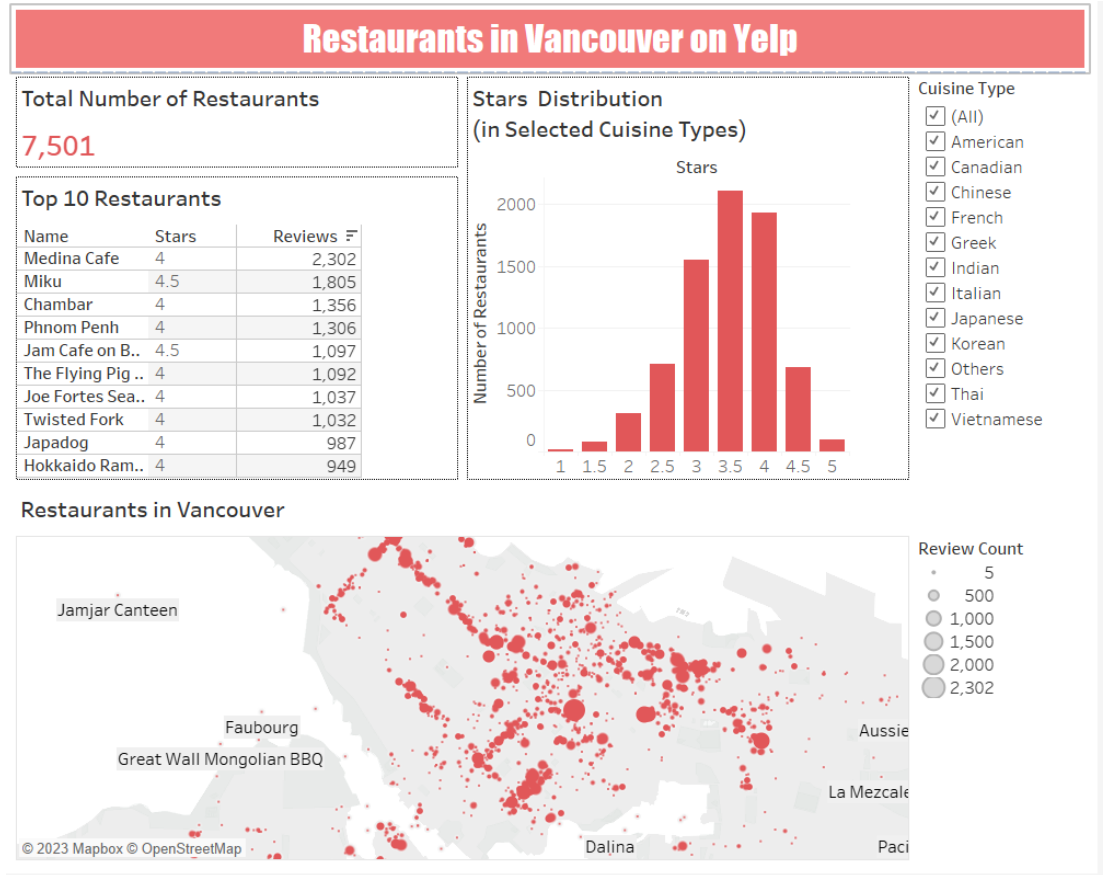


Assignment 2

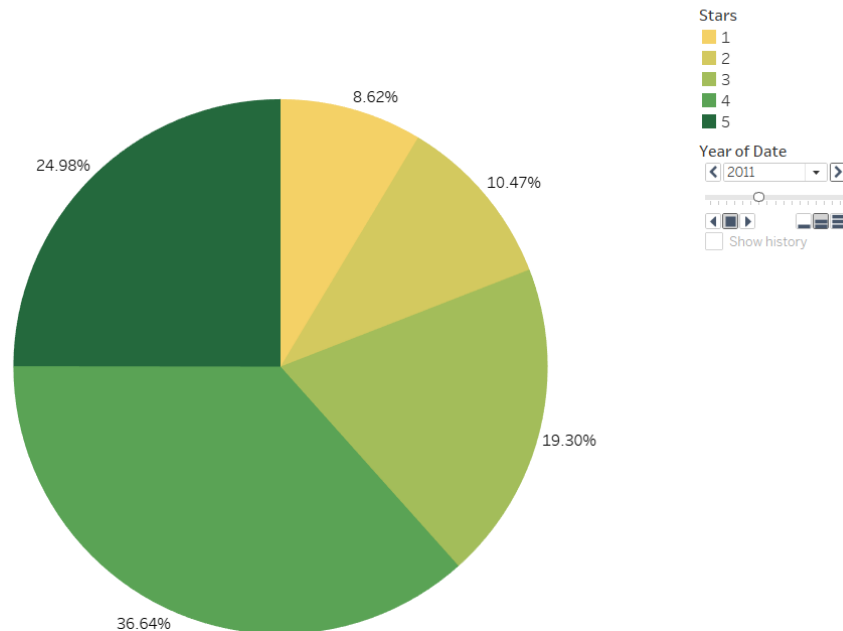
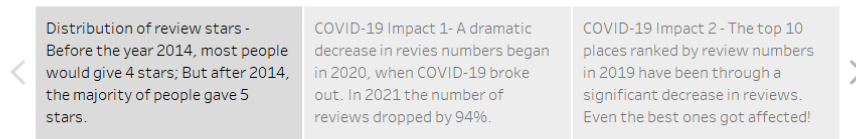
Wanlin (Cara) Zhou (37079019)

Part A: Restaurants Dashboard (8 points)

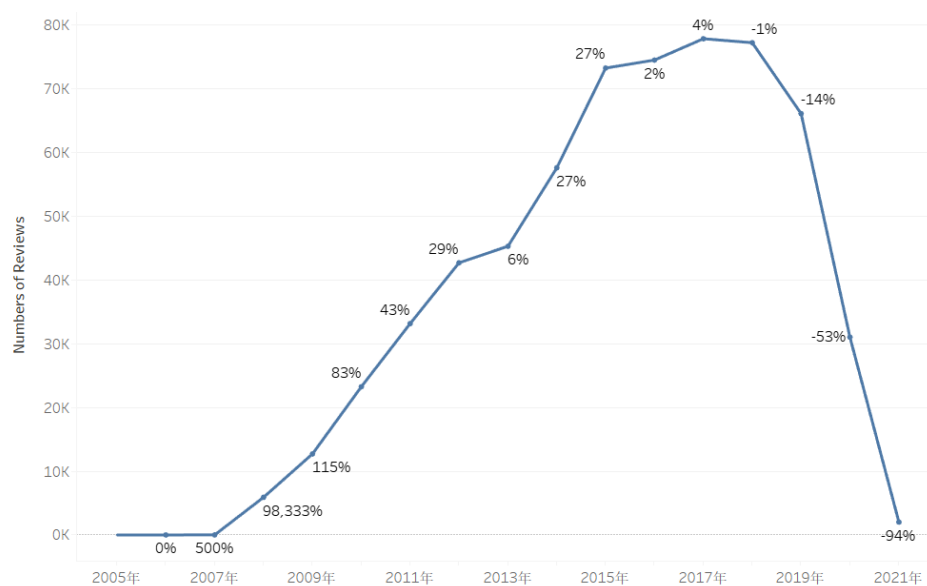
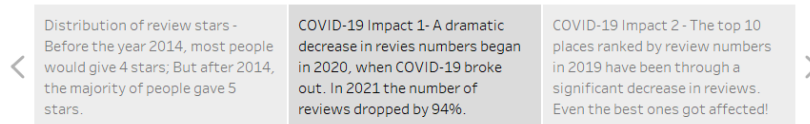


Part B: Review Dynamics Story Board

Yelp Reviews Story - Stars Distribution and COVID-19 Impact



Yelp Reviews Story - Stars Distribution and COVID-19 Impact



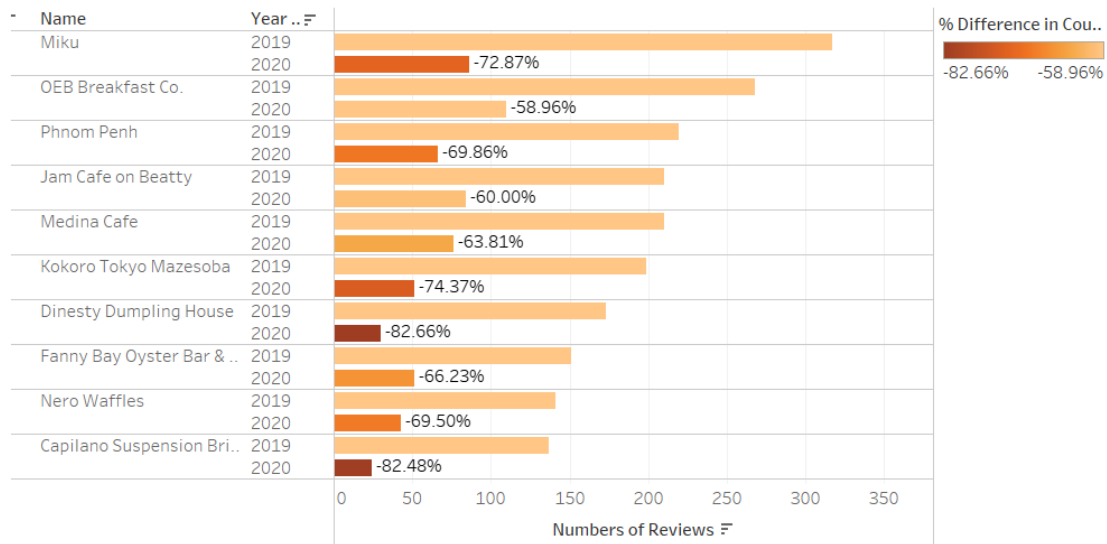
Yelp Reviews Story - Stars Distribution and COVID-19 Impact

< Distribution of review stars - Before the year 2014, most people would give 4 stars; But after 2014, the majority of people gave 5 stars.

COVID-19 Impact 1- A dramatic decrease in review numbers began in 2020, when COVID-19 broke out. In 2021 the number of reviews dropped by 94%.

COVID-19 Impact 2 - The top 10 places ranked by review numbers in 2019 have been through a significant decrease in reviews. Even the best ones got affected!

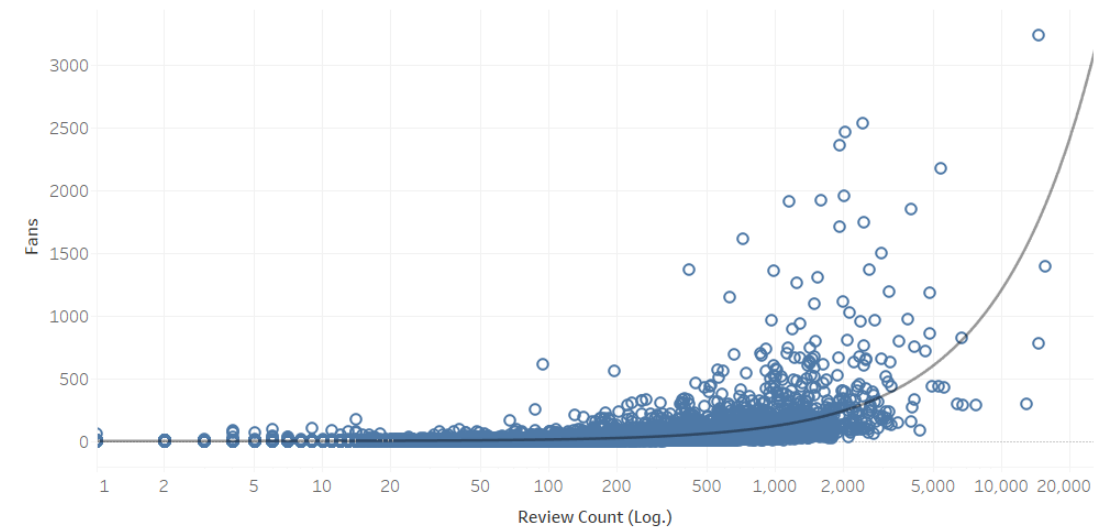
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Q3: Users Story Board

Yelp Users Story - How to Be An Influencer?

1. Write More Reviews! - From the plot we can see there is a significant positive correlation between the number of fans and review counts. However, there are some users who post many reviews and have relatively fewer fans. Check 2 for the reason >>>
2. Create valuable content! - Comparing the average feedback numbers for different fan-volume tiers, we notice that those who have more than 500 fans get more feedback for every review they post. People usually find their reviews useful.



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