

# Yelp Business & Review Insights Dashboard

---

ANALYZING ~7M REVIEWS (2005-2022) TO UNCOVER CATEGORY, LOCATION & SENTIMENT TRENDS

Source: Yelp Open Data Project (2025)

[View Executive Summary](#)

# Yelp Business Insights — Executive Summary

[Go to Detailed Overview](#)

Analyzing ≈7M reviews (2005–2022) to surface category, city, and sentiment trends

Total Reviews

6.99M



Total Businesses

150.3K



Unique Categories

1,311



States Covered

26




Cities Covered

1,237



## EXECUTIVE SUMMARY


This analysis examines **≈7M Yelp reviews** spanning **2005–2022** to surface trends in review volume, average ratings, and customer sentiment across categories and geographies.


 **The goal:** To provide business teams with prioritized signals for **improvement** and **growth** — where to focus operational changes, marketing, or product investments.




## KEY FINDINGS

✓ **Positive feedback dominates**, but category and location variations reveal opportunities to convert negative sentiment into growth.

 **Volume ≠ quality:** Large categories (e.g., Restaurants) attract the most reviews but don't always score highest; niche categories often outperform on satisfaction.

 **Geographic diversity:** Some cities consistently achieve higher ratings, while others show polarized sentiment patterns requiring localized strategies.

 **Strategic recommendation:** Prioritize high-volume categories with below-average ratings (training, audits), while scaling best practices from top-performing cities.

## SENTIMENT DISTRIBUTION

Average Rating: **3.75** ★

6,603,267



Positive

385,152



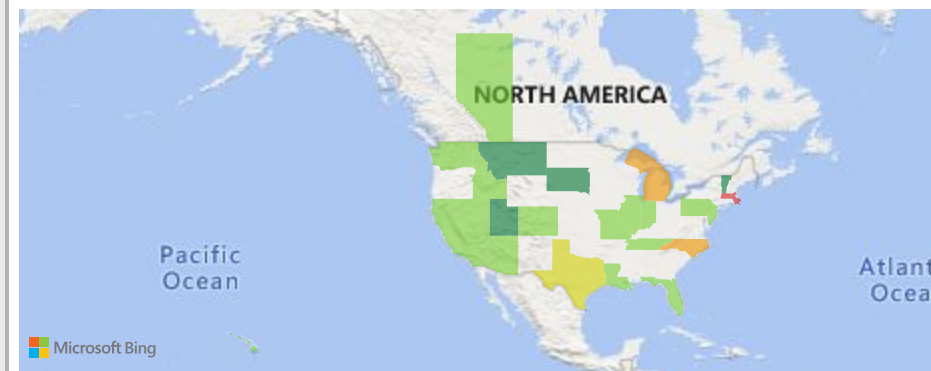
Negative

857



Neutral

## AVERAGE BUSINESS RATINGS ACROSS STATES



## Overview Dashboard

(Review Trends, Category Ratings &amp; Global Sentiment Highlights)

Total Reviews



6.99M

Average Rating



3.75

Positive Reviews



94.48%

Negative Reviews



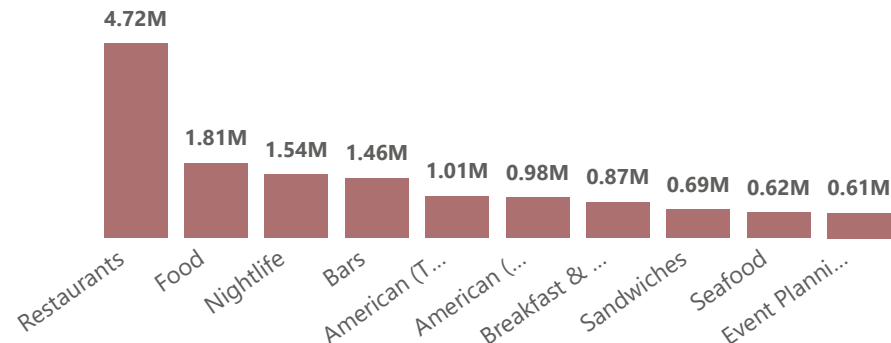
5.51%

Neutral Reviews

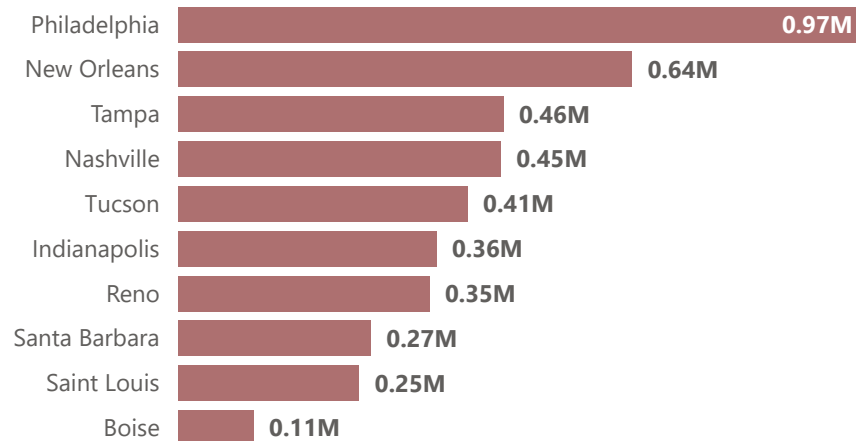


0.01%

## Which Business Categories Generate the Most Reviews?



## Which Cities Drive the Highest Review Volumes?



## Which High-Volume Categories Achieve the Best Customer Ratings?

Categories with  $\geq 10K$  Reviews and Average Rating  $\geq 4.0$ 

CATEGORY	Average Rating	Total Reviews
Historical Tours	4.47	15.55K
Bike Rentals	4.40	10.08K
Food Stands	4.34	26.67K
Cheese Shops	4.33	17.30K
Tours	4.33	61.69K
Landmarks & Historical Buildings	4.32	20.29K
Coffee Roasteries	4.32	23.41K
Tattoo	4.31	14.35K

## What Are Customers Talking About Most in Reviews?

Most frequently used words (100K+ mentions)



State-wise Business Review & Sentiment Insights  
(Interactive Analysis of Ratings, Reviews & Categories by State)

YEAR

2022

STATE

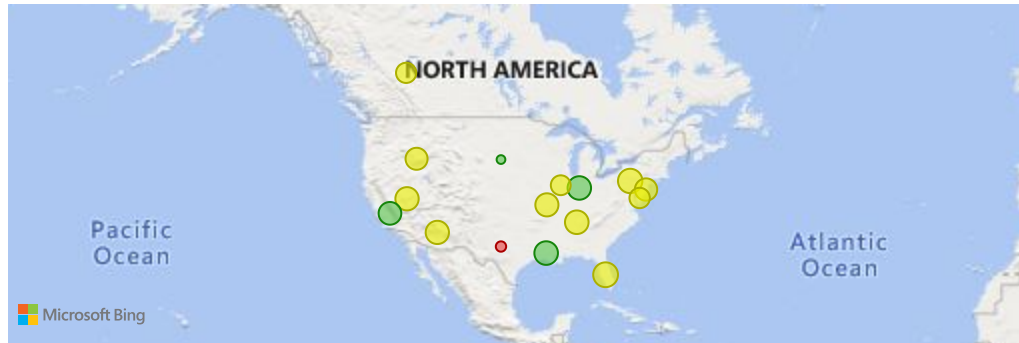
New Jersey

Top N

5

How Do Ratings and Review Volumes Vary Across States/Provinces?

U.S. states, territories, and Canadian provinces (2022)



How Are Customer Ratings Distributed Across the Platform?

New Jersey | Year: 2022



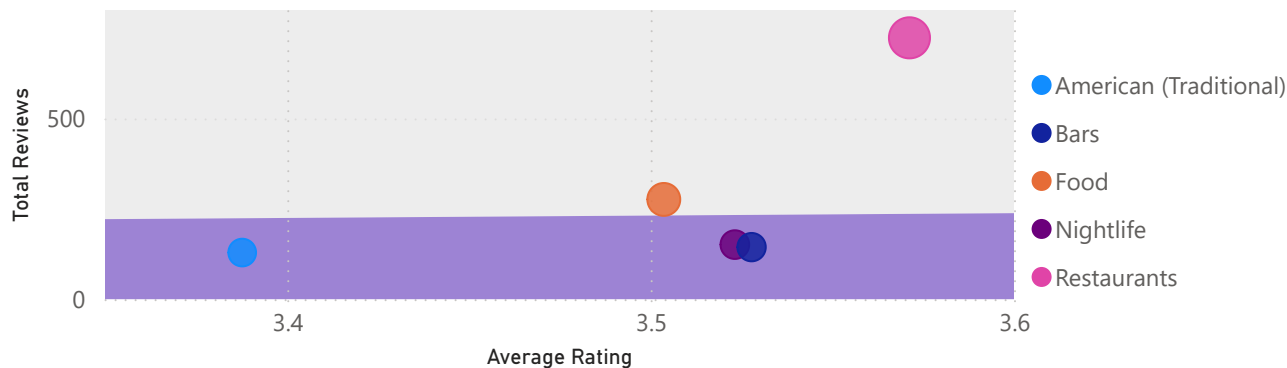
Which Cities Attract the Most Customer Feedback?

New Jersey | 2022 | Top 5

CITY	TOTAL REVIEWS
Marlton	68
Mount Laurel	46
Sewell	35
Voorhees	29
Cherry Hill	199

Which Categories Excel in Both Popularity and Customer Satisfaction?

New Jersey | 2022 | Top 5



STATE INSIGHTS

- ✦ Highest reviewed state: **Florida** - 7.2K reviews
- ✦ Lowest reviewed state: **South Dakota** - 1 reviews
- ✦ Highest rated state: **South Dakota** - 5.00 average rating
- ✦ Lowest rated state: **Texas** - 1.00 average rating

CATEGORY INSIGHTS

- ✦ Highest reviewed category: **Restaurants** - 723 reviews
- ✦ Lowest reviewed category: **Acupuncture + 161 others** - 1 reviews
- ✦ Highest rated category: **Acupuncture + 133 others** - 5.00 avg rating
- ✦ Lowest rated category: **Anesthesiologists + 51 others** - 1.00 avg rating

City & Category Sentiment Insights

(Visualizing sentiment patterns and rating trends)

CITY

Zionsville

CATEGORY

Restaurants

AVERAGE RATING

1

5

Top N

5



Total Reviews

5.47K



Average Rating

3.82



Positive Reviews

95.74%



Negative Reviews

4.26%

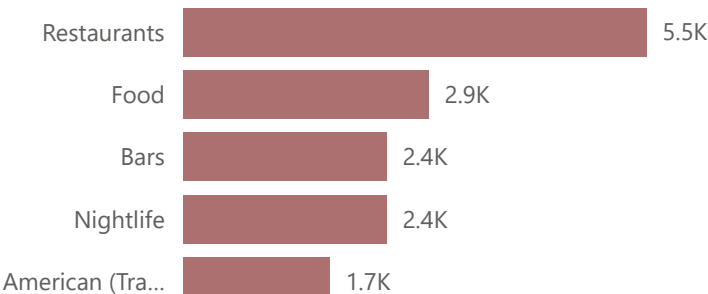


Neutral Reviews

--



Which Categories Drive the Most Reviews in Each City?



Which Cities Contribute Most Reviews Within Each Category?

Showing cities filtered by reviews and within selected average rating

CITY	Total Reviews	Positive Reviews	Negative Reviews	Neutral Reviews
Philadelphia	687.6K	95.69%	4.29%	0.01%
New Orleans	476.6K	96.18%	3.81%	0.01%
Nashville	325.8K	95.33%	4.66%	0.01%
Tampa	303.7K	94.90%	5.09%	0.01%
Indianapolis	250.6K	95.42%	4.57%	0.01%

What Are Customers Saying Most Often About Selected Categories?



How Do Ratings Differ Across Top Cities and Categories?

Top 10 Cities × Top 10 Categories (≥ 100 Reviews)

CITY	American (New)	American (Traditional)	Bars	Breakfast & Brunch	Event Planning
Boise	3.90	3.66	3.92	3.95	3.7
Indianapolis	3.90	3.72	3.91	3.89	3.8
Nashville	3.93	3.89	3.87	3.93	3.6
New Orleans	4.05	3.88	3.93	4.01	3.7
Philadelphia	3.80	3.64	3.75	3.88	3.7
Reno	3.89	3.72	3.90	3.89	3.5



## Time & Location Insights

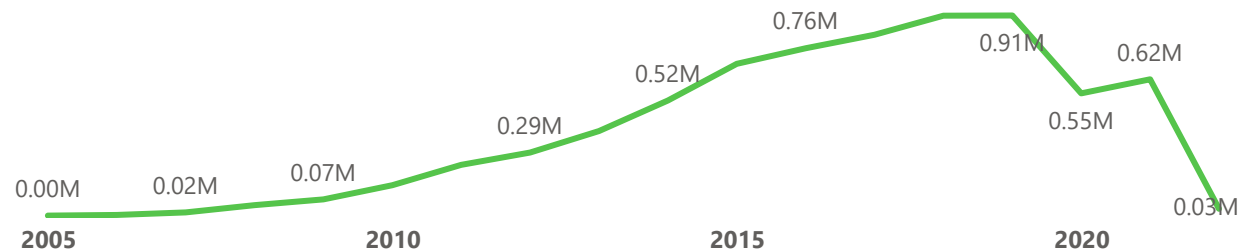
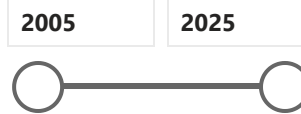
(Analyzing review trends across time, seasons & locations)

YEAR

2021

### How Have Review Volumes Grown Over Time?

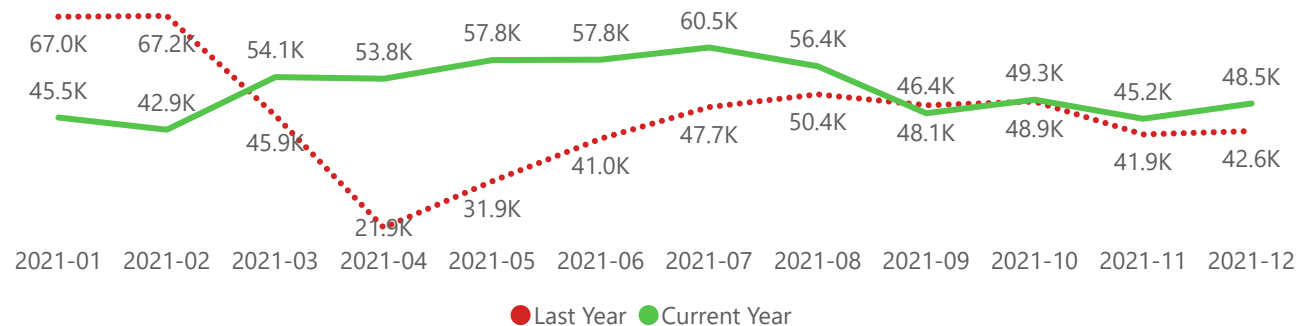
Review activity across all available years



### How Do Monthly Reviews Compare to Previous Trends?

Monthly comparison: 2020 vs 2021

YoY Change  
▲ 11.5%



### How Are Reviews Distributed Monthly Across Top States?

Review volume by month for year 2021

Month	AZ	CA	FL	IN	LA	MO	NJ	NV	PA	TN
January	3387	1670	10618	4058	3522	2766	1872	3640	7412	4082
February	3274	2035	10147	3588	3704	2578	1643	3315	6519	3614
March	4075	2723	12641	4334	4979	3193	1965	4008	8201	5355
April	3904	2920	12169	4345	5034	3276	1926	4091	8232	5284
May	3834	3094	12595	4558	5614	3634	2110	4090	9338	6032
June	3632	3182	12148	4673	5855	3760	2108	4110	9304	6087
July	3618	3235	12250	4792	5714	4024	2192	4499	10173	6594
August	3588	3065	11086	4479	4319	3854	2214	4317	10186	6052
September	3127	2625	9343	3576	1872	3581	1957	3678	8753	5171
October	3415	2317	9960	3822	3805	3468	1960	3616	8793	5496
November	3292	2227	8859	3439	4191	3141	1684	3568	7703	4666
December	3300	2307	10150	3973	4530	3259	1783	3482	8342	4772

In **2021**, Yelp has recorded a total of **0.62M** reviews, compared to **0.55M** reviews in **2020**. This represents a **+11.5%** in review activity year-over-year. The **highest** activity was seen in the state of **Florida** during **March**, while the **lowest** activity came from **Colorado** in **September**.

# (Blank)

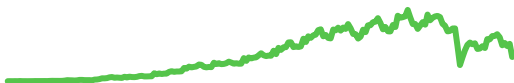
Total Reviews

**6.99M**

Average Rating

**3.75**

Monthly Total Reviews – 2005 to 2025



AvgRating National

**3.75**

AvgRating Difference

**0.00**

Sentiment Distribution

6.6M



0.4M

0.0M

Top Category

Aerial Fitness

Bottom Category

Car Auctions

## Rating:

**Review Count :**

**% of Reviews :**





(Blank)

Total Reviews

36.42M

Sentiment Distribution



👍 **94.85%** (34.55M)

😐 **0.01%** (4.08K)

👎 **5.14%** (1.87M)



## Top N Selector

This dropdown controls how many **Cities** or **Categories** are displayed in the charts.

For example:

- **Top 5** → shows only the best 5
- **Top 10** → shows the best 10
- **Top 20** → shows the best 20

Charts update dynamically based on your selection.