

Rubric for Consumer Sentiment Analysis

DS 4002 – Spring 2024 - Instructors: Javier Rasero and Harsh Anand

Individual Assignment

General Description: Submit a link to your github repo containing all of the necessary components of your case study organized by folder and described in the README.md file

Preparatory Assignments – Class lecture, articles provided in the folder, project on text analysis

Why am I doing this? The purpose of this assignment is to analyze consumer sentiment related to a specific product line and evaluate its impact on consumer engagement and satisfaction. This involves investigating how positive and negative sentiments influence perceptions of helpfulness among customers, as well as providing actionable recommendations to guide business strategies.

- Course Learning Objective: Text Analysis Model
- Course Learning Objective: Present findings concisely and succinctly

What am I going to do? Your task is to perform a sentiment analysis on a given dataset, focusing on customer reviews and feedback related to a new product line. This analysis should assess the sentiment (positive, negative, or neutral) and evaluate its influence on the rate of helpfulness. The results should contribute to a deeper understanding of consumer behavior and inform strategic decisions.

Tips for success:

- Talk to the instructors.
- Remember to put yourself in the shoes of an analyst who needs to keep consumers satisfied.
- Plan out a timeline and stick to it
- When you run into errors or questions, the professor, TA, classmates, and the internet are all at your fingertips
- Read the coding document provided for you as a resource to know how to start your model.

How will I know I have Succeeded? You will meet expectations when you follow the criteria in the rubric below.

Formatting	1) Repository: a github repo containing the following: <ul style="list-style-type: none">- README.md- LICENSE- DATA folder- SCRIPTS folder- RECOMMENDATION pdf

	- OUTPUTS folder
README.md	<ul style="list-style-type: none"> • <u>Goal</u>: Provide context and background for the case study as well as an explanation of the organization of the repo as well as where everything can be found
DATA	<ul style="list-style-type: none"> • <u>Goal</u>: Include cleaned and final data set • There should be a DATA pdf file that acts as a data dictionary
SCRIPTS	<ul style="list-style-type: none"> • <u>Goal</u>: Contains all of the code used to create and deploy your model
RECOMMENDATION	<ul style="list-style-type: none"> • <u>Goal</u>: Communicate findings effectively <ul style="list-style-type: none"> o Pdf document with your final recommendation and a visual that supports your conclusion
OUTPUTS	<ul style="list-style-type: none"> • <u>Goal</u>: Include all relevant figures and outputs
LICENSE	<ul style="list-style-type: none"> • <u>Goal</u>: Explain to the users what terms they may replicate and share your work <ul style="list-style-type: none"> o Note: MIT License is recommended

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