# SWEET!! OR TOO SWEET?

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# THE PROBLEM WE WISH TO ADDRESS



Santa Barbara, CA has a very interesting community of Bakery business owners



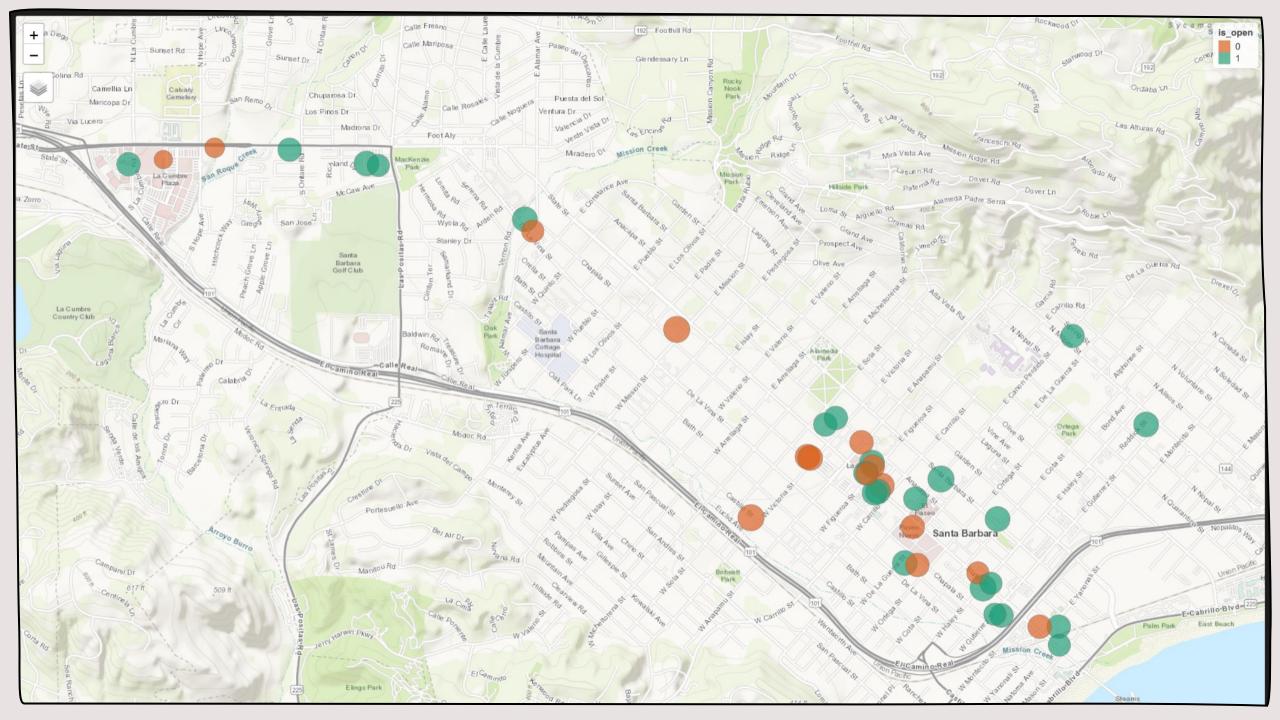
Since 2005, more than a <u>third</u> of the bakeries got shut down over the years



When we explored the data, we found some interesting findings that <u>might have</u> led to the closing of these businesses



We wish to provide a comparative analysis of the open and closed bakeries to advise any new owners on the factors affecting a business in the bread world





## REVIEW WORD ANALYSIS OF AN OPEN BAKERY

	Good Review (>3 stars)	Bad Review (<= 3 stars)
Review break-down	319	82
Sentiment Ratio*	4.19	1.02

\* Number of Positive words in review Number of Negative words in review

#### GOOD REVIEWS

### miss downside of disappoint will disappoint wrong wrong bland of disappoint wrong bland of disappoint of disappoin

Peautiful helpful helpful wenderful oved

wonderfulloved excellent gem refreshing outstanding sweet excellent impressed recommended fantastic perfectly healthy enjoying

positive

#### BAD REVIEWS

negative squash cult funky dense awful irritated



## REVIEW WORD ANALYSIS OF A CLOSED BAKERY

	Good Review (>3 stars)	Bad Review (<= 3 stars)
Review break-down	65	42
Sentiment Ratio*	5.45	0.99

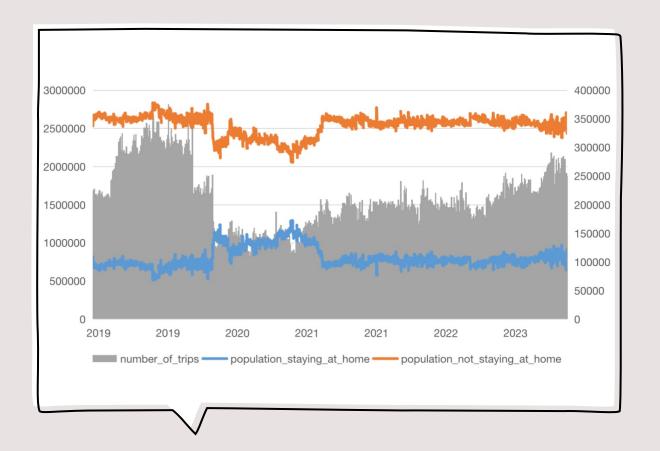
\* Number of Positive words in review Number of Negative words in review

#### GOOD REVIEWS



#### BAD REVIEWS

negative warned nasty burned beware ugh rude boring
miss
sucks hard hland poor hard bland hell correct charming cheery



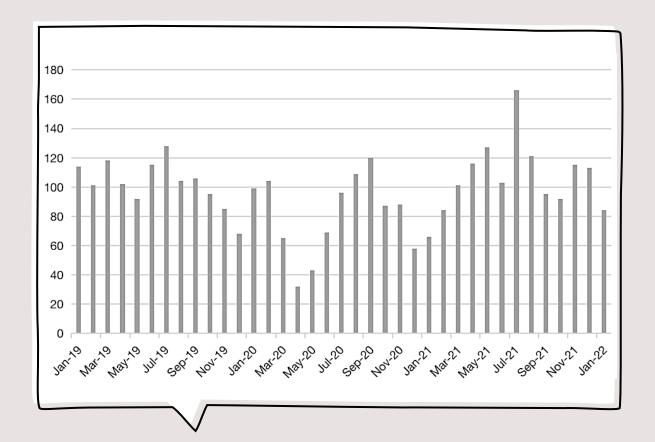
#### POPULATION (NOT) STAYING AT HOME

#### Number of Trips:

An obvious decline since 2020, and then rise gradually

Population staying or not at home:

A significant fluctuation during 2020, and then kept steady



### THE NUMBER OF BAKERY REVIEWS IN SANTA BARBARA

The total number of reviews in 2020 is less than those in 2019 and 2021, even though the drop is not as significant as the decline of the number of trips.

#### Pattern in other months:

Next step is to draw county trips chart by month to see if it's related to the number of reviews.