Yelp Review Analysis

Result Snapshots

Output Analysis:

Seg1 $ (Inexpensive)

Seg2 $$ (Moderate)

Seg3 $$$ (Pricey)

Seg4 $$$$ (Ultra-high end)
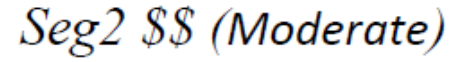
The most frequent words across segments were **restaurant**, **food**, **place** etc., which has been removed to bring out the differentiators among segments.

Segment	Analysis
Seg1 $ (Inexpensive)	**Speed of order** and **taste** are the most important criteria for customers going to $ restaurant. Generally, customers go to such restaurants for **lunch**, which could be **Tacos/Chicken**.
Seg2 $$ (Moderate)	For $$ restaurants, **speed of order** and **service** are the most important criteria. Customer go to such restaurants with **friends** and it could be for **lunch** or **dinner** or **drinks**. Restaurant **reviews** might be an important parameter for restaurant selection.
Seg3 $$$ (Pricey)	For this segment, **service** is the most important factor. Here, **reservation** and **experience** also popped up as significant factors to be considered by restauranteurs. Analysis indicates that customers go to such restaurants mainly for **dinner.**
Seg4 $$$$ (Ultra-high end)	For high end restaurants, **service**, **experience** and **amaze** were the most significant words. Here, **reviews** and **stars** (possibly Michelin stars) seems to be an important parameter for restaurant selection. **Location**, **chef**, **reservation**, **dinner**, **order** also came up as significant words indicating that customers in this segment are looking for an overall wonderful dining experience.