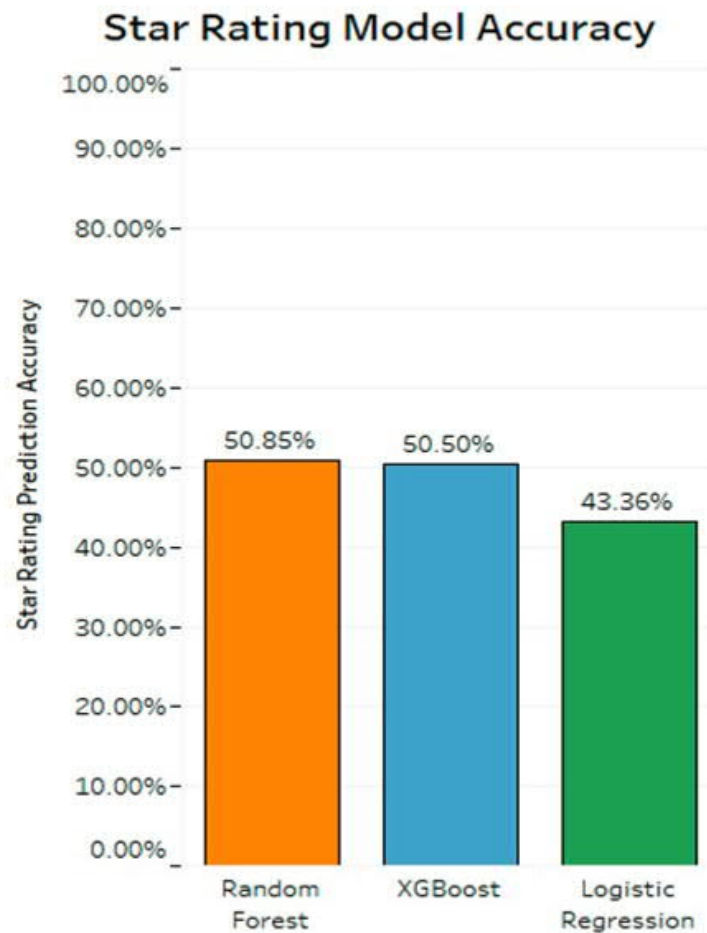


Common Words Star 1 Rating Restaurant

Review Comments Sentiment Distribution Star 1 vs Star 5



Model Accuracy Comparison



Model Application



The diagram features two large circles, one red and one blue, positioned above a dark grey horizontal bar. The red circle is on the left and contains the text 'Star Rating'. The blue circle is on the right and contains the text 'Business Continuity'. From the bottom of each circle, a vertical line of the same color extends down to a small dot on the dark grey bar. Below the bar, there are two bulleted lists of text, one aligned under the red circle and one under the blue circle.

Star Rating

- Improve star rating on Yelp for restaurant owners
- Change reputation for restaurants on Yelp
- Attract more customers

Business Continuity

- Insights to potential investors
- Additional evaluation criteria for goodwill