

Yelp API can offer insights into the performance of a business. In this Code, I performed a sentiment analysis on the Yelp reviews for sushi restaurants in Hawaii. I also sorted by ratings with a limit of 20. From this data, you can see if users leave negative, neutral, or positive reviews which is essential to the business. From the list of 20 sushi restaurants in Hawaii with high ratings given by my established parameters, I selected the first one to examine their reviews. I was able to print out reviews and then print if the sentiment analysis deemed the overall review as negative, neutral, or positive as seen below.

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Name: alias, dtype: object
{'id': 'eYC9d2-9bx9r1Wg2E8GMFQ', 'url': 'https://www.yelp.com/biz/rb-sushi-honolulu?adjust_creative=e8zAjGIo1ZgggUK9Xy7BeA&hrid=eYC9d2-9bx9r1Wg2E8GMFQ&utm_campaign=yelp_api_v3&utm_medium=api_v3_business_reviews&utm_source=e8zAjGIo1ZgggUK9Xy7BeA', 'text': 'Looooove RB! \n\nJason is such a talented chef, very knowledgeable and so personable! \n\nThe omakase was phenomenal! I love how intimate the setting is and...', 'rating': 5, 'time_created': '2023-03-25 15:38:04', 'user': {'id': 'TDUR1JLVCRrEeLqf3fr3MXA', 'profile_url': 'https://www.yelp.com/user_details?userid=TDUR1JLVCRrEeLqf3fr3MXA', 'image_url': 'https://s3-media1.fl.yelpcdn.com/photo/xVU4monw9uwjE5D99pb71Q/o.jpg', 'name': 'Alli O.'}}
Neutral
{'id': 'jTwoN--s0p9FNrgY4Zis9w', 'url': 'https://www.yelp.com/biz/rb-sushi-honolulu?adjust_creative=e8zAjGIo1ZgggUK9Xy7BeA&hrid=jTwoN--s0p9FNrgY4Zis9w&utm_campaign=yelp_api_v3&utm_medium=api_v3_business_reviews&utm_source=e8zAjGIo1ZgggUK9Xy7BeA', 'text': 'If you love sushi and you're traveling to Honolulu, be sure to make a reservation at this restaurant. They have about 10 counter seats (and 4 four-seater...', 'rating': 5, 'time_created': '2022-12-19 09:50:50', 'user': {'id': '_0N1SdKB7hki1aEIVbE1YQ', 'profile_url': 'https://www.yelp.com/user_details?userid=_0N1SdKB7hki1aEIVbE1YQ', 'image_url': 'https://s3-media1.fl.yelpcdn.com/photo/wRo6enlqcpaGtrEiHPYZFw/o.jpg', 'name': 'Thuy H.'}}
Neutral
{'id': '00NcwKLEaV3vj100U1waJg', 'url': 'https://www.yelp.com/biz/rb-sushi-honolulu?adjust_creative=e8zAjGIo1ZgggUK9Xy7BeA&hrid=00NcwKLEaV3vj100U1waJg&utm_campaign=yelp_api_v3&utm_medium=api_v3_business_reviews&utm_source=e8zAjGIo1ZgggUK9Xy7BeA', 'text': 'I was yelping around looking for a omakase place to treat my man out for his bd when we're here in Waikiki, RB sushi popped up with all 5 stars 76 reviews...', 'rating': 5, 'time_created': '2022-10-29 13:48:14', 'user': {'id': 'uVDYH2HrRvRPbf8BFPpBEA', 'profile_url': 'https://www.yelp.com/user_details?userid=uVDYH2HrRvRPbf8BFPpBEA', 'image_url': 'https://s3-media2.fl.yelpcdn.com/photo/sbfQsqkg0hbZvaZJ3rAoKg/o.jpg', 'name': 'Hong L.'}}
Neutral
PS C:\Users\asquesada\OneDrive - University of Texas at El Paso\Documents\code-10---yelp-api-text-analysis-alyssaquesada> |
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From the results we can conclude that the reviews seen for RB Sushi are neutral. This can be interpreted as there is room for improvement within the business. A closer look can be given at the reviews for suggestions. However, because the ratings are 5 stars it shows the restaurant is still well regarded so change should be made with caution moving forward.