Code 10 Report

For our introduction on YelpAPI, if I were an upcoming store owner, I would like to see what it would it take to build a coffee shop here in El Paso, Texas. With the help of YelpAPI, I was able to look at the top 20 rated coffee places in El Paso, Texas. For my parameters I used “coffee” as my term to search on Yelp, “El Paso, TX” as my location to search for coffee places in El Paso, I then set my sort by as “rating” which would show me the top-rated coffee places in El Paso, and then I set the limit to “20” to show me the results of the 20 highest rated coffee place in El Paso. Using Pandas, I then queried my parameters to show me a list of results for the 20 highest rated coffee places in El Paso, TX. From the list of 20 coffee shops, I decided to use 2ten Coffee Roasters, Viejo Coffee, Café con Leche, Lucy’s Coffee Shop, and Amber’s Coffee Bar and I would look at each of the individual coffee shops’ reviews to see what I would need to do to build a coffee shop people would want to come to. From each of the coffee shops, I gathered 3 reviews from each shop, totaling in 15 total reviews I gathered for my research. I then used text analysis and separated the reviews into tokens, then filtered the tokens by “adjectives” and “nouns” to look at specific key-words that came up in these reviews of the coffee shops. I then implemented a sentimental analyzer to see how the different coffee shop reviews were rated on a scale of a “Negative”, “Neutral”, or a “Positive” review. I then gathered the averages of the negative, neutral, and positives scores from each of the coffee shop reviews and listed the averages onto my code repository. Using the text analysis, I then was able to use the tokens and sentimental analyzer to make a prediction as to what kind of coffee shop I would need to open in order to build a coffee shop here in El Paso, Texas.

Based on my results and research of my text analysis, I noticed the words “atmosphere”, “service”, “staff”, “vibes”, “friendly”, and “latte” were common nouns/adjectives associated with each of the coffee shops. As for the Sentimental analyzer, I noticed that most of the reviews were leaning more towards the neutral score and there were barely any negative reviews and little positive reviews. Meaning that most coffee shops were good serviceable coffee shops but were not necessarily fantastic or poor coffee shops. All for the exception of “Lucy’s Coffee Shop” who had a high average positive score with a score of “0.713” which is a significantly higher average positive score compared to the other coffee shops I tested with (scores can be seen on the code repository commented as “average sentiment scores”). So based on this research I decided to look at Lucy’s Coffee Shop’s reviews to see what made them different compared to the other coffee shops. What made Lucy’s Coffee shop different from the rest is that this coffee shop was equipped with a proper kitchen making breakfast along with the standard coffee-making equipment making it more accessible for customers to have a meal alongside having a delicious coffee. So, based on my text-analysis and sentimental analyzer, in order to create a successful coffee shop in El Paso, Texas. I would have to build a coffee shop with a great atmosphere inside of the shop, have great customer service, friendly staff, be able to serve and make lattes, with the addition of having a proper kitchen that serves breakfast for customers to enjoy a good meal along with their delicious coffee/latte.