

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, AppleTextEdit, 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 = 10000
- ii. Business table = 10000
- iii. Category table = 10000
- iv. Checkin table = 10000
- v. elite_years table = 10000
- vi. friend table = 10000
- vii. hours table = 10000
- viii. photo table = 10000
- ix. review table = 10000
- x. tip table = 10000 10000
- xi. user table = 10000

- select count(*) from Attribute
- select count(*) from Business
- select count(*) from Category
- select count(*) from Checkin
- select count(*) from elite_years
- select count(*) from friend
- select count(*) from hours
- select count(*) from photo
- select count(*) from review
- select count(*) from tip
- select count(*) from user

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 = id: 10000
- ii. Hours = business_id: 1562
- iii. Category = business_id: 2643
- iv. Attribute = business_id: 1115
- v. Review = id:10000, business_id: 8090, user_id: 9581
- vi. Checkin = business_id: 493
- vii. Photo = id: 10000, business_id: 6493
- viii. Tip = user_id: 537, business_id: 3979
- ix. User = id: 10000
- x. Friend = user_id: 11
- xi. Elite_years = user_id: 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

count (null)
0

SQL code used to arrive at answer: select count(null) from user

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
<div><div></div><div>select min(stars) from review</div><div>select max(stars) from review</div><div>select avg(stars) from review</div></div>		

ii. Table: Business, Column: Stars

min:1	max:5	avg: 3.6549
<div><div></div><div>select min(stars) from Business</div><div>select max(stars) from Business</div><div>select avg(stars) from Business</div></div>		

iii. Table: Tip, Column: Likes

min:0	max:2	avg: 0.0144
<div><div></div><div>select min(Likes) from Tip</div><div>select max(Likes) from Tip</div><div>select avg(Likes) from Tip</div></div>		

iv. Table: Checkin, Column: Count

min:1	max: 53	avg: 1.9414
<div><div></div><div>select min(Count) from Checkin</div><div>select max(Count) from Checkin</div><div>select avg(Count) from Checkin</div></div>		

v. Table: User, Column: Review_count

min: 0	max: 2000	avg: 24.2995
<div><div></div><div>select min(Review_count) from User</div><div>select max(Review_count) from User</div><div>select avg(Review_count) from User</div></div>		

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

SQL code used to arrive at answer:

SELECT city, SUM(review_count) AS reviews FROM business GROUP BY city ORDER BY reviews DESC

Copy and Paste the Result Below:

city	reviews
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
Goodvear	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, SUM(review_count) FROM business where city='Avon' GROUP BY stars
```

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

stars	SUM(review count)
1.5	10
2.5	6
3.5	88
4.0	21
4.5	31
5.0	3

ii. Beachwood

SQL code used to arrive at answer:

```
SELECT stars, SUM(review_count) FROM business where city='Beachwood' GROUP BY stars
```

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

stars	SUM(review count)
2.0	8
2.5	3
3.0	11
3.5	6
4.0	69
4.5	17
5.0	23

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

SQL code used to arrive at answer:

```
SELECT id,name,review_count FROM user ORDER BY review_count DESC LIMIT 3
```

Copy and Paste the Result Below:

id	name	review count
-G7Zkl1wIWBBmD0KRy sCw	Gerald	2000
-3s52C4zL DHRK0ULG6qtg	Sara	1629
-8lbUNlXVS0XqaRRiHiSNq	Yuri	1339

8. Does posing more reviews correlate with more fans?

- SELECT name,review_count,fans,yelping_since FROM user ORDER BY fans DESC LIMIT 20

name	review count	fans	yelping since
Amy	609	503	2007-07-19 00:00:00
Mimi	968	497	2011-03-30 00:00:00
Harald	1153	311	2012-11-27 00:00:00
Gerald	2000	253	2012-12-16 00:00:00
Christine	930	173	2009-07-08 00:00:00
Lisa	813	159	2009-10-05 00:00:00
Cat	377	133	2009-02-05 00:00:00
William	1215	126	2015-02-19 00:00:00
Fran	862	124	2012-04-05 00:00:00
Lissa	834	120	2007-08-14 00:00:00
Mark	861	115	2009-05-31 00:00:00
Tiffanyv	408	111	2008-10-28 00:00:00
bernice	255	105	2007-08-29 00:00:00
Roanna	1039	104	2006-03-28 00:00:00
Angela	694	101	2010-10-01 00:00:00
.Hon	1246	101	2006-07-19 00:00:00
Ben	307	96	2007-03-10 00:00:00
Linda	584	89	2005-08-07 00:00:00
Christina	842	85	2012-10-08 00:00:00
Jessica	220	84	2009-01-12 00:00:00

Please explain your findings and interpretation of the results:

- Not only review_count correlate fans, but also yelping_since correlate fans

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

Answer: Love

SQL code used to arrive at answer:

- SELECT COUNT(*) FROM review WHERE text LIKE "%love%" 1780
- SELECT COUNT(*) FROM review WHERE text LIKE "%hate%" 232

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

SQL code used to arrive at answer:

- SELECT id,name,fans FROMuser ORDER BY fans DESC LIMIT 10

Copy and Paste the Result Below:

id	name	fans
-9I98YbNQnLdAmcYfb324Q	Amy	503
-8EnCioUmDygAbsYZmTeRQ	Mimi	497
--2vR0DIsmQ6WfcSzKWiqw	Harald	311
-G7Zkl1wIWBBmD0KRy sCw	Gerald	253
-0IiMAZI2SsQ7VmyzJjokQ	Christine	173
-g3XIcCb2b-BD0QBCcq2Sw	Lisa	159
-9bbDysuiWeo2VShFJJtcw	Cat	133
-FZBTkAZEXoP7CYvRV2ZwQ	William	126
-9da1xk7zgnnfO1uTVYGkA	Fran	124
-lh59ko3dxChBSZ9U7LfUw	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,review_count FROMuser ORDER BY useful DESC

Copy and Paste the Result Below:

name	fans	useful	funny	review count
Harald	311	122921	122419	1153
Gerald	253	17524	2324	2000
Susie	24	14703	3823	272
Fran	124	9851	7606	862
William	126	9363	9361	1215
.Hon	101	7850	5851	1246
W	4	6974	6033	198
Alan	44	5640	4567	80
Christine	173	4834	6646	930
Mike	65	4656	301	346

Please explain your findings and interpretation of the results:

- Yes, Strong Relationship, the more useful the more fans

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?

- The 4-5 star group seems to have shorter hours then the 2-3 star group.

ii. Do the two groups you chose to analyze have a different number of reviews?

- Yes, The 4-5 star group has shorter working hours but review count is more than 2-3 star group

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

- No, every business is in a different zip-code.

SQL code used for analysis:

99 Cent Sushi	5	Thursday 11:00-23:00	M5B 2E5	4	2-3 stars
Pizzaiolo	34	Thursday 9:00-23:00	M5H 1X6	4	2-3 stars
Edulis	89	Thursday 18:00-23:00	M5V	4	4-5 stars
Sushi Osaka	8	Thursday 11:00-23:00	M9A 1C2	4	4-5 stars

```

1 SELECT B.name,B.review_count,H.hours,postal_code,
2     CASE
3         WHEN hours LIKE "%MONDAY%" THEN 1
4         WHEN hours LIKE "%TUESDAY%" THEN 2
5         WHEN hours LIKE "%WEDNESDAY%" THEN 3
6         WHEN hours LIKE "%THURSDAY%" THEN 4
7         WHEN hours LIKE "%FRIDAY%" THEN 5
8         WHEN hours LIKE "%SATURDAY%" THEN 6
9         WHEN hours LIKE "%SUNDAY%" THEN 7
10    END AS ORD,
11    CASE
12        WHEN B.stars BETWEEN 2 AND 3 THEN '2-3 stars'
13        WHEN B.stars BETWEEN 4 AND 5 THEN '4-5 stars'
14    END AS RATING
15 FROM business B inner join hours H
16 ON B.id = H.business_id
17 INNER JOIN category C
18 ON C.business_id = B.id
19 WHERE (B.city == 'Toronto' AND C.category LIKE 'Restaurants')
20     AND (B.stars BETWEEN 2 AND 3 OR B.stars BETWEEN 4 AND 5)
21 GROUP BY stars,ORD
22 ORDER BY ORD,rating ASC
23

```

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:

- Open: $AVG(\text{review count}) = 31.757$ Closed: $AVG(\text{review count}) = 23.198$

ii. Difference 2:

- Open: $\text{AVG}(\text{stars}) = 3.679$ Closed: $\text{AVG}(\text{stars}) = 3.520$

SQL code used for analysis:

```
1 SELECT COUNT(DISTINCT(id)),
2         AVG(review_count),
3         SUM(review_count),
4         AVG(stars),
5         is_open
6 FROM business
7 GROUP BY is_open
8
```

COUNT(DISTINCT(id))	AVG(review_count)	SUM(review_count)	AVG(stars)	is_open
1520	23.1980263158	35261	3.52039473684	0
8480	31.7570754717	269300	3.67900943396	1

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:

Predicting whether a business will stay open or close. We wish not to explicitly examine the text of the reviews, but this would be an interesting analysis.

ii. Write 1-2 brief paragraphs on the type of data you will need for your analysis and why you chose that data:

To better help businesses understand the importance of different factors which will help their business stay open. Some data that may be important; number of reviews, star rating of business, hours open, and of course location. We will gather the latitude and longitude as well as city, state, postal_code, and address to make processing easier later on. Categories and attributes will be used to better distinguish between different types of businesses. `is_open` will determine which business is open and which business have closed (not hours) but permanently.

iii. Output of your finished dataset:

A set of handwriting practice lines. The first line contains a plus sign (+) at the beginning. The second line contains a plus sign (+) at the beginning. The third line contains a plus sign (+) at the beginning. The fourth line contains a plus sign (+) at the beginning. The fifth line contains a plus sign (+) at the beginning. The sixth line contains a plus sign (+) at the beginning. The seventh line contains a plus sign (+) at the beginning. The eighth line contains a plus sign (+) at the beginning. The ninth line contains a plus sign (+) at the beginning. The tenth line contains a plus sign (+) at the beginning. The eleventh line contains a plus sign (+) at the beginning. The twelfth line contains a plus sign (+) at the beginning. The thirteenth line contains a plus sign (+) at the beginning. The fourteenth line contains a plus sign (+) at the beginning. The fifteenth line contains a plus sign (+) at the beginning. The sixteenth line contains a plus sign (+) at the beginning. The seventeenth line contains a plus sign (+) at the beginning. The eighteenth line contains a plus sign (+) at the beginning. The nineteenth line contains a plus sign (+) at the beginning. The twentieth line contains a plus sign (+) at the beginning.

ID	Name	Address	City	State	Postal Code	Latitude	Longitude					
Monday Hours	Tuesday Hours	Wednesday Hours	Thursday Hours	Friday Hours	Saturday Hours	Sunday Hours	Categories					
Attributes	Is Open											
-0DET7VdEQOJVJ v6klEuq Flaming Kitchen 3235 York Regional Road 7 Markham ON L3R 3P9 43.8484 -79.3487 25 3.0 12:00-23:00 12:00-23:00 12:00-23:00 12:00-23:00 12:00-23:00 Asian Fusion, Restaurants RestaurantsTableService, GoodForMeal, Alcohol, Caters, HasTV, RestaurantsGoodForGroups, NoiseLevel, WiFi, RestaurantsAttire, RestaurantsReservations, OutdoorSeating, RestaurantsPriceRange2, BikeParking, RestaurantsDelivery, Ambience, RestaurantsTakeOut, GoodForKids, BusinessParking 1	-2HiuT4viLZ3b5f abD870 Freeman's Car Stereo 4821 South Blvd Charlotte NC 28217 35.1727 -80.8755 8 3.5 9:00-17:00 9:00-19:00 9:00-19:00 9:00-19:00 9:00-19:00 9:00-17:00 None Electronics, Shopping, Automotive, Car Stereo Installation BusinessesAcceptsCreditCards, RestaurantsPriceRange2, BusinessParking, WheelchairAccessible 1	-CdStAUdEvci8GeJG8owpQ Motors & More 2315 Highland Dr Las Vegas NV 89102 36.1465 -115.167 7 5.0 7:00-12:00 7:00-17:00 7:00-17:00 7:00-17:00 7:00-17:00 8:00-12:00 None Home Services, Solar Installation, Heating & Air Conditioning/HVAC BusinessesAcceptsCreditCards, BusinessAcceptsBitcoin, ByAppointmentOnly 1	-K4gAv8 vjx8-2BxkVerKa Baby Cakes 4145 Erie St Willoughbv OH 44094 41.6399 -81.4064 5 3.5 None 11:00-17:00 11:00-17:00 11:00-20:00 11:00-17:00 10:00-17:00 None Bakeries, Food BusinessesAcceptsCreditCards, RestaurantsTakeOut, WheelchairAccessible, RestaurantsDelivery 1	-PtTGvWscUL8tTutHr6Ew Snip-its Rocky River 21609 Center Ridge Rd Rocky River OH 44116 41.4595 -81.8587 18 2.5 10:00-17:30 10:00-19:00 10:00-19:00 10:00-19:00 10:00-19:00 9:00-17:30 10:00-16:00 Beauty & Spas, Hair Salons BusinessesAcceptsCreditCards, RestaurantsPriceRange2, GoodForKids, BusinessParking, ByAppointmentOnly 1	-ayZoWiNdSunYXX 0xlYQ Standard Restaurant Supply 2922 E McDowell Rd Phoenix AZ 85008 33.4664 -112.018 15 3.5 8:00-17:00 8:00-18:00 8:00-18:00 8:00-18:00 8:00-18:00 9:00-17:00 None Shopping, Wholesalers, Restaurant Supplies, Professional Services, Wholesale Stores BusinessesAcceptsCreditCards, RestaurantsPriceRange2, BusinessParking, BikeParking, WheelchairAccessible 1	-d9qyfNhLMQwVVg raBKeg What A Bagel 973 EGLinton Avenue W York ON M6C 2C4 43.6999 -79.4295 8 3.0 6:00-15:30 6:00-15:30 6:00-15:30 6:00-15:30 6:00-15:30 6:00-15:30 None Restaurants, Bagels, Breakfast & Brunch, Food NoiseLevel, RestaurantsAttire, RestaurantsTableService, OutdoorSeating 1	-hjbcaxaU9yXYX2ii-49sw Pinnacle Fencing Solutions Phoenix AZ 85060 33.4805 -111.997 13 4.0 8:00-None 8:00-16:00 8:00-16:00 8:00-16:00 8:00-16:00 8:00-16:00 None Home Services, Contractors, Fences & Gates BusinessesAcceptsCreditCards, ByAppointmentOnly 1	-iu4FxdfxN4rU4Fu9BjiFw Alterations Express 17240 Royalton Rd Strongsville OH 44136 41.3141 -81.8207 3 4.0 8:00-18:00 8:00-19:00 8:00-19:00 8:00-19:00 8:00-19:00 8:00-18:00 None Shopping, Bridal, Dry Cleaning & Laundry, Local Services, Sewing & Alterations BusinessParking, BusinessesAcceptsCreditCards, RestaurantsPriceRange2, BusinessAcceptsBitcoin, BikeParking, ByAppointmentOnly, WheelchairAccessible 1	-j4NsIRzSMrMk2NbGH SA Extra Space Storage 2880 W Elliot Rd Chandler AZ 85224 33.3496 -111.892 5 4.0 8:00-17:30 8:00-17:30 8:00-17:30 8:00-17:30 8:00-17:30 8:00-17:30 10:00-14:00 Home Services, Self Storage, Movers, Shopping, Local Services, Home Decor, Home & Garden BusinessesAcceptsCreditCards 1	-uibBVWI6tMDm2JfbZFroW Gussied Up 1090 Bathurst St Toronto ON M5R 1W5 43.6727 -79.4142 6 4.5 None 11:00-19:00 11:00-19:00 11:00-19:00 11:00-19:00 11:00-19:00 11:00-17:00 12:00-16:00 Women's Clothing, Shopping, Fashion BusinessesAcceptsCreditCards, RestaurantsPriceRange2, BusinessParking, BikeParking 1	0-aPEeNC2zvB5Gp-i7Ckaq Buddv's Muffler & Exhaust 1509 Hickory Grove Rd Gastonia NC 28056 35.2772 -81.06 4 5.0 8:30-15:00 8:30-17:00 8:30-17:00 8:30-17:00 8:30-17:00 9:00-15:00 None Automotive, Auto Repair BusinessesAcceptsCreditCards 1	0lxXe2m z048W5gcBFpoJA Five Guys 2641 N 44th St, Ste 100 Phoenix AZ 85008 33.478 -111.986 63 3.5 10:00-10:00-22:00 10:00-22:00 10:00-22:00 10:00-22:00 10:00-22:00 10:00-22:00 10:00-22:00 American (New), Burgers, Fast Food, Restaurants RestaurantsTableService, GoodForMeal, Alcohol, Caters, HasTV, RestaurantsGoodForGroups, NoiseLevel, WiFi, RestaurantsAttire, RestaurantsReservations, OutdoorSeating, BusinessesAcceptsC

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

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```

SELECT B.id,
       B.name,
       B.address,
       B.city,
       B.state,
       B.postal_code,
       B.latitude,
       B.longitude,
       B.review_count,
       B.stars,
       MAX(CASE
         WHEN H.hours LIKE "%monday%" THEN TRIM(H.hours, '%MondayTuesWednesThursFriSatSun|%')
       END) AS monday_hours,
       MAX(CASE
         WHEN H.hours LIKE "%tuesday%" THEN TRIM(H.hours, '%MondayTuesWednesThursFriSatSun|%')
       END) AS tuesday_hours,
       MAX(CASE
         WHEN H.hours LIKE "%wednesday%" THEN TRIM(H.hours, '%MondayTuesWednesThursFriSatSun|%')
       END) AS wednesday_hours,
       MAX(CASE
         WHEN H.hours LIKE "%thursday%" THEN TRIM(H.hours, '%MondayTuesWednesThursFriSatSun|%')
       END) AS thursday_hours,
       MAX(CASE
         WHEN H.hours LIKE "%friday%" THEN TRIM(H.hours, '%MondayTuesWednesThursFriSatSun|%')
       END) AS friday_hours,
       MAX(CASE
         WHEN H.hours LIKE "%saturday%" THEN TRIM(H.hours, '%MondayTuesWednesThursFriSatSun|%')
       END) AS saturday_hours,
       MAX(CASE
         WHEN H.hours LIKE "%sunday%" THEN TRIM(H.hours, '%MondayTuesWednesThursFriSatSun|%')
       END) AS sunday_hours,
       GROUP_CONCAT(DISTINCT(C.category)) AS categories,
       GROUP_CONCAT(DISTINCT(A.name)) AS attributes,
       B.is_open
FROM business B
INNER JOIN hours H
ON B.id = H.business_id
INNER JOIN category C
ON B.id = C.business_id
INNER JOIN attribute A
ON B.id = A.business_id
GROUP BY B.id

```