

Data Scientist Role Play: Profiling and Analyzing the Yelp Dataset Coursera Worksheet

This is a 2-part assignment. In the first part, you are asked a series of questions that will help you profile and understand the data just like a data scientist would. For this first part of the assignment, you will be assessed both on the correctness of your findings, as well as the code you used to arrive at your answer. You will be graded on how easy your code is to read, so remember to use proper formatting and comments where necessary.

In the second part of the assignment, you are asked to come up with your own inferences and analysis of the data for a particular research question you want to answer. You will be required to prepare the dataset for the analysis you choose to do. As with the first part, you will be graded, in part, on how easy your code is to read, so use proper formatting and comments to illustrate and communicate your intent as required.

For both parts of this assignment, use this "worksheet." It provides all the questions you are being asked, and your job will be to transfer your answers and SQL coding where indicated into this worksheet so that your peers can review your work. You should be able to use any Text Editor (Windows Notepad, Apple TextEdit, Notepad ++, Sublime Text, etc.) to copy and paste your answers. If you are going to use Word or some other page layout application, just be careful to make sure your answers and code are lined appropriately. In this case, you may want to save as a PDF to ensure your formatting remains intact for you reviewer.

Part 1: Yelp Dataset Profiling and Understanding

1. Profile the data by finding the total number of records for each of the tables below:

- i. Attribute table =10,000
- ii. Business table =10,000
- iii. Category table =10,000
- iv. Checkin table = 10,000
- v. elite_years table =10,000
- vi. friend table = 10,000
- vii. hours table =10,000
- viii. photo table =10,000
- ix. review table = 10,000
- x. tip table = 10,000
- xi. user table =10,000

2. Find the total distinct records by either the foreign key or primary key for each table. If two foreign keys are listed in the table, please specify which foreign key.

- i. Business =10,000
- ii. Hours = 1562
- iii. Category =2643
- iv. Attribute = 1115
- v. Review = 8090
- vi. Checkin = 493
- vii. Photo = 6493
- viii. Tip = 3979
- ix. User = 10,000
- x. Friend = 11
- xi. Elite_years = 2780

Note: Primary Keys are denoted in the ER-Diagram with a yellow key icon.

3. Are there any columns with null values in the Users table? Indicate "yes," or "no."

Answer: NO

SQL code used to arrive at answer:

I have checked every column_name to verify that no record is NULL

```
SELECT *
FROM user
WHERE column_name IS NULL;
```

4. For each table and column listed below, display the smallest (minimum), largest (maximum), and average (mean) value for the following fields:

i. Table: Review, Column: Stars

min:	1	max:	5	avg:	3.7082
------	---	------	---	------	--------

ii. Table: Business, Column: Stars

min:	1.0	max:	5.0	avg:	3.6549
------	-----	------	-----	------	--------

iii. Table: Tip, Column: Likes

min:	0	max:	2	avg:	0.0144
------	---	------	---	------	--------

iv. Table: Checkin, Column: Count

min:	1	max:	53	avg:	1.9414
------	---	------	----	------	--------

v. Table: User, Column: Review_count

min:	0	max:	2000	avg:	24.2995
------	---	------	------	------	---------

5. List the cities with the most reviews in descending order:

SQL code used to arrive at answer:

```
SELECT city,SUM(review_count) AS Total_review
FROM business
GROUP BY city
ORDER BY Total_review DESC;
```

Copy and Paste the Result Below:

city	Total_review
Las Vegas	82854
Phoenix	34503
Toronto	24113
Scottsdale	20614
Charlotte	12523
Henderson	10871
Tempe	10504
Pittsburgh	9798

Montréal		9448	
Chandler		8112	
Mesa		6875	
Gilbert		6380	
Cleveland		5593	
Madison		5265	
Glendale		4406	
Mississauga		3814	
Edinburgh		2792	
Peoria		2624	
North Las Vegas		2438	
Markham		2352	
Champaign		2029	
Stuttgart		1849	
Surprise		1520	
Lakewood		1465	
Goodyear		1155	

+-----+-----+
(Output limit exceeded, 25 of 362 total rows shown)

6. Find the distribution of star ratings to the business in the following cities:

i. Avon

SQL code used to arrive at answer:

```
SELECT stars, COUNT(stars)
FROM business
WHERE city="Avon"
GROUP BY stars;
```

Copy and Paste the Resulting Table Below (2 columns - star rating and count):

stars	COUNT(stars)
1.5	1
2.5	2
3.5	3
4.0	2
4.5	1
5.0	1

ii. Beachwood

SQL code used to arrive at answer:

```
SELECT stars, COUNT(stars)
FROM business
WHERE city="Beachwood"
GROUP BY stars;
```

Copy and Paste the Resulting Table Below (2 columns - star rating and count):

stars	COUNT(stars)
2.0	1
2.5	1
3.0	2
3.5	2
4.0	1
4.5	2
5.0	5

7. Find the top 3 users based on their total number of reviews:

SQL code used to arrive at answer:

```
SELECT name,COUNT(review_count) AS Total_review
FROM user
GROUP BY name
ORDER BY Total_review DESC
LIMIT 3;
```

Copy and Paste the Result Below:

```
+-----+-----+
| name | Total_review |
+-----+-----+
| John |          102 |
| David |           90 |
| Chris |           74 |
+-----+-----+
```

8. Does posing more reviews correlate with more fans?

Please explain your findings and interpretation of the results:

ANS:

NO, posing more reviews have no correlation with more fans. AS seen from below table as reviews decreases there is no pattern increase/decrease in number of fans

```
+-----+-----+-----+
| name | Total_review | Total_fans |
+-----+-----+-----+
| John |          102 |          46 |
| David |           90 |           25 |
| Chris |           74 |           52 |
| Mike |           74 |          119 |
| Michael |          72 |           34 |
| Jennifer |          63 |           86 |
| Mark |           59 |          156 |
| Lisa |           58 |          207 |
| Melissa |          58 |          104 |
| Sarah |           55 |          100 |
| Alex |           54 |           22 |
| James |           48 |           86 |
| Jessica |          45 |          116 |
| Ryan |           45 |           24 |
| J |           43 |           13 |
| Michelle |          43 |          133 |
| Andrew |           41 |          114 |
| Kevin |           41 |           20 |
| Mary |           41 |           18 |
| Amanda |          40 |           26 |
| Ashley |          40 |           16 |
| Brian |          40 |           72 |
| Karen |          40 |          123 |
| Laura |          39 |           38 |
| Robert |          39 |            9 |
+-----+-----+-----+
```

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SQL CODE

```
SELECT name,
COUNT(review_count) AS Total_review,
SUM(fans) AS Total_fans
FROM user
GROUP BY name
ORDER BY Total_review DESC
```

9. Are there more reviews with the word "love" or with the word "hate" in them?

Answer: There are more reviews with word "love" than word "hate"

```
+-----+-----+
| Love | Hate |
+-----+-----+
| 1780 | 232 |
+-----+-----+
```

SQL code used to arrive at answer:

```
SELECT DISTINCT ( SELECT COUNT(*)
                   FROM review
                   WHERE text LIKE '%love%') AS Love,
(SELECT COUNT(*)
 FROM review
 WHERE text LIKE '%hate%') AS Hate
FROM review ;
```

10. Find the top 10 users with the most fans:

SQL code used to arrive at answer:

```
SELECT name, fans
FROM user
ORDER BY fans DESC
LIMIT 10;
```

Copy and Paste the Result Below:

```
+-----+-----+
| name   | fans |
+-----+-----+
| Amy    | 503  |
| Mimi   | 497  |
| Harald | 311  |
| Gerald | 253  |
| Christine | 173 |
| Lisa   | 159  |
| Cat    | 133  |
| William | 126  |
| Fran   | 124  |
| Lissa  | 120  |
+-----+-----+
```

11. Is there a strong relationship (or correlation) between having a high number of fans and being listed as "useful" or "funny?" Out of the top 10 users with the highest number of fans, what percent are also listed as "useful" or "funny"?

Key:

0% - 25% - Low relationship

26% - 75% - Medium relationship

76% - 100% - Strong relationship

SQL code used to arrive at answer:

```
SELECT name, fans, useful, funny
FROM user
ORDER BY fans DESC
LIMIT 10;
```

Copy and Paste the Result Below:

name	fans	useful	funny
Amy	503	3226	2554
Mimi	497	257	138
Harald	311	122921	122419
Gerald	253	17524	2324
Christine	173	4834	6646
Lisa	159	48	13
Cat	133	1062	672
William	126	9363	9361
Fran	124	9851	7606
Lissa	120	455	150

Please explain your findings and interpretation of the results:

- There is a low relationship between fans and useful or funny.
- 100% of the top 10 user having highest number of fans are useful as well as funny.

Part 2: Inferences and Analysis

1. Pick one city and category of your choice and group the businesses in that city or category by their overall star rating. Compare the businesses with 2-3 stars to the businesses with 4-5 stars and answer the following questions. Include your code.

i. Do the two groups you chose to analyze have a different distribution of hours?

Ans: yes, they have different distribution

For group having stars 2-3 and in city Las Vegas, 7 out of 14 have hours 11:00-0:00 and rest have 8:00-22:00

name	city	hours
Wingstop	Las Vegas	Monday 11:00-0:00
Wingstop	Las Vegas	Tuesday 11:00-0:00
Wingstop	Las Vegas	Friday 11:00-0:00
Wingstop	Las Vegas	Wednesday 11:00-0:00
Wingstop	Las Vegas	Thursday 11:00-0:00
Wingstop	Las Vegas	Sunday 11:00-0:00
Wingstop	Las Vegas	Saturday 11:00-0:00
Walgreens	Las Vegas	Monday 8:00-22:00
Walgreens	Las Vegas	Tuesday 8:00-22:00
Walgreens	Las Vegas	Friday 8:00-22:00
Walgreens	Las Vegas	Wednesday 8:00-22:00
Walgreens	Las Vegas	Thursday 8:00-22:00
Walgreens	Las Vegas	Sunday 8:00-22:00
Walgreens	Las Vegas	Saturday 8:00-22:00

SQL CODE

```
SELECT b.name,b.city,c.hours
FROM business b INNER JOIN hours c
ON b.id=c.business_id
WHERE b.city='Las Vegas'AND
(b.stars BETWEEN 2 AND 3)
```

For the group having 4-5 stars distribution of hours is extremely different from the other group

SQL CODE

```

SELECT b.name,b.city,c.hours
FROM business b INNER JOIN hours c
ON b.id=c.business_id
WHERE b.city='Las Vegas'AND
(b.stars BETWEEN 4 AND 5)
GROUP BY b.name

```

name	city	hours
Anthem Pediatrics	Las Vegas	Saturday 8:00-12:00
Big Wong Restaurant	Las Vegas	Saturday 10:00-23:00
Children's Dental Center	Las Vegas	Monday 7:30-17:00
Desert Medical Equipment	Las Vegas	Monday 8:00-17:00
Jacques Cafe	Las Vegas	Saturday 11:00-20:00
Motors & More	Las Vegas	Saturday 8:00-12:00
Red Rock Canyon Visitor Center	Las Vegas	Saturday 8:00-16:30
Sweet Ruby Jane Confections	Las Vegas	Saturday 10:00-19:00
Vue at Centennial	Las Vegas	Saturday 9:00-17:00

ii. Do the two groups you chose to analyze have a different number of reviews?
 Ans: Yes, both groups have different sum of reviews

For 2-3 star group

```

+-----+
| SUM(review_count) |
+-----+
|          15265 |
+-----+

```

SQL CODE

```

SELECT SUM(review_count)
FROM business
WHERE city='Las Vegas'AND
(stars BETWEEN 2 AND 3)

```

For 4-5 star group

```

+-----+
| SUM(review_count) |
+-----+
|          46952 |
+-----+

```

SQL CODE

```

SELECT SUM(review_count)
FROM business
WHERE city='Las Vegas'AND
(stars BETWEEN 4 AND 5)

```

iii. Are you able to infer anything from the location data provided between these two groups? Explain.

Ans:

- Most of lower stars business are in address of **** las vegas Blvd S and having postal code of 89109
 While for higher rating business most are in postal code 890** of **** las vegas Blvd S.
- Both low rating stars and high stars cities are clustered at around (36.1*,115.1*). So there is possibility of a market area in this region.

address	latitude	longitude	postal_code
3645 Las Vegas Blvd S	36.1143	-115.171	89109
3355 Las Vegas Blvd S	36.1221	-115.168	89162
8335 Las Vegas Blvd S	36.038	-115.173	89123
New York New York Hotel & Casino, 3790 Las Vegas Blvd S	36.103	-115.174	89109
915 S Rainbow Blvd	36.1611	-115.245	89145
6630 N Durango Dr, Ste 180	36.2813	-115.287	89149
1109 Western Ave	36.1584	-115.159	89102
3200 S Las Vegas Blvd	36.1275	-115.172	89109
860 East Twain, Ste 102	36.1193	-115.146	89169
3300 S Las Vegas Blvd	36.1245	-115.172	89109
7175 Spring Mountain Rd	36.1242	-115.248	89117
3993 Spring Mountain Rd	36.1264	-115.193	89102
6850 N Durango Dr, Ste 310	36.2858	-115.285	89149
410 S Rampart Blvd, Ste 330	36.1672	-115.286	89145
3700 W Flamingo Rd	36.1179	-115.187	89103
1251 S Maryland Pkwy	36.1563	-115.137	89104
4255 Spring Mountain Rd	36.1264	-115.198	89102
3000 Paradise Rd	36.1363	-115.151	89109
4055 Palos Verdes St.	36.1156	-115.151	89119
450 Fremont St, Ste 370	36.1701	-115.141	89101
3570 Las Vegas Blvd S	36.1162	-115.175	89019
2075 Festival Plaza Dr	36.149	-115.335	89135
1930 Village Center Cir	36.1944	-115.305	89134
4500 W Tropicana Ave	36.1027	-115.202	89103
3200 Las Vegas Blvd S	36.127	-115.168	89109

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SQL CODE

```
SELECT address,latitude,longitude,postal_code
FROM business
WHERE city='Las Vegas'AND
(stars BETWEEN 2 AND 3)
```

address	latitude	longitude	postal_code
	36.1699	-115.14	
7355 S Buffalo Dr, Ste 5	36.0559	-115.281	88113
	36.18	-115.14	88901
Great Basin Hwy	36.0124	-114.742	89005
32100 Las Vegas Blvd S	35.6157	-115.387	89019
	36.2145	-115.122	89030
	36.2608	-115.171	89031
	36.2137	-115.177	89032
	35.9209	-115.165	89044
14200 S Las Vegas Blvd	35.9365	-115.187	89054
315 S 7th St	36.1666	-115.139	89101
2202 W Charleston Blvd, Ste 7	36.154	-115.115	89102
4983 W Flamingo Rd, Ste A	36.1149	-115.21	89103
1219 S Main St	36.1568	-115.154	89104

625 S Grand Central Pkwy, Ste 1254	36.1654	-115.156	89106
4300 Meadows Ln	36.1725	-115.197	89107
5348 Vegas Dr	36.1886	-115.214	89108
3765 Las Vegas Blvd S	36.105	-115.172	89109
3571 Las Vegas Blvd	36.1162	-115.174	89110
	36.1	-115.07	89112
8425 W Windmill Ln	36.04	-115.275	89113
4375 Las Vegas Blvd N	36.24	-115.057	89115
3455 S Durango Dr, Ste 112	36.1272	-115.28	89117
5447 S Rainbow Blvd, Ste E6	36.0896	-115.243	89118
6005 S Las Vegas Blvd	36.0802	-115.171	89119

+-----+-----+-----+-----+

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SQL CODE

```
SELECT address,latitude,longitude,postal_code
FROM business
WHERE city='Las Vegas'AND
(stars BETWEEN 4 AND 5)
GROUP BY postal_code
```

2. Group business based on the ones that are open and the ones that are closed. What differences can you find between the ones that are still open and the ones that are closed? List at least two differences and the SQL code you used to arrive at your answer.

i. Difference 1:

- The average star ratings for closed business is 3.52 which is lower than open business 3.67

```
+-----+
|  AVG(stars) |
+-----+
| 3.67900943396 |
```

```
+-----+
|  AVG(stars) |
+-----+
| 3.52039473684 |
+-----+
```

- Similarly average number of review count for closed business is 23.19 and for open business is 31.75. which shows that business with good digital promotion survives more.

ii. Difference 2:

Comparing below observations for top 9 categories with covers 90 % of all categories.

Observations: 1) Food business has high survival rate 20/23=87%
 2) Medical health and home services has almost 100% survival rate
 3) Nightlife and bars has lowest survival business

category	categ_count	
Restaurants	71	
Shopping	30	
Food	23	
Nightlife	20	All category
Bars	17	
Health & Medical	17	
Home Services	16	
Beauty & Spas	13	
Local Services	12	

category	categ_count	
Restaurants	53	
Shopping	25	
Food	20	For open category
Health & Medical	16	
Home Services	15	
Beauty & Spas	12	
Nightlife	12	
Bars	11	
Active Life	10	
Local Services	10	

category	categ_count	
Restaurants	18	
Nightlife	8	
Bars	6	
Shopping	5	
American (New)	3	
American (Traditional)	3	For closed category
Event Planning & Services	3	
Food	3	
Desserts	2	
Gluten-Free	2	
Italian	2	
Japanese	2	
Local Services	2	

SQL code used for analysis:

```
SELECT AVG(stars)
FROM business
WHERE is_open=1;
```

```
SELECT AVG(stars)
FROM business
WHERE is_open=0;
```

```
SELECT category, COUNT(category) AS categ_count
FROM business b INNER JOIN category c
ON b.id=c.business_id
--WHERE is_open=1
GROUP BY category
ORDER BY categ_count DESC;
```

```
SELECT category, COUNT(category) AS categ_count
FROM business b INNER JOIN category c
ON b.id=c.business_id
WHERE is_open=1
```

```
GROUP BY category
ORDER BY categ_count DESC;
```

3. For this last part of your analysis, you are going to choose the type of analysis you want to conduct on the Yelp dataset and are going to prepare the data for analysis.

Ideas for analysis include: Parsing out keywords and business attributes for sentiment analysis, clustering businesses to find commonalities or anomalies between them, predicting the overall star rating for a business, predicting the number of fans a user will have, and so on. These are just a few examples to get you started, so feel free to be creative and come up with your own problem you want to solve. Provide answers, in-line, to all of the following:

- i. Indicate the type of analysis you chose to do:
Ans: Predicting the overall star rating of my newly open shopping store
- ii. Write 1-2 brief paragraphs on the type of data you will need for your analysis and why you chose that data:

Ans: I have opened a new shopping store. I want to know how much customer are happy with my service. This will give me an idea that how much I can expect a return to investment in future with this shopping store.

For this analysis, I am collecting attributes for shopping category. As most of the variables are categorical variable so, using linear regression would be cumbersome here. I would use a random forest algorithm to predict the overall rating for my store.

- 1) id (a reference attribute)
- 2) neighbourhood
- 3) City
- 4) latitude (1-7) Independent variable
- 5) longitude
- 6) state
- 7) Review count
- 8) stars (dependent variable)

iii. Output of your finished dataset:

id	neighborhood	city	latitude	longitude	state	review_count	stars
251VJgvtHMyvoRz-W6splw		Mesa	33.3906	-111.69	AZ	3	2.0
-iu4FxdfxN4rU4Fu9BjiFw		Strongsville	41.3141	-81.8207	OH	3	4.0
0t2yPpsbObqx88PRyLRUhq		Pittsburgh	40.4521	-80.165	PA	8	5.0
-ayZoW_iNDsunYXX_0x1YQ		Phoenix	33.4664	-112.018	AZ	15	3.5
15KgSGyazYR960nTLs5wDQ	University City	Charlotte	35.3167	-80.7405	NC	5	4.0
-uiBBVWI6tMDm2JfBzFrOw	The Annex	Toronto	43.6727	-79.4142	ON	6	4.5
1UPbt3BRYU8FmvtEBTXJZQ	South End	Charlotte	35.2026	-80.866	NC	6	3.5
0K2rKvqdBmiOAUtebcUohQ		Las Vegas	36.1357	-115.428	NV	32	4.5
-2HjuT4yjLZ3b5f_abD87Q		Charlotte	35.1727	-80.8755	NC	8	3.5
0V-I5TazN_FeeHg4oiXHDA		Stuttgart	48.7782	9.1684	BW	3	3.5
0NjV892hH8aymSGo75bpJg		Gilbert	33.3353	-111.76	AZ	4	2.0
0oDfGJPbqdsigRwIFM-RoQ		Chandler	33.3497	-111.858	AZ	4	5.0
1FYLIWicM9B9w8F235YKz5w		Tempe	33.408	-111.91	AZ	3	3.5
1hlwL5E035WQfB7Zb2mLUW		Chandler	33.3199	-111.81	AZ	7	5.0
-j4NsiRzSMrMk2N_bGH_SA		Chandler	33.3496	-111.892	AZ	5	4.0
-Eu04UHRqmGGyvyYRDY8-tg	Ohio City	Cleveland	41.4847	-81.7031	OH	723	4.5
-n27mJ_jQWGCuIukTvg9Mg	High Park	Toronto	43.6553	-79.4567	ON	26	4.5
-9y2L9qSbquKv18LzEOGdg	Southeast	Las Vegas	36.0994	-115.1	NV	11	3.5
2ZcKa9r9Pci3KZIWuyhP9A	Erindale	Mississauga	43.5489	-79.6502	ON	10	3.5
0JoJSub9w_KmONZrDzpFTg		Chandler	33.3052	-111.903	AZ	3	4.0
1q44aWEcdN7uRvA2l8xpvQ	Eastside	Las Vegas	36.1007	-115.091	NV	6	2.5

-tKN8LLme5IMC9AjzB9y9Q	Leith	Edinburgh	55.9586	-3.1717	EDH	6	3.5
2RhICgMZI6DK-t374VRoow		Las Vegas	36.0964	-115.187	NV	4	5.0
1KNJI4JT1lT2hsHZM_m28g		Phoenix	33.4944	-112.039	AZ	3	4.5
1BXyj0B-3hgODg1IFnIDVA	Yorkville	Toronto	43.6693	-79.3936	ON	4	4.0

(Output limit exceeded, 25 of 30 total rows shown)

iv. Provide the SQL code you used to create your final dataset:

```
SELECT id,neighborhood,city,latitude,longitude,state,review_count,stars
FROM business b INNER JOIN category c
ON b.id=c.business_id
WHERE category='Shopping'
```