

Factors of a Yelp Review and their Influence

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Executive Summary

This project proposes to perform a marketing analysis on Yelp's data combined with economic and demographic census and unemployment and inflation data and attempt to answer the questions below. We will conduct data exploration, data analyzation and presentation of the findings. The findings from this analysis will be valuable to business owners trying to improve their reputation.

Questions

1. What are some keywords for good reviews and bad reviews?
2. Is there a correlation between review score and length of review text?
3. What is the relationship between state income and ratings on expensive restaurants?
4. What is the relationship between state income and number of restaurants?
5. Is there a correlation between the number of categories and average score?
6. Are people who leave more reviews likely to be more critical than people who leave less reviews?
7. Does higher inflation result in less check-ins on Yelp?
8. Does lower unemployment result in more reviews on Yelp?
9. Can classification machine learning models be used to group or find patterns in businesses or reviews?