THE CHEESECAKE FACTORY CUSTOMER REVIEW SENTIMENTAL ANALYSIS

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In the world of text mining and web-analytics, and that too specifically in the field of review analysis, we barely get any structured data by scraping it. One of the main challenges here is to labialize the data to apply the effective methods of sentimental analysis based on customers reviews. Nevertheless, due to the decent variety of normal dialect, it's hard to analyze the quality specifically by the survey substance. Customers' input is critical for businesses, and social media, as a strong platform, may be utilized to improve and expand business chances if social media feedback is examined in a timely manner. The purpose of this project is to predict a review of the franchise 'The Cheesecake Factory' using two text mining methods based on reviews and deciding which outlet is better in comparison with the other for choosing their dine-in outlets accordingly. We have also checked for the overall performance by analyzing the ratings. Text mining's overall goal is to extract high-quality data and useful insights from text to help organizations make better decisions. Understanding the customer's feedback is beneficial for other potential customers to visit the restaurant more often. Moreover, restaurants can monitor their reputation and keeping a good ranking will attract more customers. Sentimental analysis allows you to decipher the subtleties in customer reviews and find the source of a problem (or a great experience). Rather than replying in the same way to every unfavorable review, sentiment analysis can help you develop a better answer.

Due to the growing volume of consumer feedback received by each outlet, we now require a tool to assess the feelings expressed in the feedback and to correlate our opinions with those of others. The analysis' outcome will inform us which outlet has a competitive advantage over the other. The goal of review analysis is to inform customers about the most recent changes to a restaurant and why they should choose one restaurant over another. Customers can use this information to determine which outlet stands out from the others. Sentiment analysis, often known as opinion mining, is a popular topic these days. It is a branch of research that examines people's feelings, attitudes, and emotions about specific entities. Based on our analysis, Cheesecake Factory's positive reviews are significantly high as compared to the negative reviews. As for the competitor's point of view, it can be observed that the positive reviews of Cheesecake Factory outperform the positive reviews of Olive Gardens using both Textblob & VADER Analyzers. Our project has a limitation of covering only a single location (New Jersey) & a single competitor. We feel our methodology is viable because it successfully compares the two outlets based on the customer's feedback & will enable the customer to choose the dine-in outlets more efficiently.