

Report for Google local visit prediction and category prediction

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1 Visit Prediction

1.1 Method Overview

The approach I took was basically trying to predict according to previous user activities and similarities between businesses, via a linear classification model.

1.2 Feature Vector

The feature vector designed is a 21-dimensional vector comprising of the following data.

1. The business's average rating. The higher it is, the more likely it will attract potential visitors.
2. The business's popularity, i.e. total times it was visited.
3. The user's activity level, i.e. total times the user visited businesses and left a review.