# Yelp API Phase 1 ETL Project

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#### **BUSINESS PROBLEM**

## Hasta Spa Vista

We are looking to open a new spa, Hasta Spa Vista, and trying to decide where is the best geographical area for it. The spa industry is set firmly in the realm of luxury non-essential, as such we chose to look at a location that we felt would be amenable to this kind of business.

#### **ANALYSIS FOCUS**



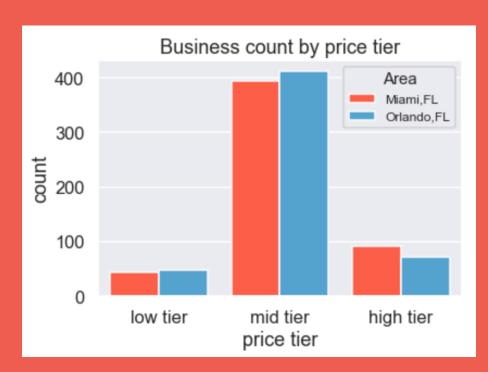


- 1) The analysis focuses on one thousand businesses within a 25 miles radius of the Miami (left) metro area city center and Orlando (right) metro area city center.
- 2)Using the available data from the Yelp API to identify the difference between these two locations to indicate the location with a higher chance of sustaining a new spa.

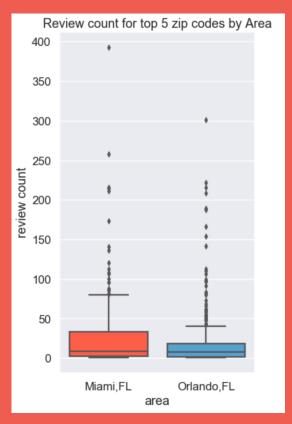


## Initial Findings

We began our analysis by looking at the available datapoint of price tier, rating, business density, categories, zip-code, and review count. Specifically, when it came to rating distribution, price tier distribution, and review counts, the difference between the two were negligible.



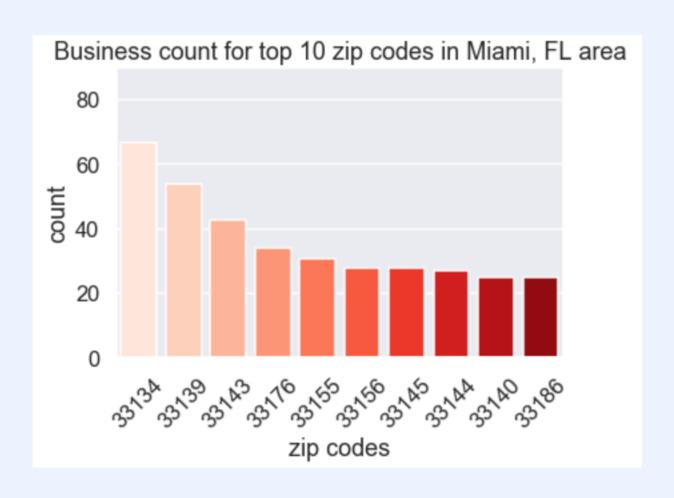


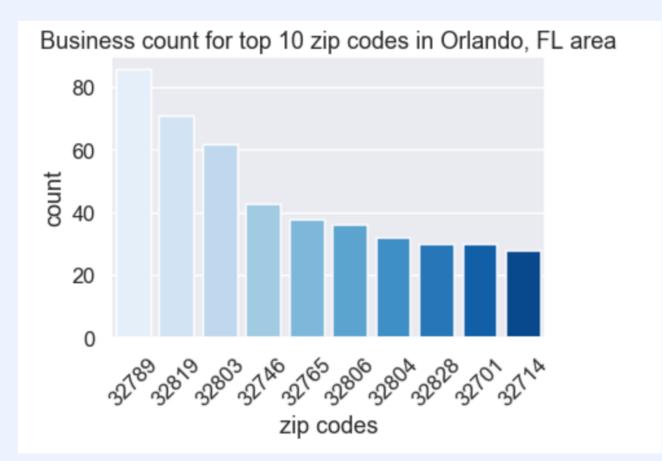




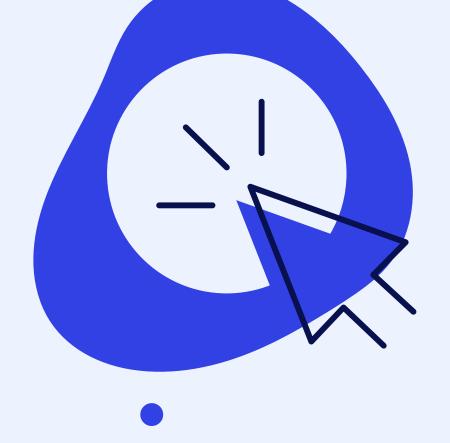


### **NARROWING DOWN**





As a result of how analogous our locations were decided to focus is on the zip-codes that already support an active spa industry.



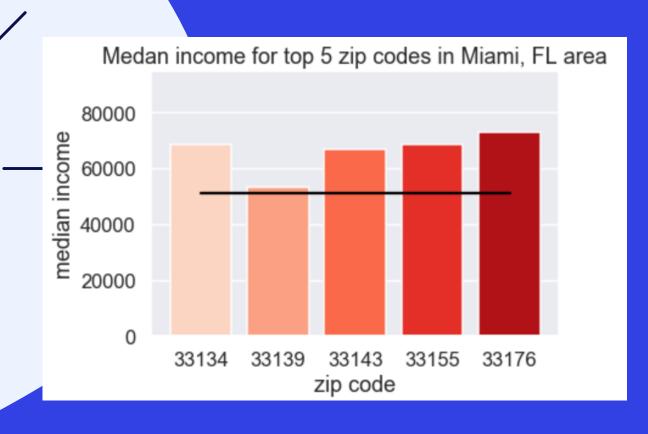
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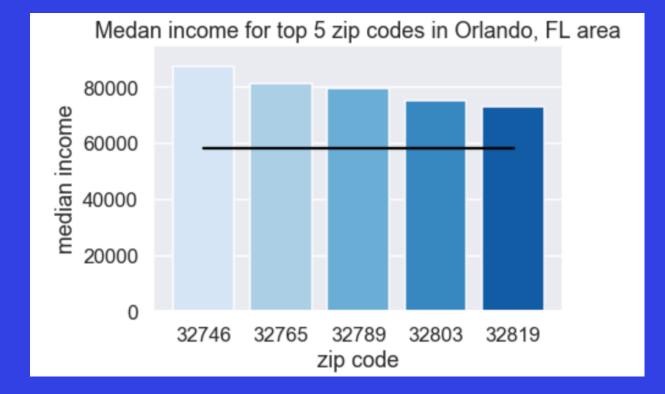


# Digging Deeper

We repeat our analysis using the top five densest zip-codes for each area. Upon doing made some interesting discoveries. This is where we started to note differences including room for growth in the high tier marker



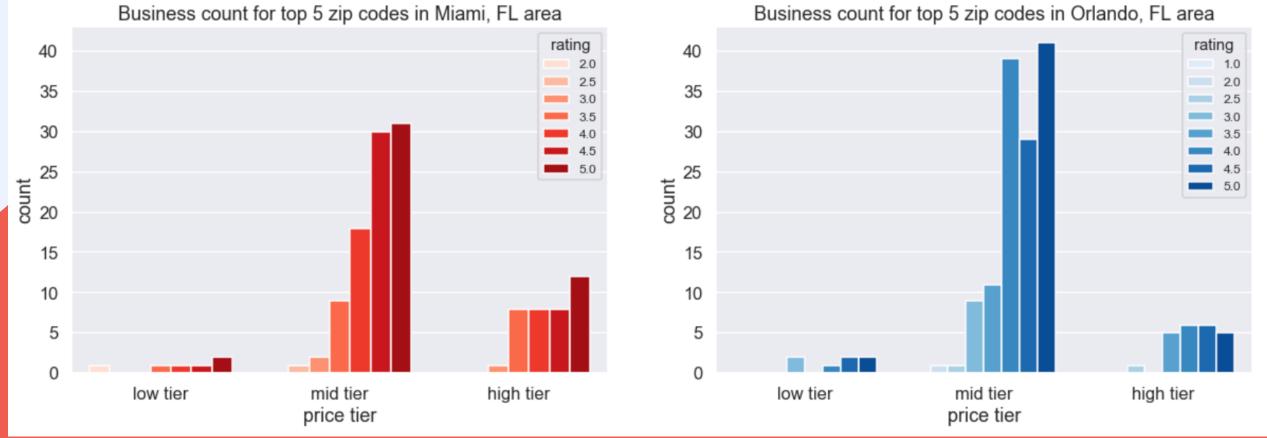
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## Room For Growth



The high median income and low density of high-end spas suggest that there is room for growth in both markets but more so in the Orlando subsect.



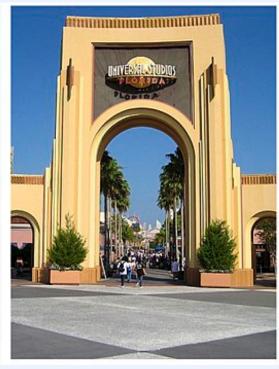




#### CONCLUSION









Miami and Orlando are very similar metro areas, which both currently support the bustling spa industry. However, while both locations show an opportunity for market growth in the high-end tier of the spa market, Orlando's higher average median income makes it a more viable option to open a new business.

