Factors of a Yelp Review and their Influence

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Executive Summary

Confronted with many options today, people often look at reviews to find insight on where to shop and eat. These reviews can have an impact on a business's reputation and overall success. We will perform a marketing analysis on Yelp's data combined with income and education data from the U.S. Census, as well as the unemployment rate. We will then present the findings to current and potential business owners. Factors such as user reviews, ratings, review scores, review length and categories will be used to find patterns and relationships to answer the following 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 median income and ratings on expensive restaurants?
4. What is the relationship between median 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 lower unemployment result in more reviews on Yelp?
8. Can classification machine learning models be used to group or find patterns in businesses or reviews?