yelp®

Poster Story:
Based off of 2017 Yelp Business Data, I was trying to determine if the rating of a place on Yelp will impact the rate of place closures. Additionally, I wanted to determine the highest closing rate based on the ratings I selected.
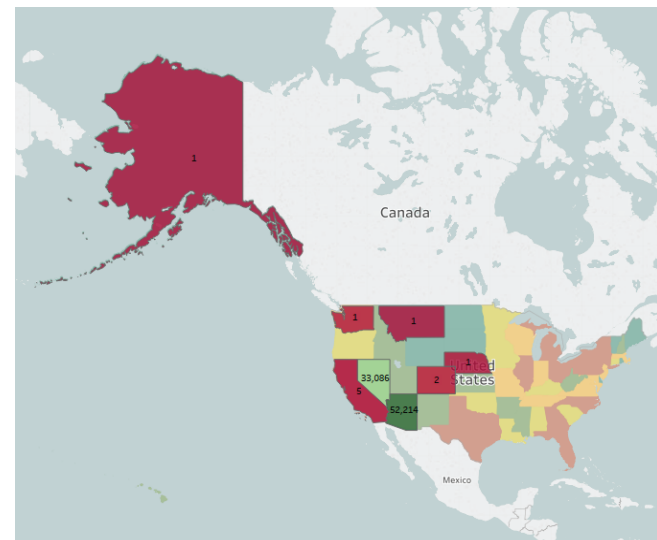
Motivation:
I expect places with a rating of 1 will have the highest closing rate.
I expect places with a rating of 5 will have the lowest closing rate.

Questions:
Do places close because of their rating on Yelp?
What rating has the lowest closing rate?
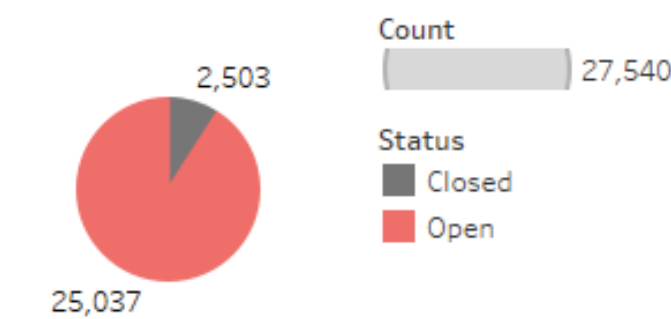*What rating has the highest closing rate?*

WEST
The most amount of places on the west coast is located in Arizona.
The least amount of places on the west coast include Alaska, Washington, Montana, and Nebraska.
Most of the places are located in south region of the west coast of the United States.

Data Description:
The data I chose to visualize is "Yelp Business Data" from 2017, which has been provided to us courtesy of the Faculty Assistants in class. There are 174,573 records with 3 attributes (State, Is_Open, and Stars).
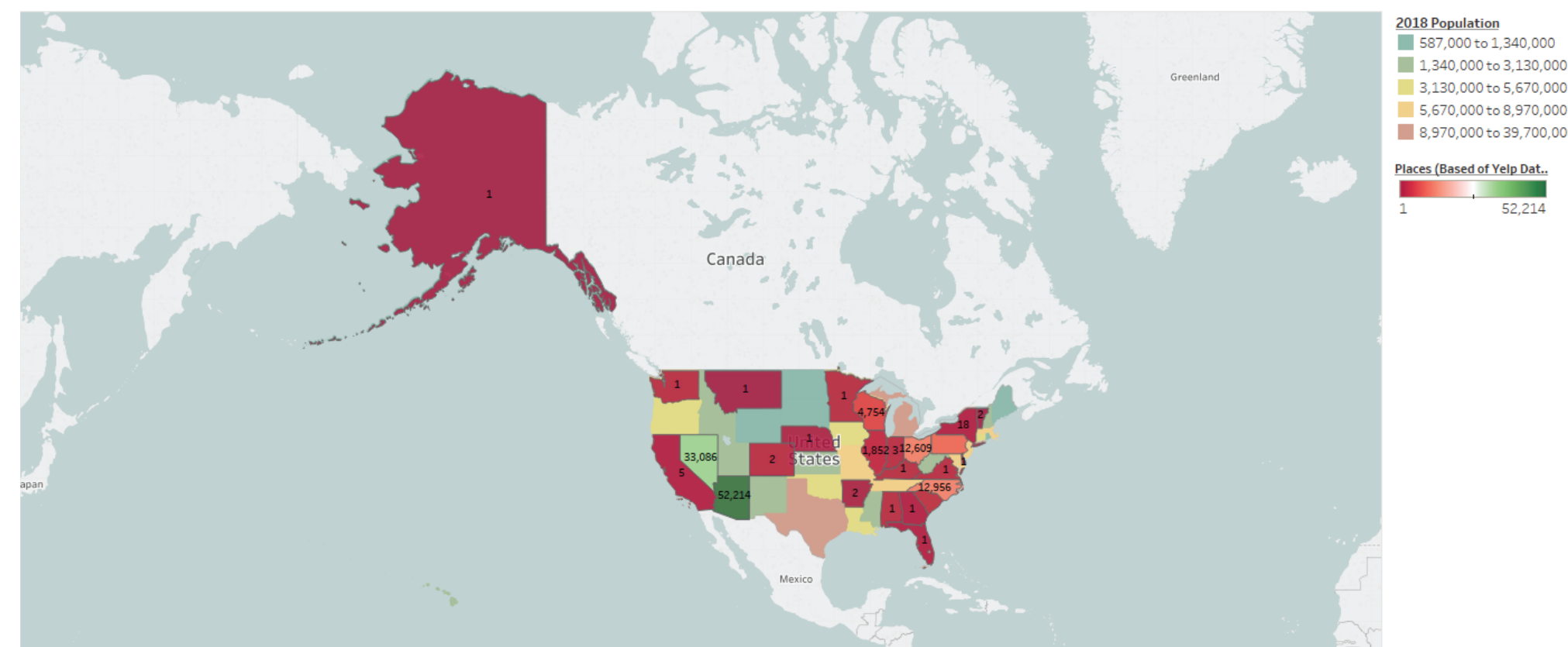
Note: Only places located within the United States of America were analyzed for this project.

Rating of 5:
There are a total of 27,540 records with a rating of 5.
2,503 places closed with a rating of 5.
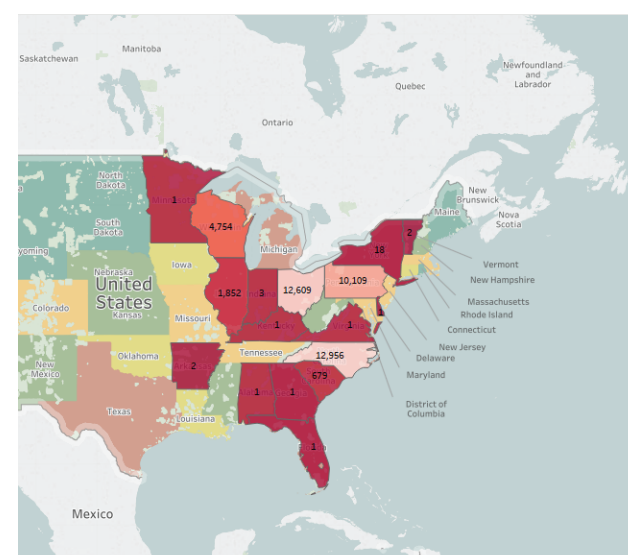About 9.08% places closed had a rating of 5.

2,503 | Count 27,540
Status: Closed / Open
25,037

Total Map of the Yelp Data

2018 Population
587,000 to 1,340,000
1,340,000 to 3,130,000
3,130,000 to 5,670,000
5,670,000 to 8,970,000
8,970,000 to 39,700,000

Places (Based off Yelp Dat...)
1 — 52,214

Based off the Yelp Data:
There are a total of 108,332 places that are open.
Most of the places that are open are located in the state of Arizona.
There are more than one state that has just one place open.

Open [Total] Map
Count of Is_Open 5 — 44,046
AZ | NV | NC | PA | WI | OH

Treemap of Places Closed

Closed [Total] Map
Count of Is_Open 5 — 6,169
AZ | NV | NC | PA | IL | OH | SC

Rating of 3:
There are a total of 23,142 records with a rating of 3.
4,822 places closed with a rating of 3.
About 20.83% places closed had a rating of 3.

4,822 | Count 23,142
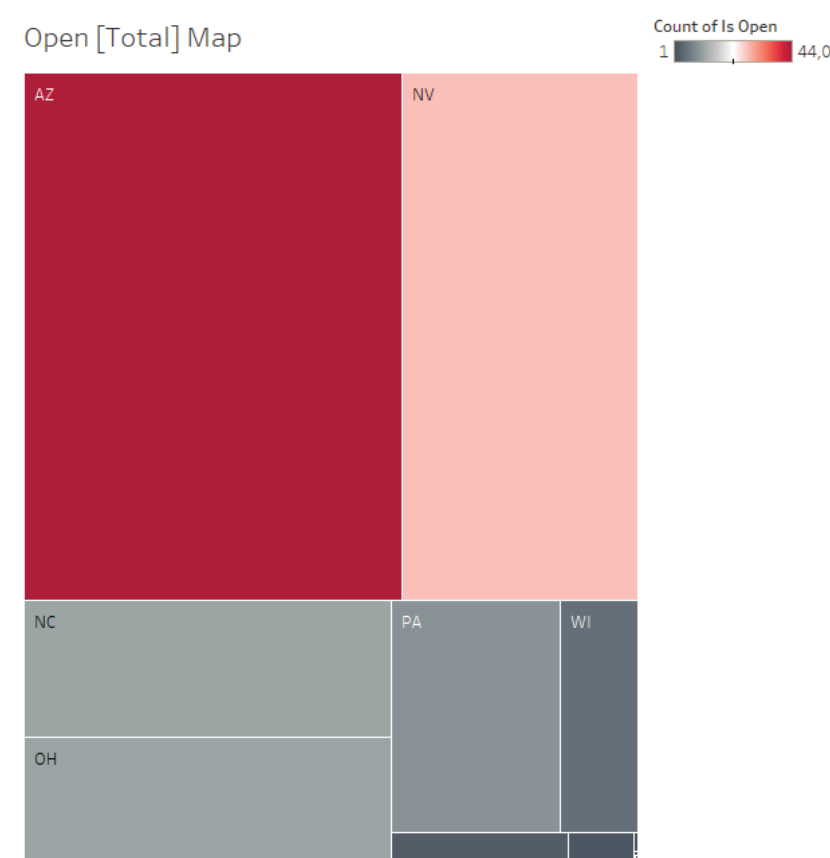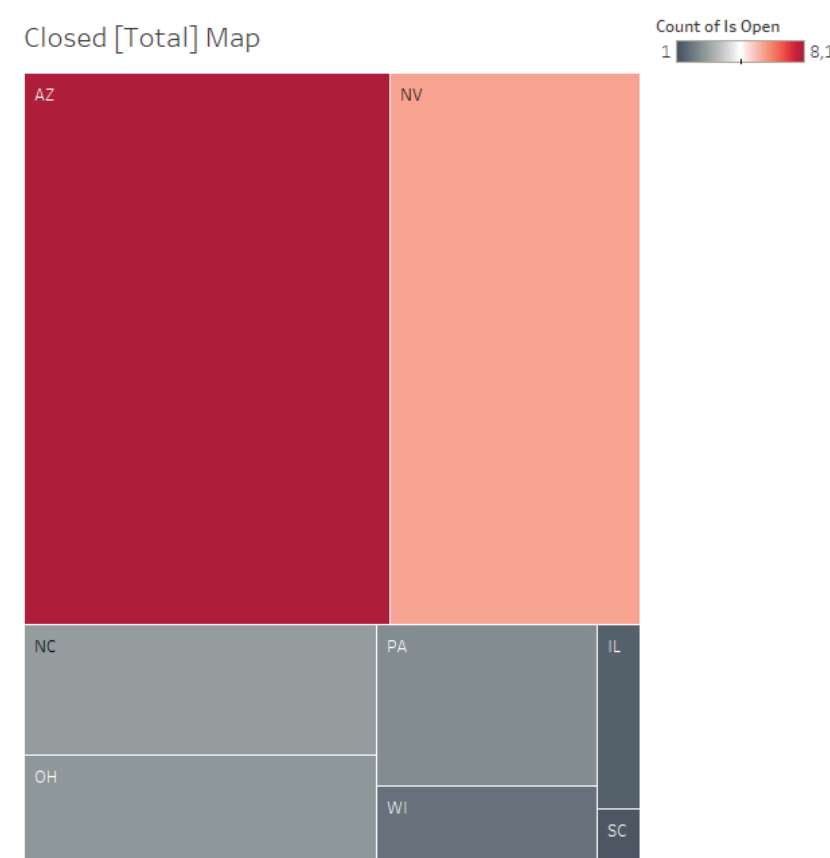Status: Closed / Open
18,320

Treemap of Places Open

The most amount of places on the east coast is located in North Carolina.
The least amount of places on the east coast include Minnesota, Kentucky, Virginia, Delaware, Alabama, Georgia, and Florida.
Most of the places are located in north region of the east coast of the United States.

EAST

There are a total of 19,970 places that are closed.
The second highest place that has places closed are located in the state of Nevada.
There are more places closed on the west coast of the United States.

Based off the Yelp Data:

Rating of 1:
There are a total of 3,788 records with a rating of 1.
411 places closed with a rating of 1.
About 10.85% places closed had a rating of 1.

411 | Count 3,788
Status: Closed / Open
3,377

Conclusion:
Based on the analyzed data, I have determined that a place's rating is not the primary factor determining the closure of an establishment.
Places with a rating of 5 have the lowest closing rate.
Places with a rating of 3 have the highest closing rate.

Based off Yelp's Data:
52,214 records are solely from the state of Arizona and the headquarters of Yelp is in the state of California.

Based off Yelp's Website:
There are approximately 155 million reviews globally (as of March 2018).

I can not imagine what this project will look like with all 155 million records included.

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