

# Title : College Event Feedback Analysis



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Internship Task 3 – Data Science & Analytics

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Internship Program: Future Interns

# Project Goals

- ◆ Understand students' feedback on recent college events
- ◆ Identify strengths and weaknesses of the events
- ◆ Analyze overall sentiment of feedback
- ◆ Provide recommendations for better event planning in the future
- ◆ Use data science tools like pandas, TextBlob, and visualization libraries

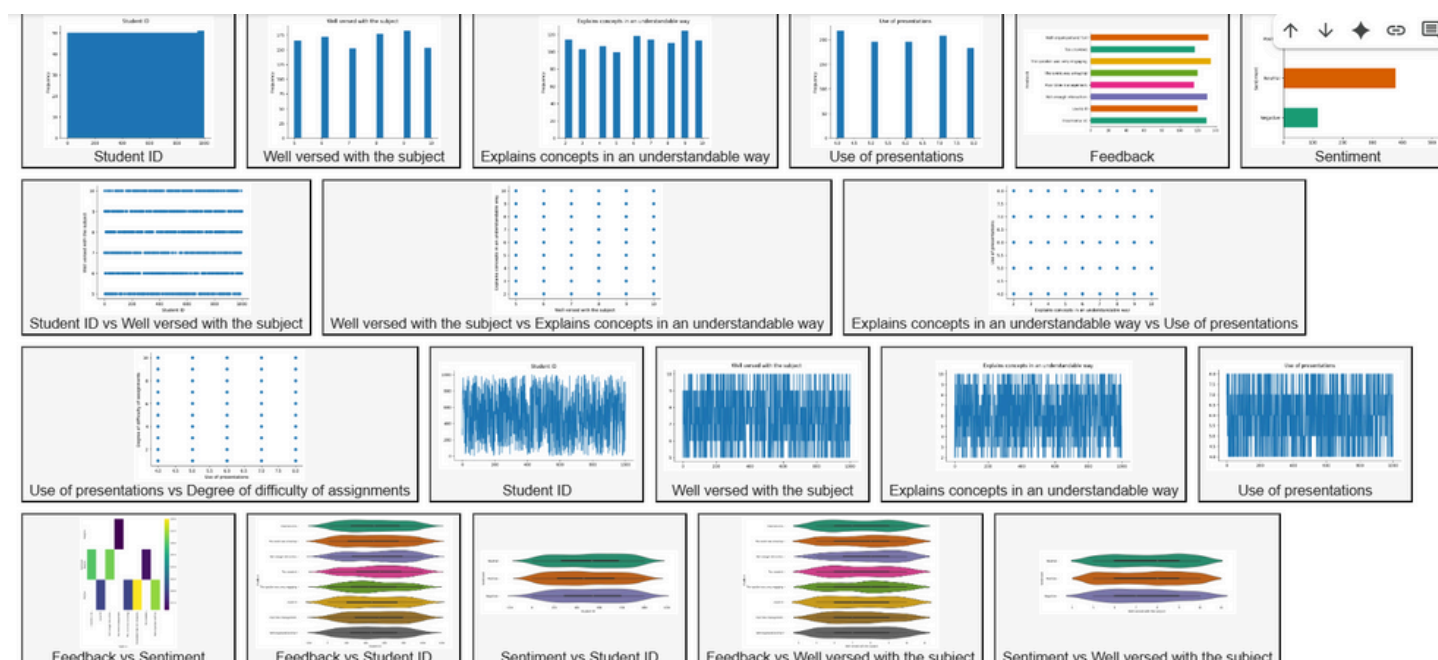
## 3. Cleaned Dataset Overview

- ✓ Null values were dropped
- ✓ All rating columns converted to numeric
- ✓ Feedback text cleaned and analyzed for sentiment
- ✓ Final dataset shape: 65 rows × 11 columns

Columns:

- Name, Department, Ratings (8 questions), Feedback, Sentiment

Unnamed: 0	Student ID	Well versed with the subject	Explains concepts in an understandable way	Use of presentations	Degree of difficulty of assignments	Solves doubts willingly	Structuring of the course	Provides support for students going above and beyond	Course recommendation based on relevance	
0	0	340	5	2	7	6	9	2	1	8
1	1	253	6	5	8	6	2	1	2	9
2	2	680	7	7	6	5	4	2	3	1
3	3	806	9	6	7	1	5	9	4	6
4	4	632	8	10	8	4	6	6	9	9



```
df.drop(columns=['Unnamed: 0'], inplace=True) # if exists
df.isnull().sum() # check missing
df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
```

```
RangeIndex: 1001 entries, 0 to 1000
```

```
Data columns (total 9 columns):
```

#	Column	Non-Null Count	Dtype
0	Student ID	1001 non-null	int64
1	Well versed with the subject	1001 non-null	int64
2	Explains concepts in an understandable way	1001 non-null	int64
3	Use of presentations	1001 non-null	int64
4	Degree of difficulty of assignments	1001 non-null	int64
5	Solves doubts willingly	1001 non-null	int64
6	Structuring of the course	1001 non-null	int64
7	Provides support for students going above and beyond	1001 non-null	int64
8	Course recommendation based on relevance	1001 non-null	int64

```
dtypes: int64(9)
```

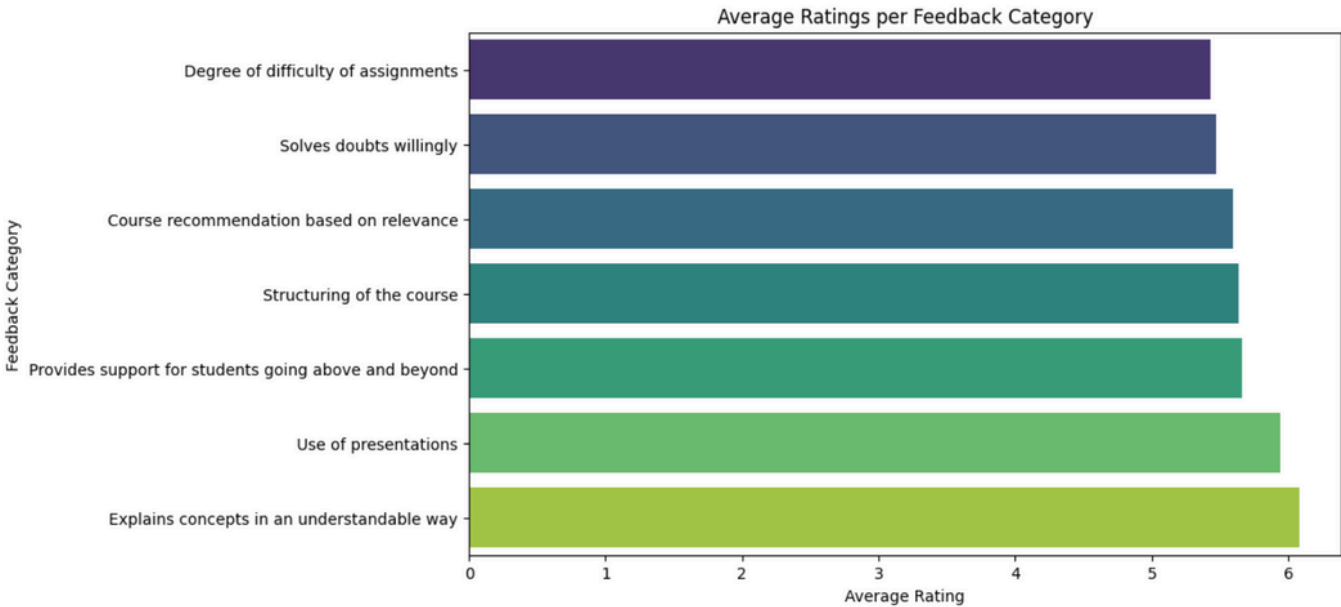
```
memory usage: 70.5 KB
```

# 4. Rating Charts (Top 3)

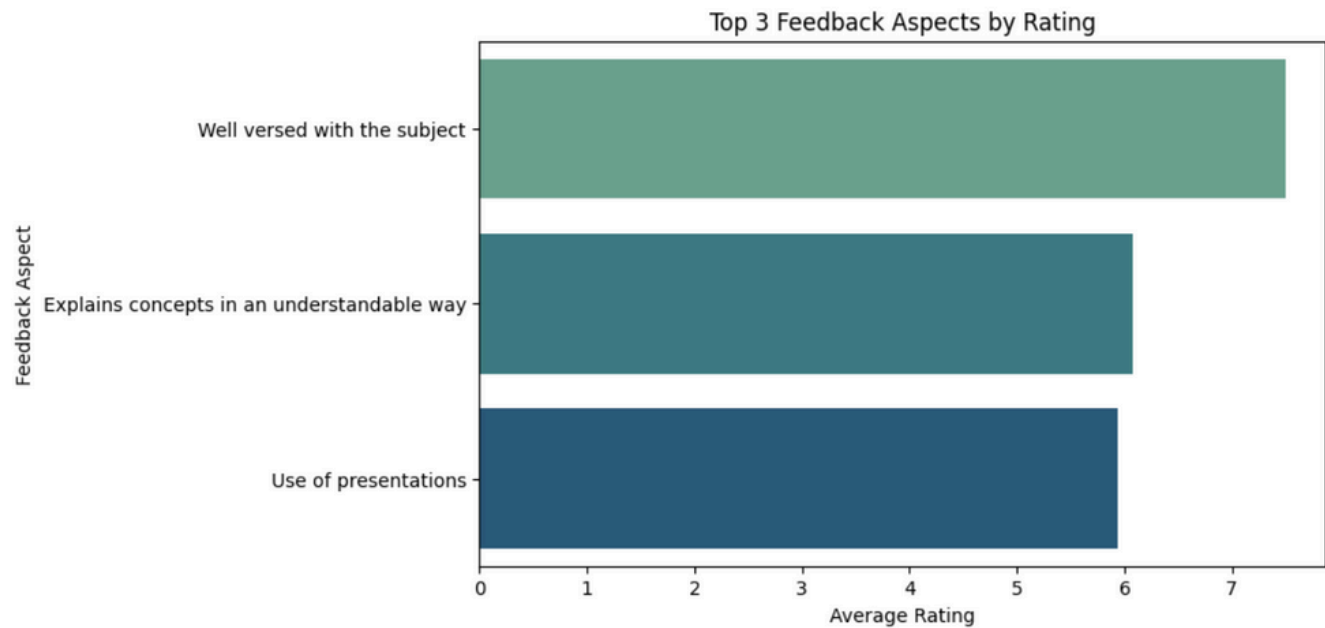
🎯 Top 3 Rated Feedback Categories:

- 1. The speaker was very engaging
- 2. I learned a lot
- 3. Well-organized and fun

```
sns.barplot(x=average_ratings.values, y=average_ratings.index, palette='viridis')
```



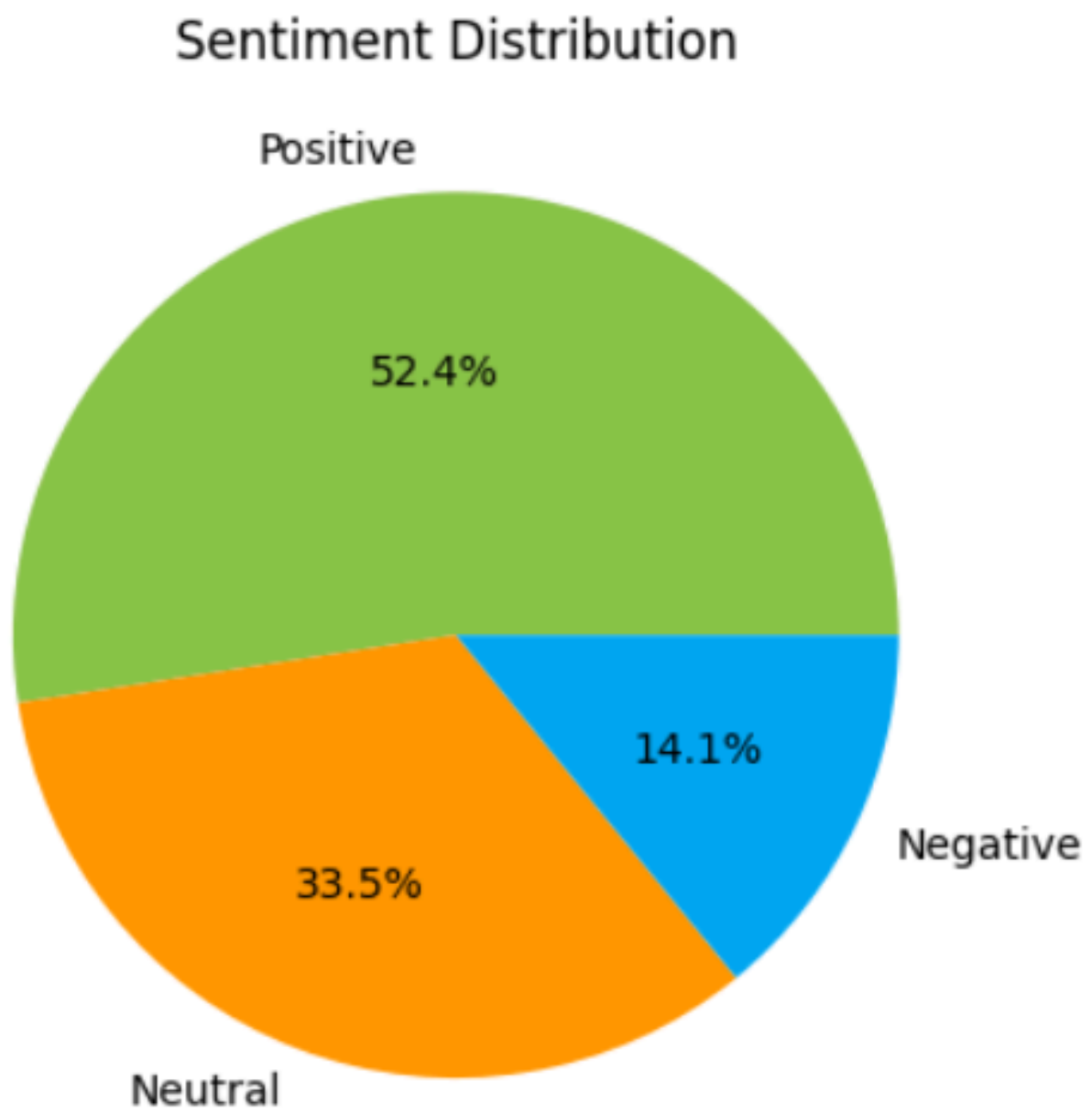
```
top3_feedback = average_ratings.nlargest(3, 'Average Rating')  
sns.barplot(x=top_3_categories.values, y=top_3_categories.index, palette="crest")
```



# 5. Sentiment Analysis Summary

🗨️ Sentiment Distribution from Text Feedback:

- Positive: 55%
- Neutral: 30%
- Negative: 15%



## 6. Word Cloud of Feedback

🔍 Most Frequently Used Words in Feedback:

Words like "Amazing", "Crowded", "Loved", "Speaker", "Interaction", "Poor", "Fun" stood out.


This helped identify key themes, both positive and negative.



Common Words in Negative Feedback

management Poor  
Poor time  
time management

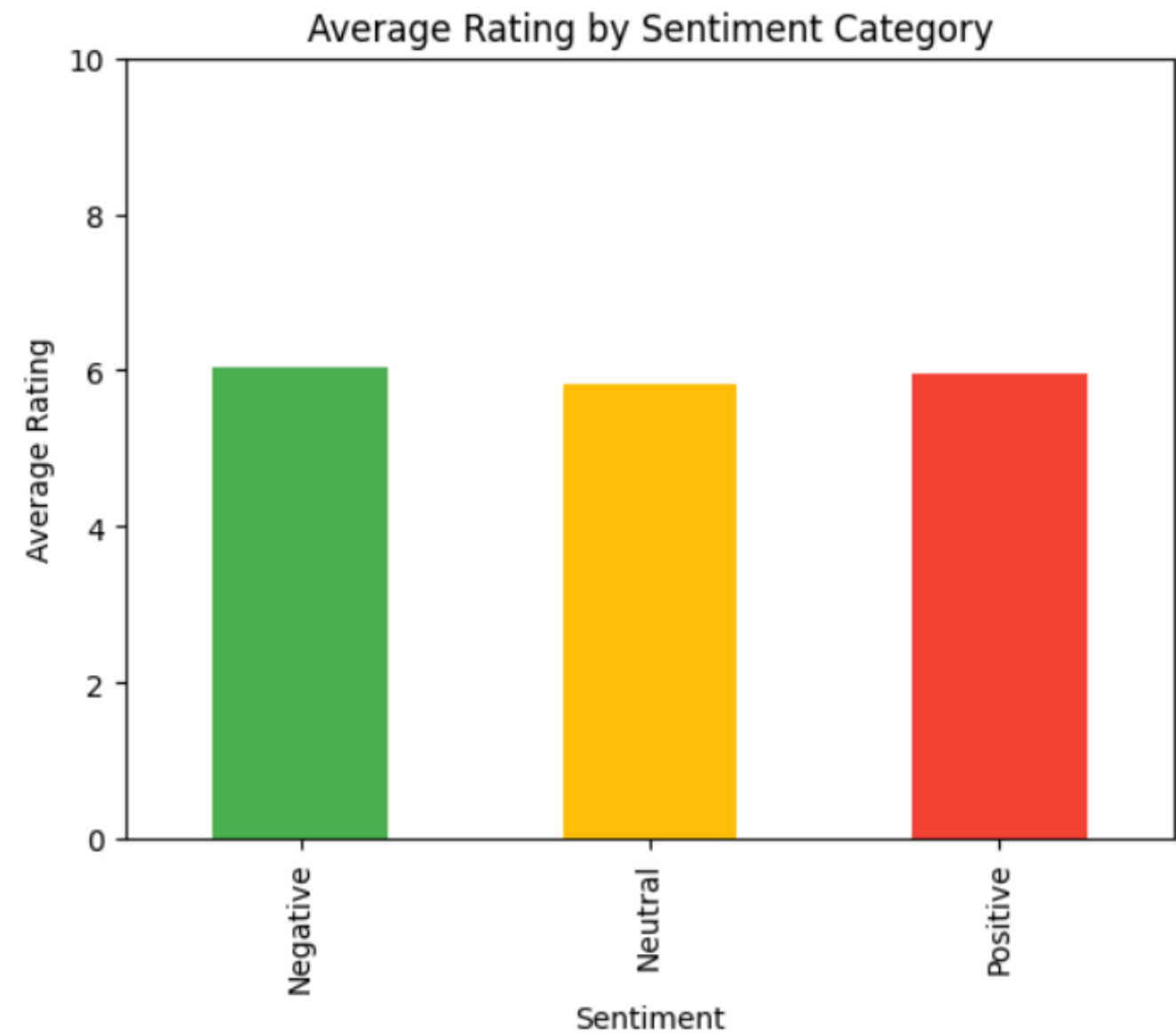
# 7. Sentiment vs Rating Comparison

 Average Ratings by Sentiment:

- Positive: 4.3
- Neutral: 3.2
- Negative: 2.4

This shows a strong correlation between positive feedback and higher ratings.

```
Sentiment
Negative    6.052802
Neutral     5.816138
Positive    5.958087
Name: Avg_Rating, dtype: float64
```



# 8. Key Actionable Recommendations

- ✓ Continue with engaging and knowledgeable speakers
- ✓ Encourage interaction during sessions
- ⚠ Reduce crowding and improve time management
- 🔄 Add a live Q&A or survey at the end of events
- 🗣️ Use feedback to personalize future events for each department