

SWEET!! OR TOO SWEET?

STAT 628 - M3 - Project

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THE PROBLEM WE WISH TO ADDRESS



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



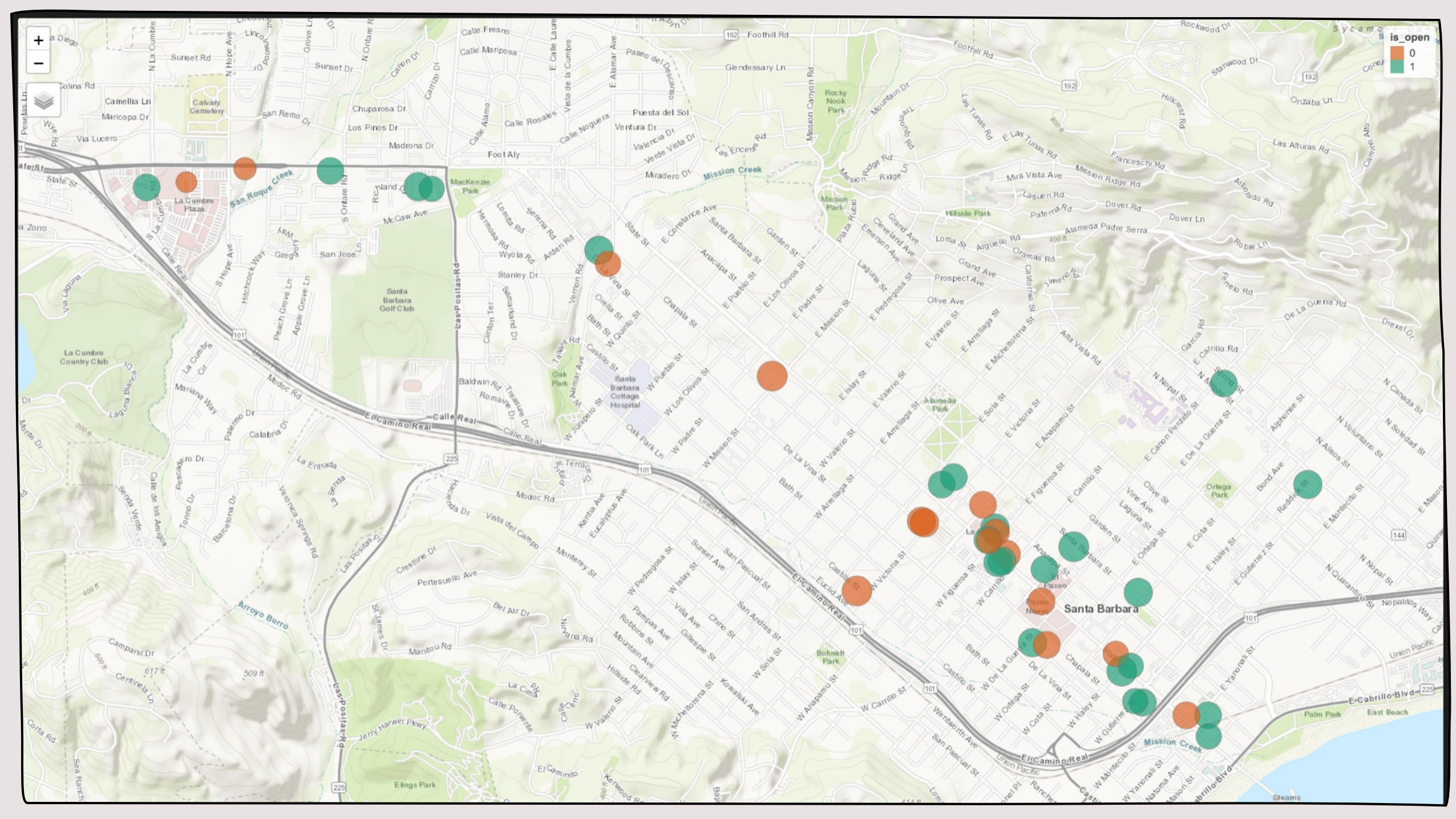
Since 2005, more than a third of the bakeries got shut down over the years

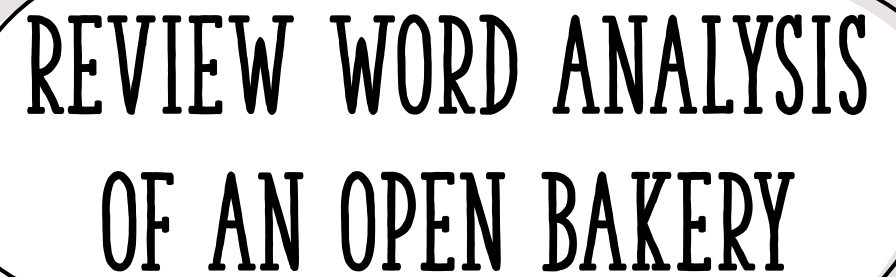


When we explored the data, we found some interesting findings that might have led to the closing of these businesses



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




$$\frac{\text{Number of Positive words in review}}{\text{Number of Negative words in review}}$$

GOOD REVIEWS

negative



BAD REVIEWS

negative

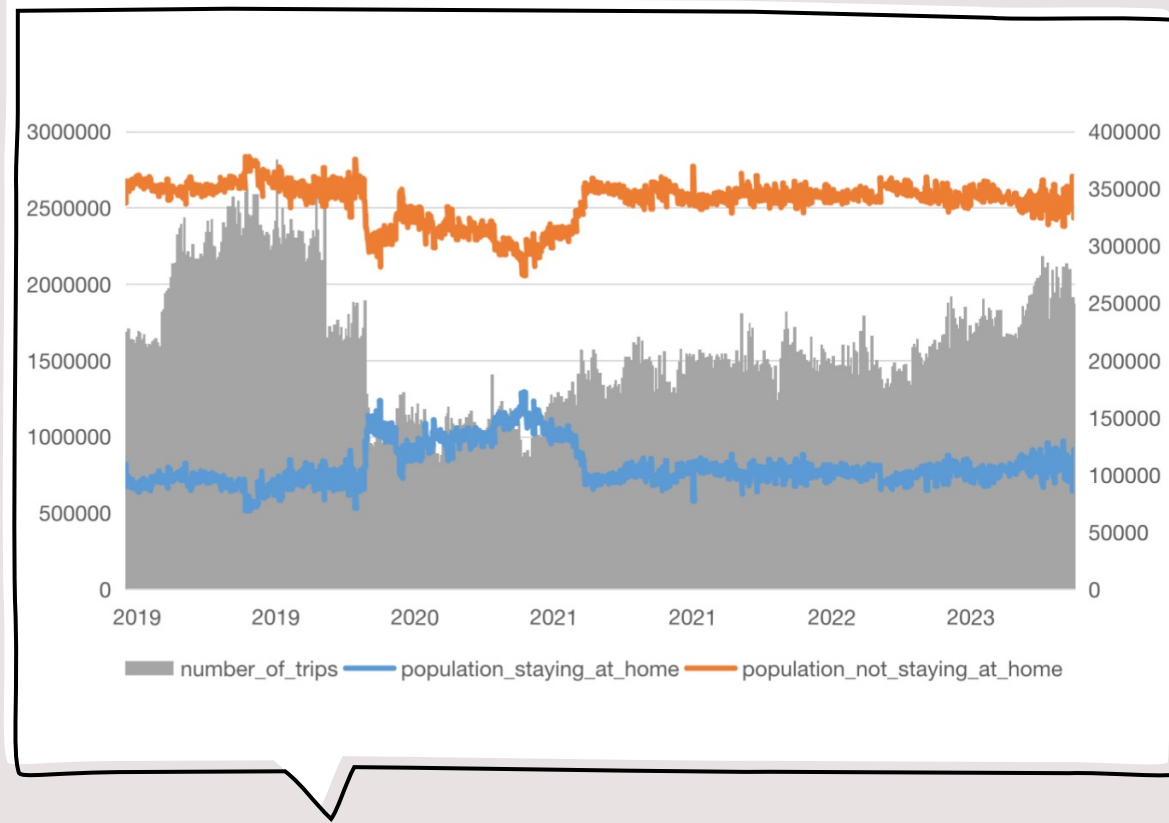


GOOD REVIEWS



BAD REVIEWS





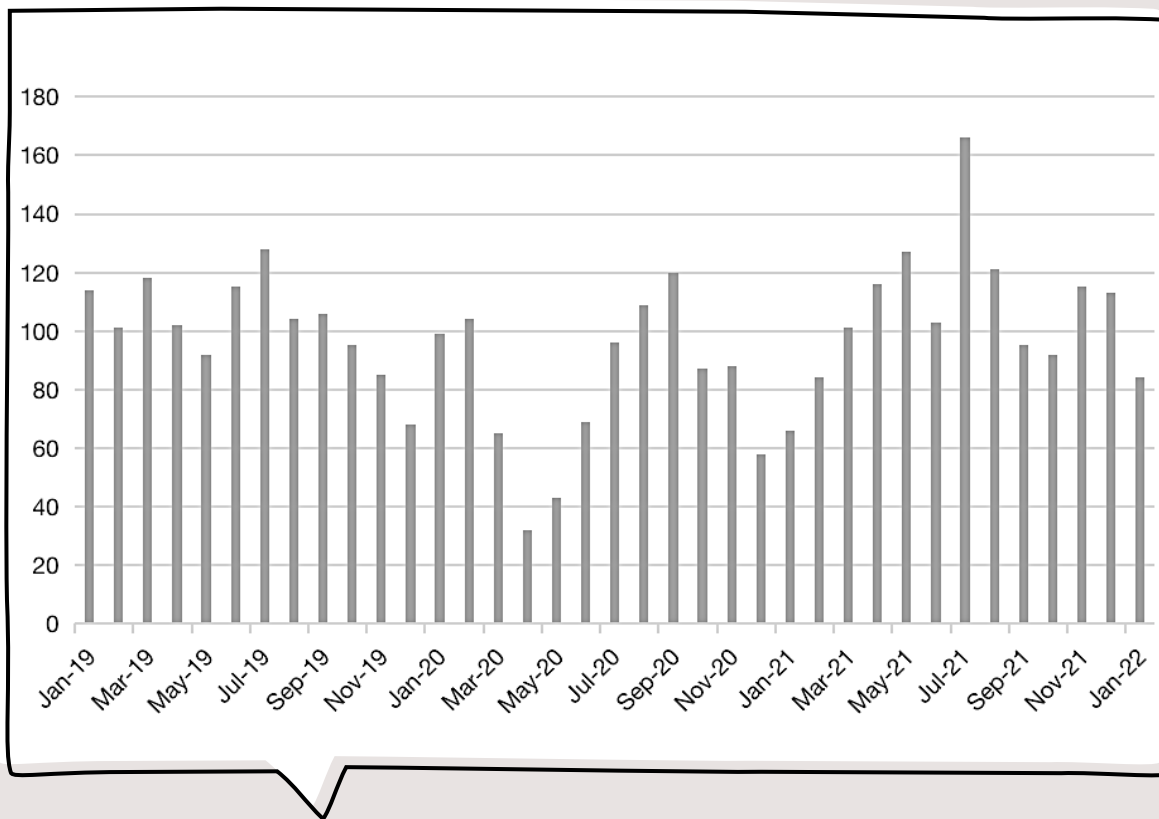
POPULATION (NOT) STAYING AT HOME

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.