

Yelpalyzer: SENTIMENT ANALYSIS ON YELP'S REVIEW DATA

Author: Yisheng Cai '16

Advisor: Prof. Ralph Morelli

Abstract

The power of computer technology is not only mimicking human brain activities, but also analyzing what human brain cannot process. Natural Language Processing is one of the newest fields of computer science and it provides quantitative insights into big data. In this project, the machine utilizes Natural Language Processing to train itself over user sentiments behind Yelp reviews on restaurants. Once fully trained, the machine will be able to understand reviews and predict a numerical ratings for future reviews. Using this technology, statisticians or data scientists can aggregate sentiment behind Tweets, Facebook posts, or any comments on the Internet. Application of the algorithm can include financial market prediction, user feedback analysis, or speech recognition.