\*\*README\*\*

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### 1. \*\*yellowpages\_33604\*\*

\*\*Description\*\*: This file contains all business information gathered from Yellow Pages for ZIP code 33604. It includes:

- Business Name

- Phone Number

- Address

- Other relevant details and additional information.

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### 2. \*\*Google\_Business\_Data\_with\_reviews\_33604\*\*

\*\*Description\*\*: This zipped folder contains CSV files and TXT files:

- \*\*CSV Files\*\*: Sorted by category, each file contains business information such as:

- Business Name

- Address

- Rating

- Review Count

- Other business-related details and supplementary data.

- \*\*TXT Files\*\*: Each file contains reviews for a specific business, named after the business to facilitate identification.

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### 3. \*\*Emotion+Sentiment\_results\_33604.csv\*\*

\*\*Description\*\*: Results of emotion and sentiment analysis conducted on business reviews. Key insights include:

- Depicted emotions in reviews

- Sentiment scores

- Performance insights for businesses based on customer feedback and extended insights.

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### 4. \*\*logistic\_regression\_33604.xlsx\*\*

\*\*Description\*\*: Contains results of logistic regression analysis aimed at predicting business closure. Key components:

- \*\*Current Status\*\*: Actual status of the business (open/closed)

- \*\*Predicted Status\*\*: Status predicted by the logistic regression model

- Additional sheets with:

- Prediction accuracy

- Variable importance factors

- Detailed regression metrics and comprehensive metrics.

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This README file provides a clear overview of the included files, their content, and their purpose. Ensure proper organization and accessibility to facilitate analysis.