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Yelp API

For this assignment I wanted to look at restaurants that happen to sell sushi and see what might cause a restaurant to be rated positively or negatively. I used the yelp API to find some restaurants in El Paso that sell sushi and sorted them by ratings. I planned to do a sentiment analysis on the three reviews we are allowed by yelp from 7 different restaurants. Doing so allows us to see what in a review causes a person to rate a store positively or negatively. With sentiment analysis we can use keywords to see how a person writing a review can be feeling at the time.

The biggest factors for negative reviews I saw while analyzing data are the quality of the food and the atmosphere of the restaurant. A great example would be the restaurant Koze. There were 2 reviews rating it negatively because of how filthy the restaurant was and how the quality of the food has gone down.

The biggest factors for a positive review were service and good quality food.

The restaurant Riyoma had 2 reviews greatly emphasizing how good the quality of the food was. In the restaurant Hamachi all the reviews praised the quality of the food and one of the reviews likened the service to the great quality of the food.

For restaurants I believe that the quality of the food and how the presentation of the restaurant is what will affect the sentiment of reviewers and customers.