College Event Feedback Analysis

Prepared for- Future Interns

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❖ Ratings Summary

The event feedback was collected on a **1 to 5 scale**, where:
- **1** = Very Dissatisfied
- **2** = Dissatisfied
- **3** = Neutral
- **4** = Satisfied
- **5** = Very Satisfied

A total of **500 participants** submitted their ratings for the event.

1. Key Observations

- A combined **41% of participants rated the event as either 1 or 2**, suggesting a notable level of dissatisfaction.
- **Only 16.8% gave the highest rating of 5**, reflecting limited strong enthusiasm.
- The **neutral score of 3** was the **most common**, indicating mixed or average experiences.
- The **average rating of 2.92** falls below the neutral mark (3.0), implying that **overall sentiment leaned negative**.

Rating Distribution (1–5 Scale)
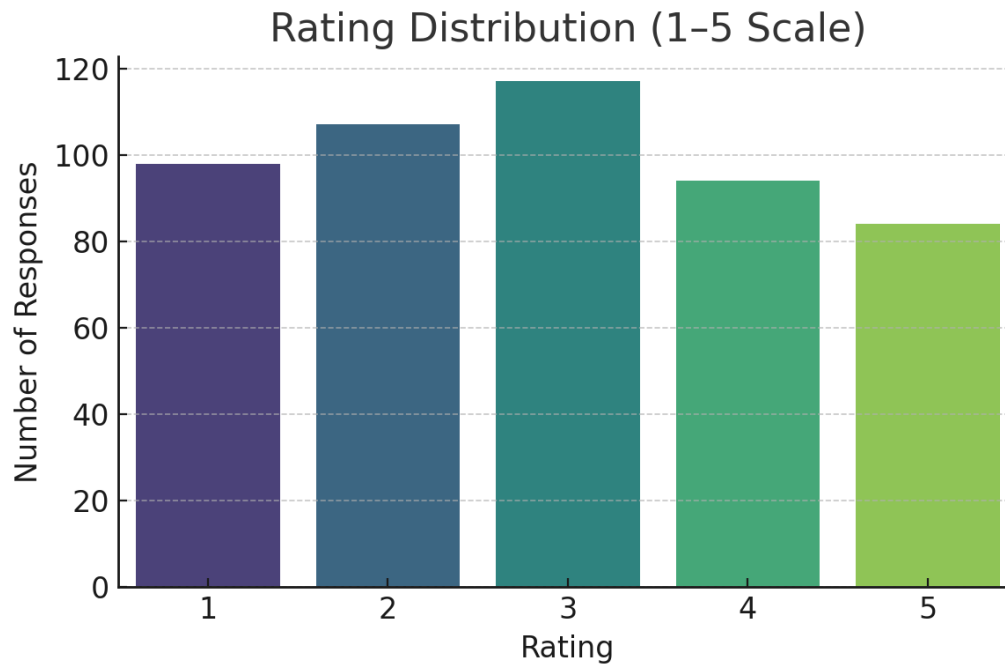
❖ Sentiment Analysis Summary

The sentiment analysis was conducted on the **"Additional_Comments"** field using **TextBlob**, which evaluates the polarity of each comment and classifies them into **Positive**, **Neutral**, or **Negative** categories. This gives deeper insight into attendees' subjective experiences beyond numeric ratings.

Based on the analysis of additional comments:

| SENTIMENT	NO. OF COMMENTS	PERCENTAGE
Positive	322	64.4%
Neutral	128	25.6%
Negative	50	10%

1. Interpretation

- **Positive Sentiment (64.4%)**: Praised areas include **time management**, **speaker effectiveness**, and **structure**.
- **Neutral Comments (25.6%)**: Point to general observations like pacing or average delivery.
- **Negative Sentiment (10%):** Typically cite lack of clarity, session length, or **technical issues**.
- The **heatmap** shows that even among lower numeric ratings, **positive comments were still made**, suggesting that some individual aspects were appreciated even when the event as a whole received criticism.
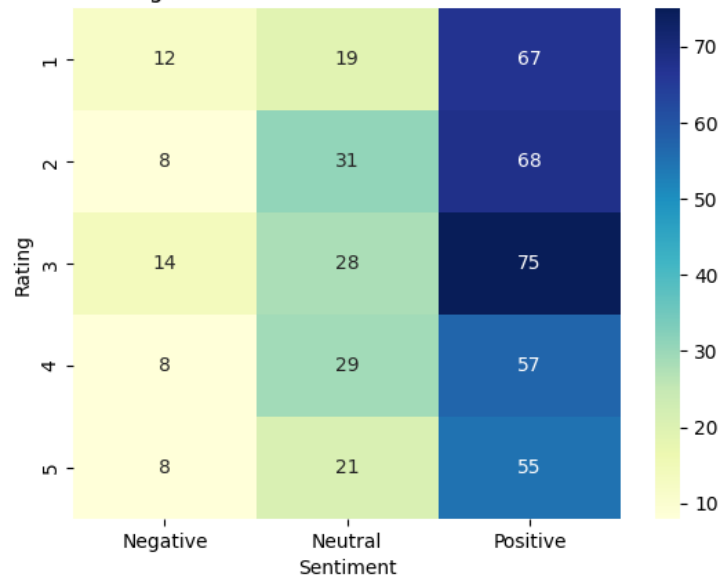
Sentiment Distribution in Additional Comments
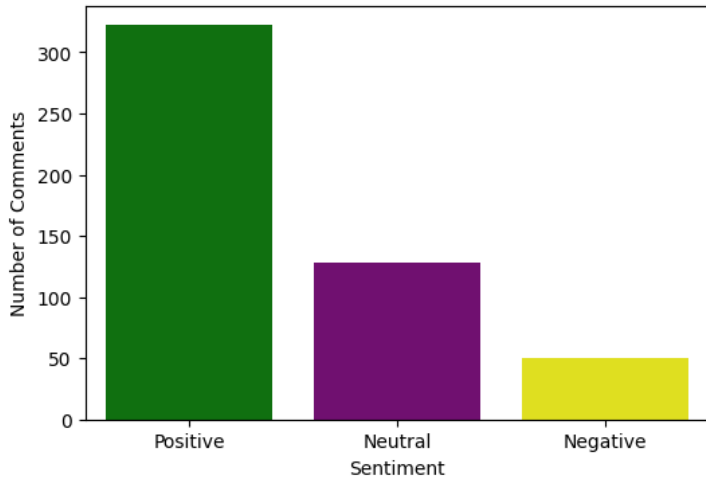
Sentiment Proportions in Additional Comments
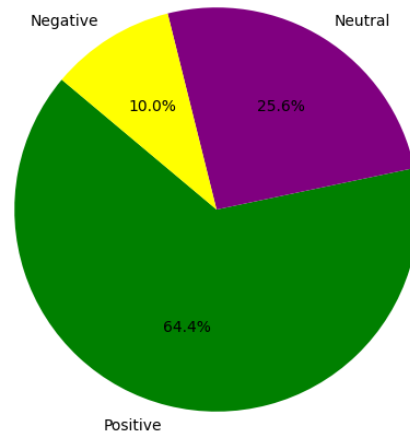
Rating vs Sentiment in Additional Comments

Most Frequent Words in Feedback Comments

❖ Key Recommendations for Event Organizers

1. **Improve Speaker Clarity**
   Use better audio systems and guide speakers for clearer delivery.
2. **Fix Organizational Gaps**
   Ensure smooth coordination, session timing, and flow.
3. **Make Content More Relevant**
   Align topics with student interests through pre-event surveys.
4. **Shorten and Structure Sessions**
   Keep sessions concise and well-timed to avoid fatigue.
5. **Encourage Interactive Sessions**
   Include Q&A, polls, and discussions to boost engagement.
6. **Segment by Academic Stream**
   Offer parallel sessions tailored to different student backgrounds.
7. **Maintain Strengths**
   Continue strong time management and organizational practices.
8. **Collect and Apply Feedback**
   Use real-time QR polls and follow up with visible improvements.

❖ Some Additional Visualization-

Interactive Sentiment Proportions in Additional Comments
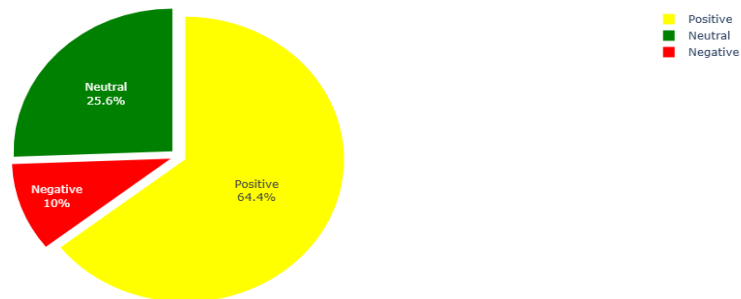
Interactive Sentiment Distribution in Additional Comments