**Business insight report**

I performed a text analysis on customer reviews of fast food restaurants in the United States of America. I settled on 3 popular brands, McDonald’s, Starbucks and Subway where I analyzed the sentiment in the words and associations between the brands.

By comparing customer reviews from the three restaurants we find that consumers’ reviews are mostly based on their attitude and the way they felt, the action associated with feeling, and some factors causing the feeling when in the restaurants. Most reviews include the words; (love, win, enjoy, celebrate, happy, free, encourage). Other attributes of these restaurants that people mentioned mostly were; condition of the food such as cold, fresh and sweet. Other attributes of the comments illustrated the type of environment in the restaurants for instance; crowded, dark etc. Those customers that had negative opinions of the restaurants mentioned words like ‘virus’ which could be related to health risks of such crowded places, cold food, and the nature of the places annoyed consumers. These could be the negative parts of these restaurants that their owners and investors need to improve.

However people are more pleased with Starbucks as illustrated by the number of positive words as compared to negative ones, used as referenced to Starbucks. Customers were more elated by Starbucks and they mostly loved the food, the environment and the general reception, also they mentioned a lot about winning at Starbucks. The second place was Subway restaurant, and people are more excited about the free food at subway, the winning of prices and the support they received at the restaurant. Then McDonald’s came third and last in the list, where customers were more pleased with winning prices and also there were more congratulatory messages addressed to McDonald’s winners. For comparison among the three restaurants, the common positive review was ‘love’ and winning of prices. The restaurants attribute of awarding customers was highly applauded. Every restaurant had a unique negative review. And McDonald’s unique negative review was on fried food. In Starbucks the cold food was the unique negative attribute. In Subway the mention of a virus really got a lot of negative review and the also close was the crowded nature at Subway.

Based on the keyword analysis, Subway had the broadest customer base, with many positive customers as well as many negative reviews. The large proportion of customers of Subway love the services. In McDonald’s most customers were more concerned about winning or rather their comments revolved around winning and losing. In Starbucks customers are more satisfied with the service. The only attribute that annoyed customers at Starbucks apparently was ‘cold’ which could be attributed to cold food.