Feedback for Project Number 12

## Instructions

Use the program below (beginning line 13) to figure out who you will be critiquing. You will critique two of your colleagues’ work and provide feedback for them to produce their best work. Remember this is to help them out so do not be mean, but also do not hold back. Be sure to highlight areas of success as equally as areas of failure. Use the template below the code to provide them this feedback. You can find the [project links here](https://docs.google.com/spreadsheets/d/1ZmjrUl3k0LIIJps8jqobH6rOiYHnJQzXTxdWzqs9cro/edit#gid=0)

**Be sure to change the name of the project in the title above and in the document title.** This is the project number you are critiquing and should be included in the output file so that the document name reads ‘Critique\_of\_Project##.docx’. Once you are finished, e-mail me both documents (one document per critique) and I will upload them to the ‘Peer\_Reviewed\_Work’ folder so that your peers can view them. Do not e-mail me the .Rmd file. These reviews are due by **Friday, March 25th at 5:30pm CST**. For ease you can use this markdown file to fill out your responses and knit which will produce a word document for you.

## Feedback Below

**What is their topic on?**

The topic was discovering food trends using Food Network recipes. The presentation was about whether the recipes on Food Network followed any sort of trends compared to Google trends. The topic was consistent throughout the presentation and very clear to understand the objective of the project.

**Are the objectives of the project clearly identifiable?**

Yes, the objectives of the project are clearly identifiable. The project seeks to determine whether the recipes on the Food Network website follow the same trends present on Google trends or whether they follow their own trends. The reasoning behind the project was that as a foodie and health enthusiast, the researcher wanted to pursue the idea that the food trends present in the recipes from the Food Network might follow some popular trends.

**What data are used?**

The researcher used the Food Network website to scrape the raw data for this project. He got all the information about the recipes from FoodNetwork.com, i.e., recipe names, tags, author, and publication date. The researcher imported all the raw data from the website into a Python environment, cleaned the data, and then imported the clean data sets back into an R environment in order to perform the analysis.

**What is your overall impression of the project?**

My overall impression of the project was that it was very well done. It seemed to me, however, that the researcher went into huge amounts of effort to include the original publication as one of his factors in the data set. It was not entirely clear to me as to why this was so important to the project. I assumed it was because the researched wanted to do a sort of time series analysis on his raw data to establish any sort of trends over time. However, the researcher never explicitly stated why the original publication was so important to the project. The researcher stressed that acquiring the data from the Food Network website was one of the biggest challenges of this project. Therefore, I was confused as to why the researched included this factor in his project. It seems to me that the researcher needlessly complicated the project.

**Other encouragements/critiques you would like to provide to your colleague in order for them to have a more refined project.**

I loved that the researcher included an agenda at the beginning of the presentation to give me an overview of the presentation and what to expect from the beginning. Also, going back and forth between R and Python was a great idea, in my opinion, because the researcher really played to his strengths. One thing I would change, would be to not focus too much on explaining the process of the data extraction and scraping of the Food Network website. A simple explanation would have been enough and would have also cut back on the length of the presentation which was almost twenty minutes long. However, I felt that the results were very clear and easy to understand. In the end, the researcher concluded that the only trends present in the recipes published on the Food Network website were seasonal in nature and tended to fall around the time of the year when we celebrated a holiday.