**Business insight report**

I performed a text analysis on customer reviews of fast-food restaurants in the United States of America. I settled on three popular brands, McDonald's, Starbucks and Subway, where I analyzed the sentiment in the words and comparisons 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 most were; condition of the food such as cold, fresh and sweet. Other characteristics of the comments showed 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 overcrowded places, cold food, and the nature of the sites 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 a reference to Starbucks. Customers were pleased by Starbucks, and they mostly loved the food, the environment and the general reception. Also, they mentioned a lot about winning prizes at Starbucks. The second place was taken by Subway restaurant, and people are more excited about the free food at subway, the winning of prizes and the support they received at the restaurant. Then McDonald’s came third and last in the list, where customers were more pleased with prizes also, and there were more congratulatory messages addressed to McDonald's winners. For comparison among the three restaurants, the prevailing positive review was ‘love’ and winning of prizes. The restaurant's attribute of awarding customers was highly applauded. McDonald's exclusive negative review was on fried food. In Starbucks, the cold food was the unique negative attribute. In Subway, the mention of a virus and the crowded nature at Subway got a lot of negative reviews.

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