

Yelp Data for Las Vegas

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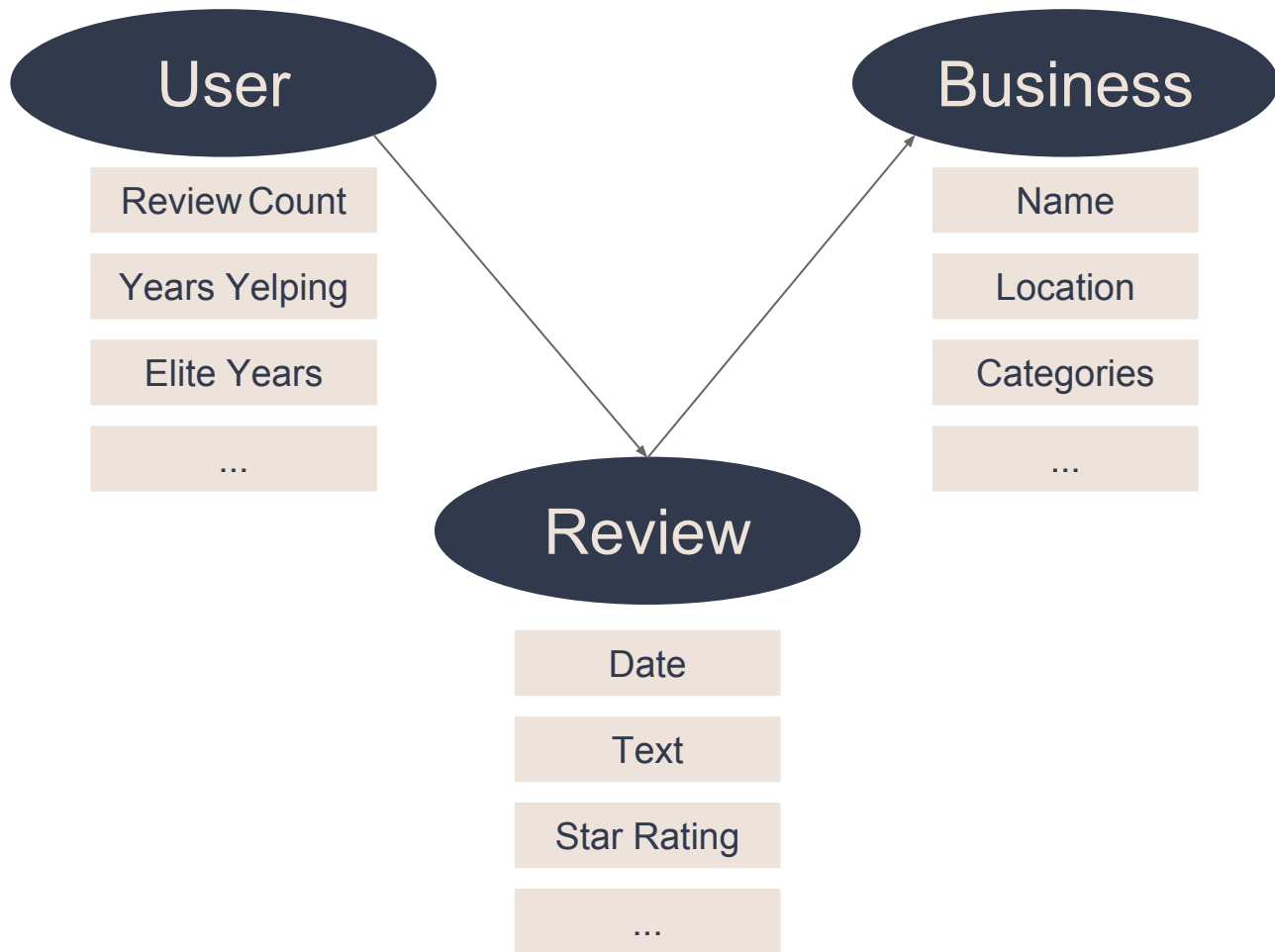




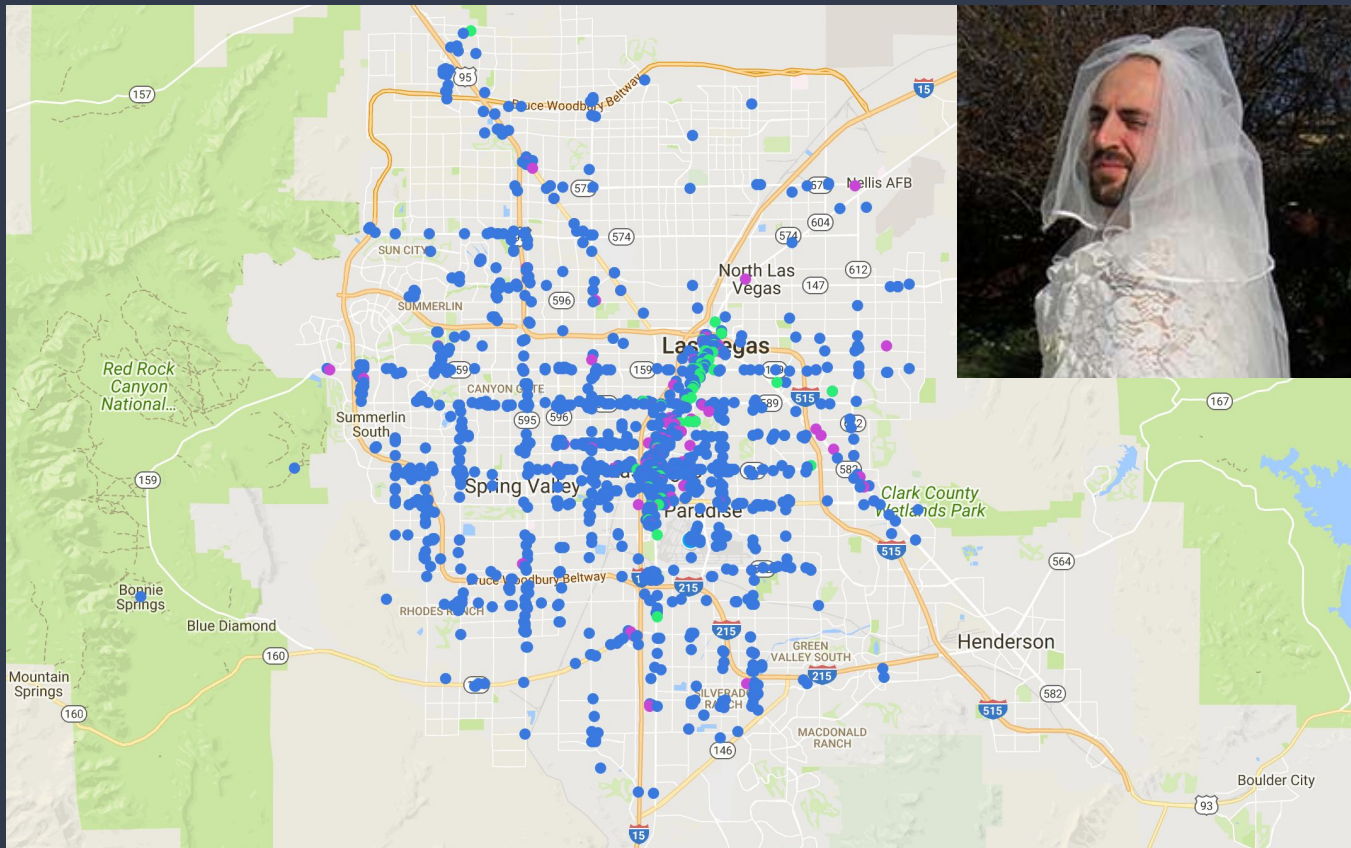
Goal:

Investigate marketable segments within Las Vegas stores, providing actionable insight for potential restaurant investment or alteration of current restaurant strategies.

Overview of dataset

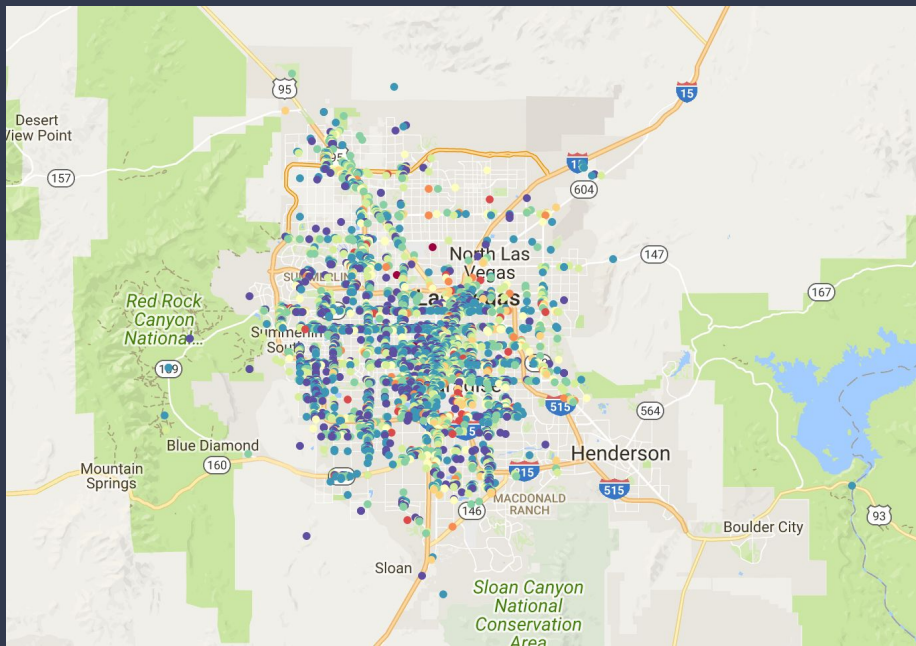


Welcome to Las Vegas!



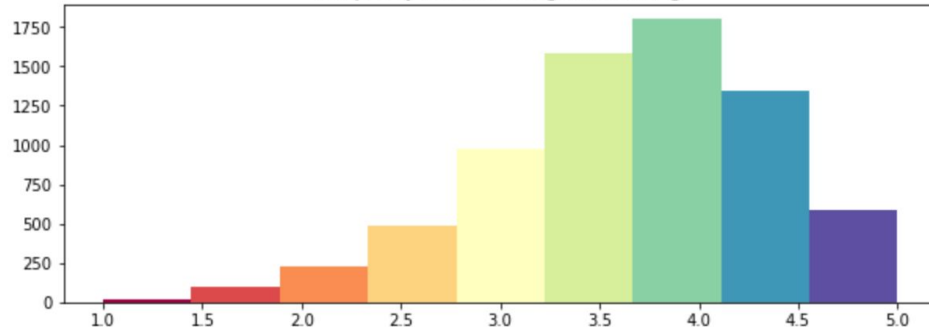
- Casinos
- Bars
- Wedding chapels





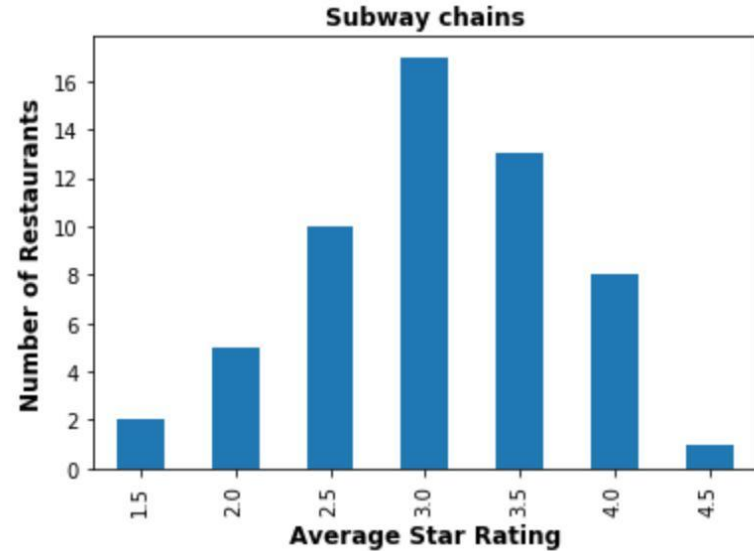
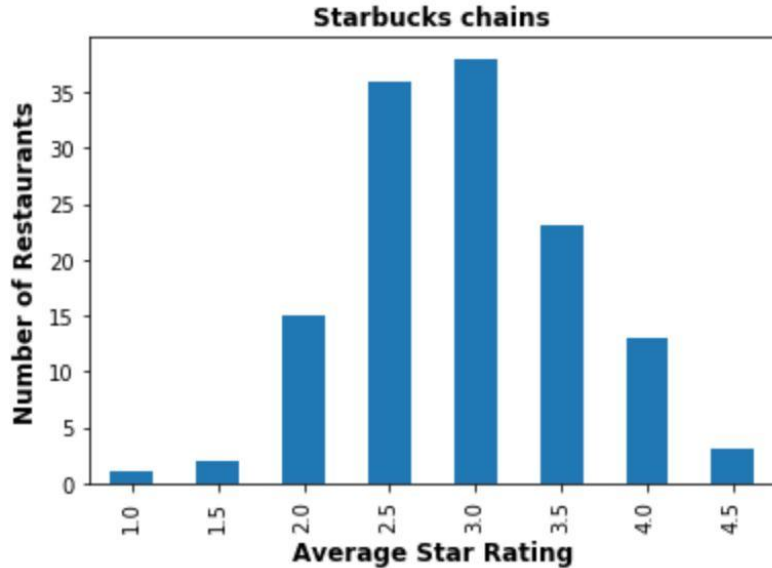
Are businesses
with poor
ratings grouped
geographically?

Frequency versus Average Star Rating

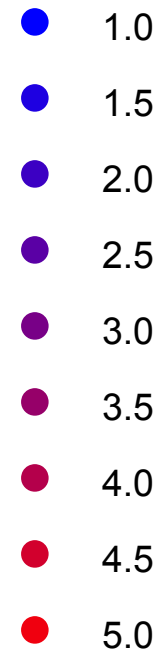
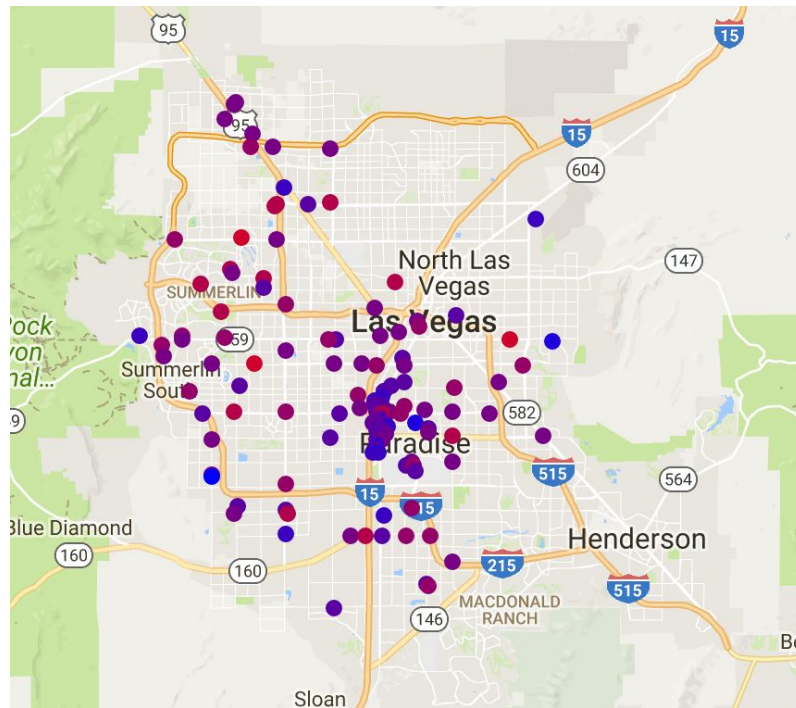




Off The “Chain”



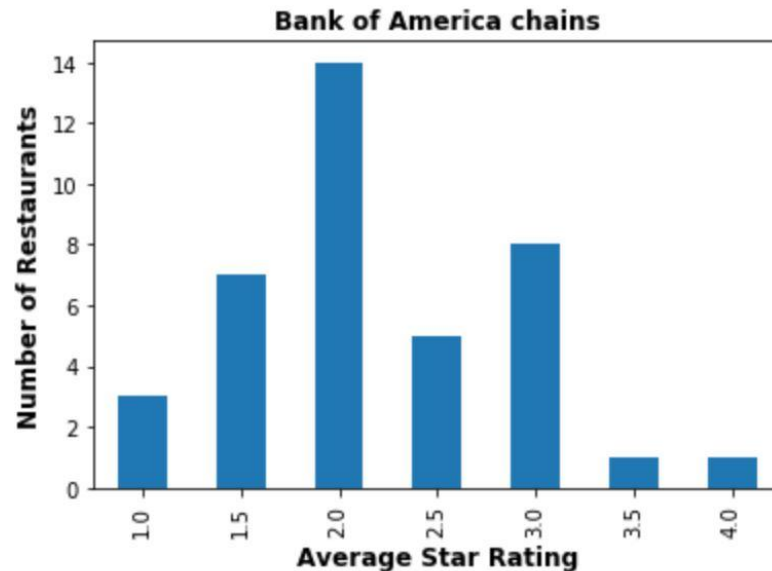
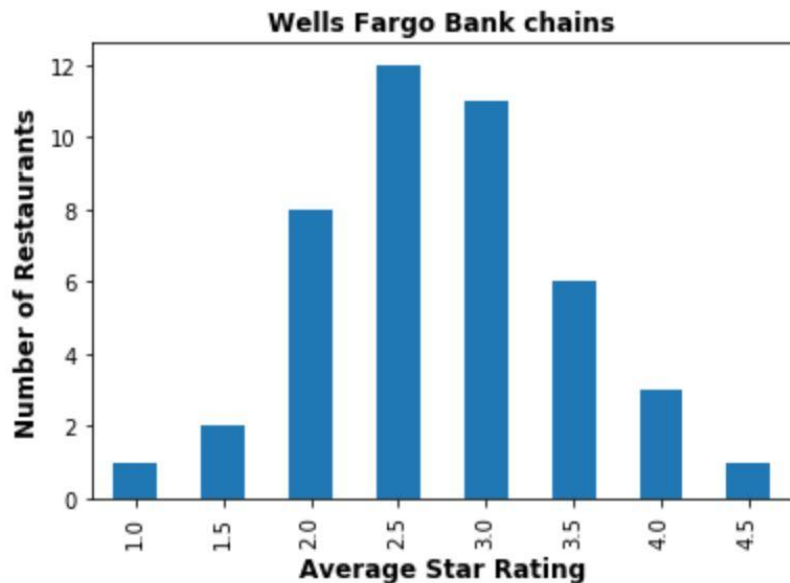
Starbucks Off the “Chain”



**WELLS
FARGO**

Still Off The “Chain”

Bank of America.



Pro tip #1:

Identify the branches that are doing the best and understand why they are doing well.

Identify the branches that are not doing so well and what factors contribute to that

Does the day of the week affect users' reviews?



Was this review ...?



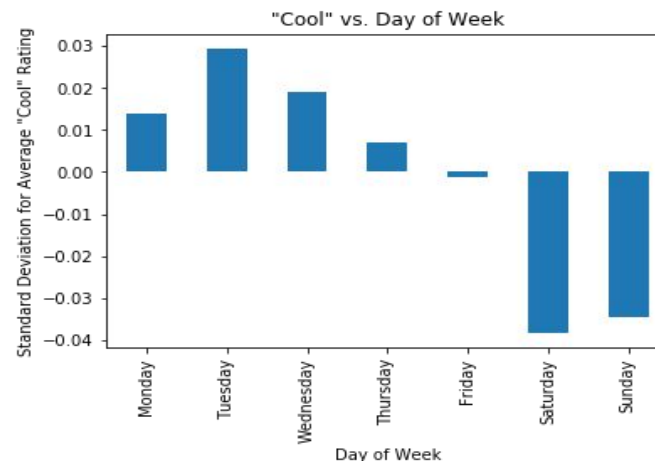
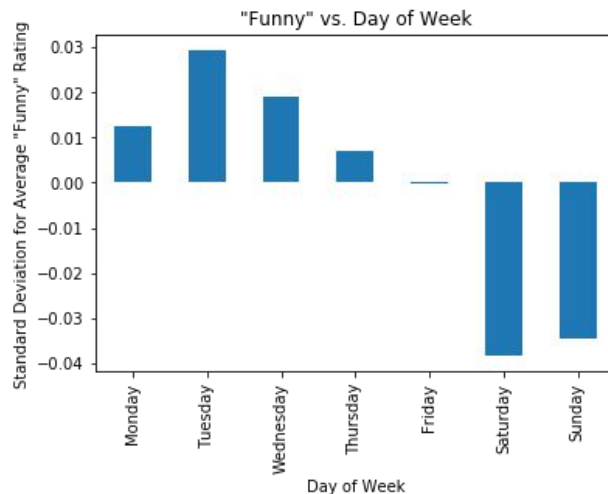
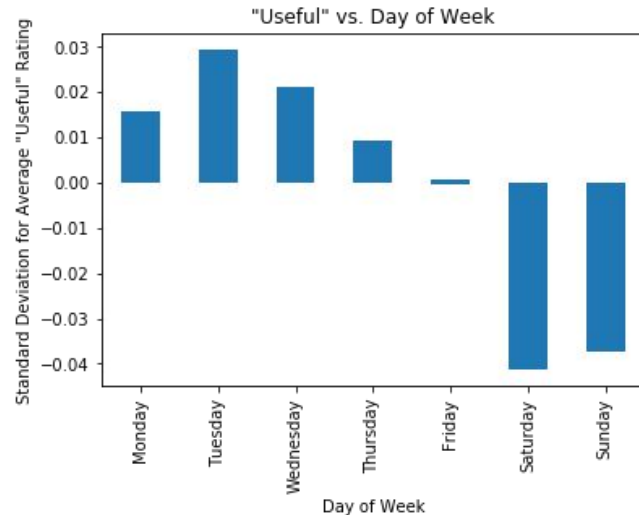
Useful



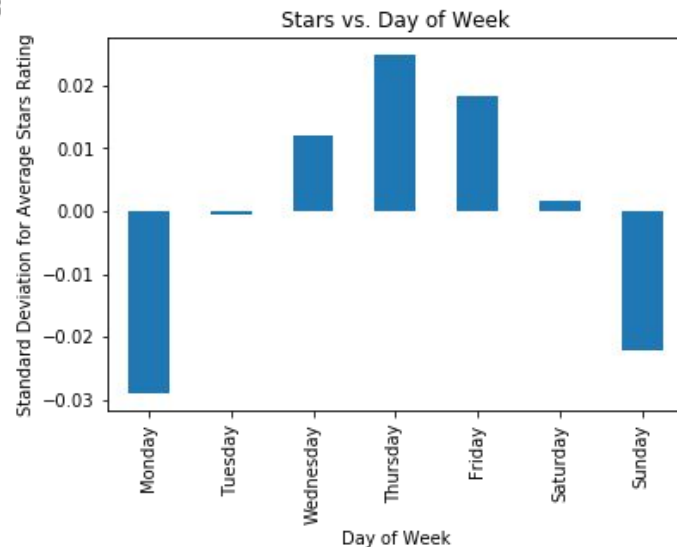
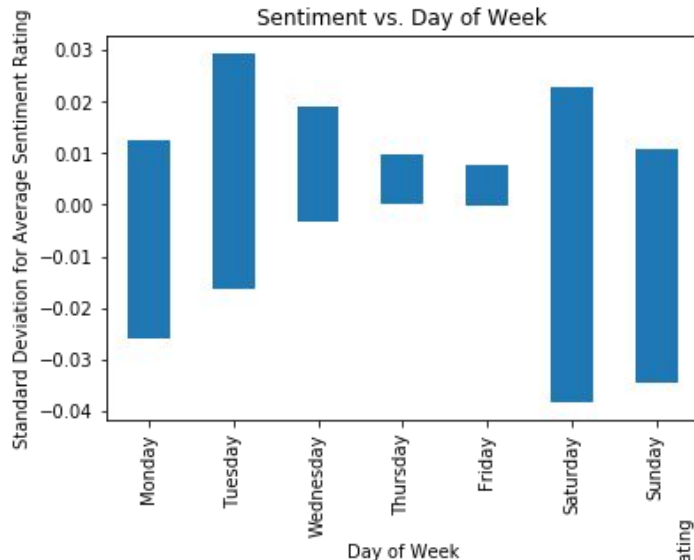
Funny



Cool



Does the day of the week affect users' reviews?



Does the day
of the week
REALLY
affect users'
reviews?



Was this review ...?



Useful

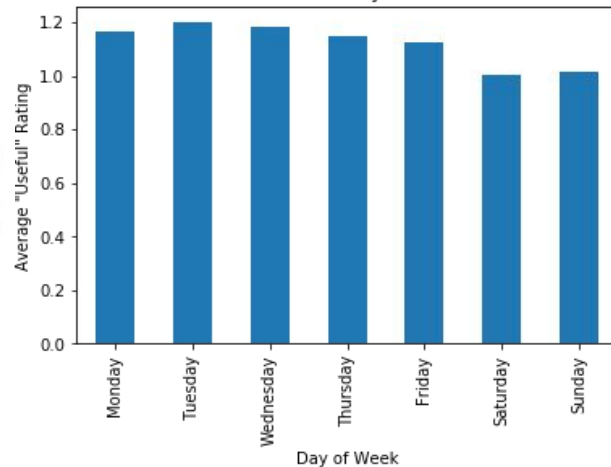


Funny

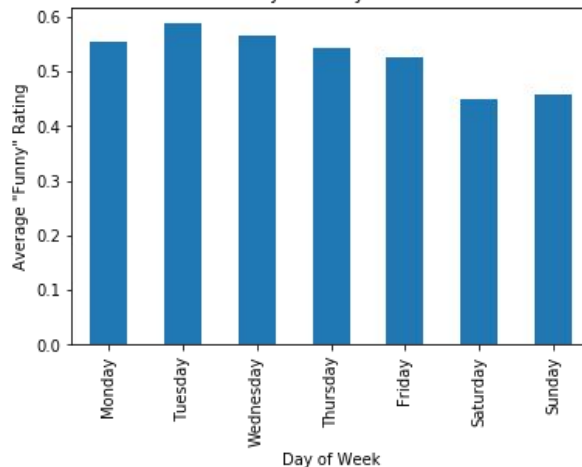


Cool

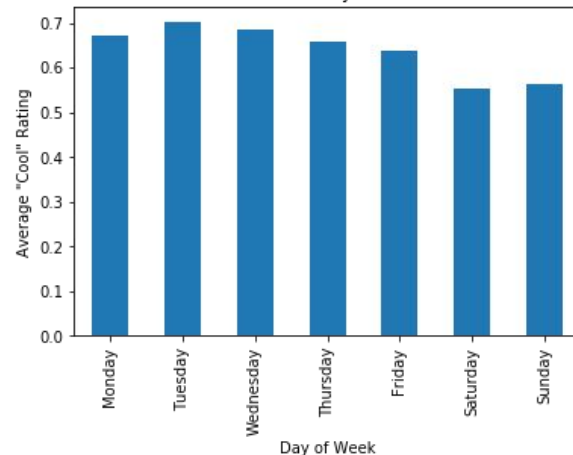
"Useful" vs. Day of Week



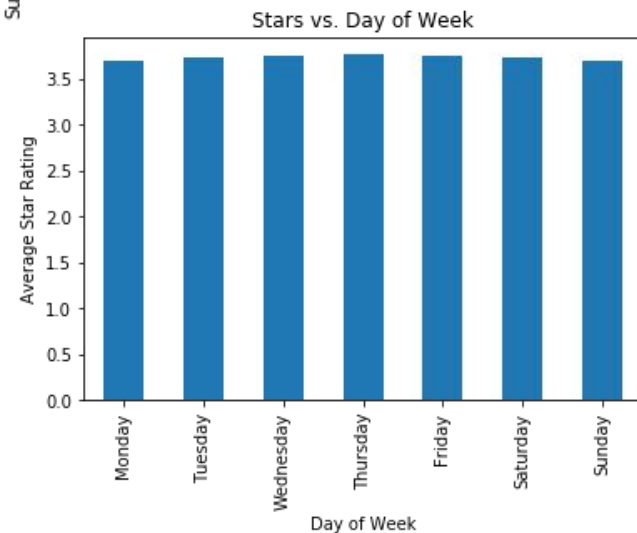
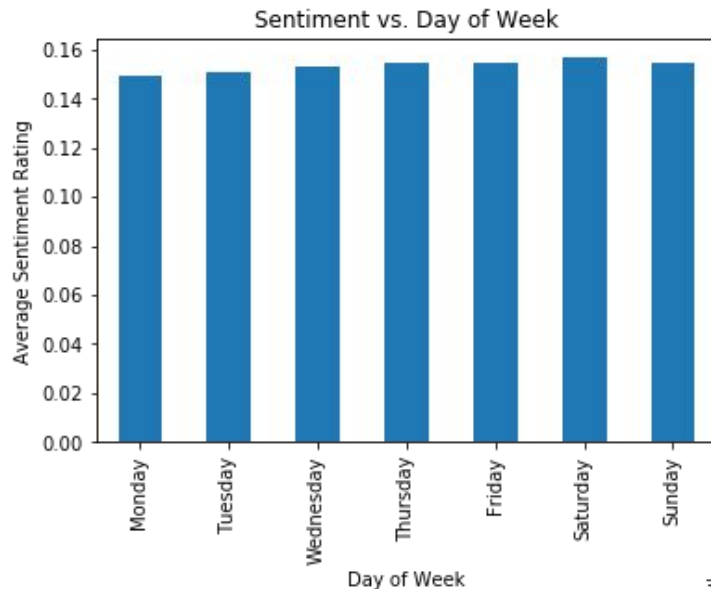
"Funny" vs. Day of Week



"Cool" vs. Day of Week



Does the day
of the week
REALLY
affect users'
reviews?



Pro tip #2:

If you want your reviews to be useful to other potential customers, encourage customers to write reviews during the week

Are any
categories
synonymous?



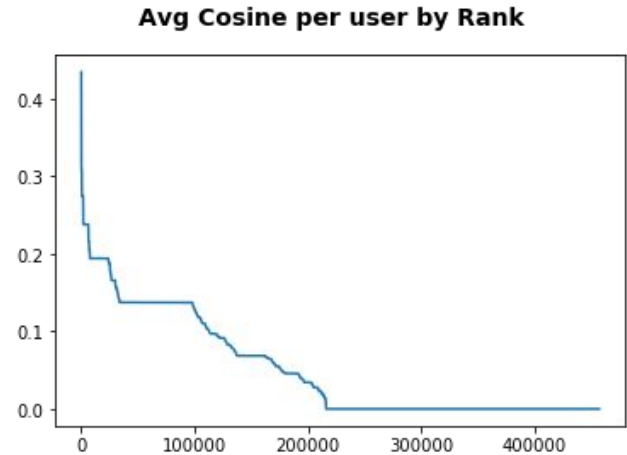
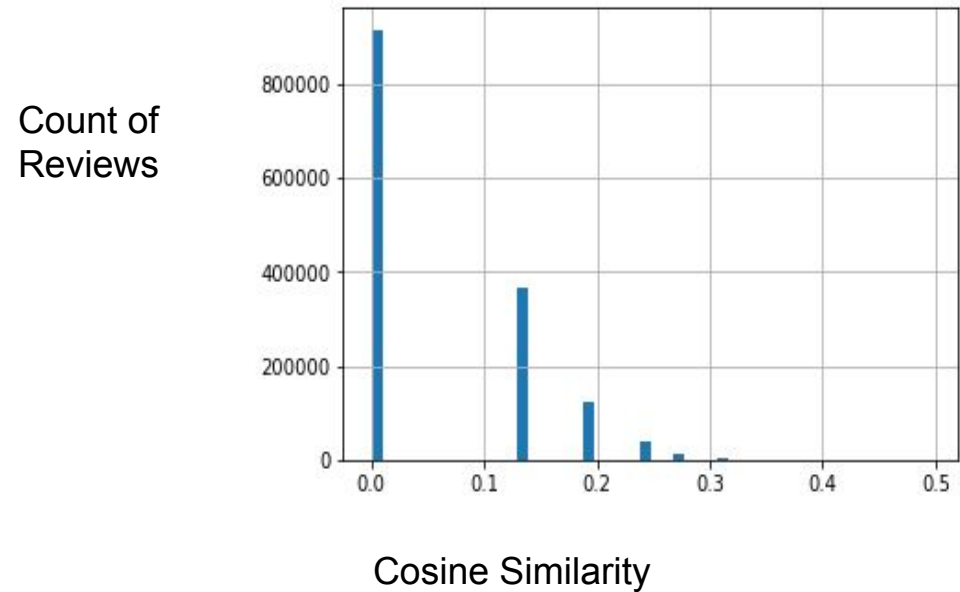
Category	Psychiatrists	Counselling & Mental Health
Average Star Rating	2.53125	3.81

Category	Chimney Sweeps	Fireplace Services
Average Star Rating	2.91667	4.27778

Pro tip #3:

Promote your business in the categories with lower average star rating

Cosine Similarity*

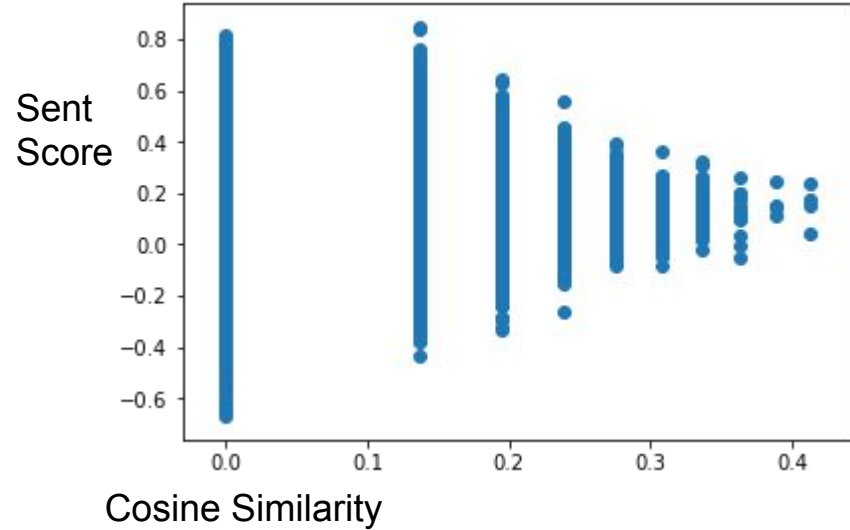


*Why Cosine similarity? Just “cos” we can

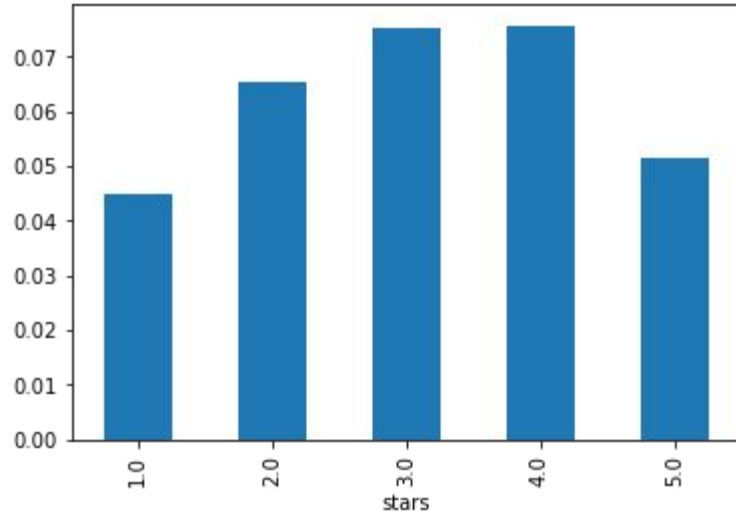
Cosine Similarity and Sentiment Score

Correlation to Sentiment
Score

-0.0510286793623623



Cosine Similarity and Stars



Star Cosine Rating

5)	0.05
4)	0.075
3)	0.075
2)	0.065
1)	0.045

Model

Review Characteristics:
Sentiment Score
Review Comments

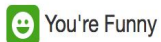


10/29/2017



For Luci's photo of: [YEE - Boo-zy Brunch at Juliets Italian Kitchen](#)

That is a great look&



10/27/2017

Lol ... i will have to check out the north one some time for sure!



10/25/2017

For Luci's review of: [Goodwill Blue Hanger Outlet](#)

Haha ... Your review is awesome!



Useful 1



Funny

Characteristics:

its

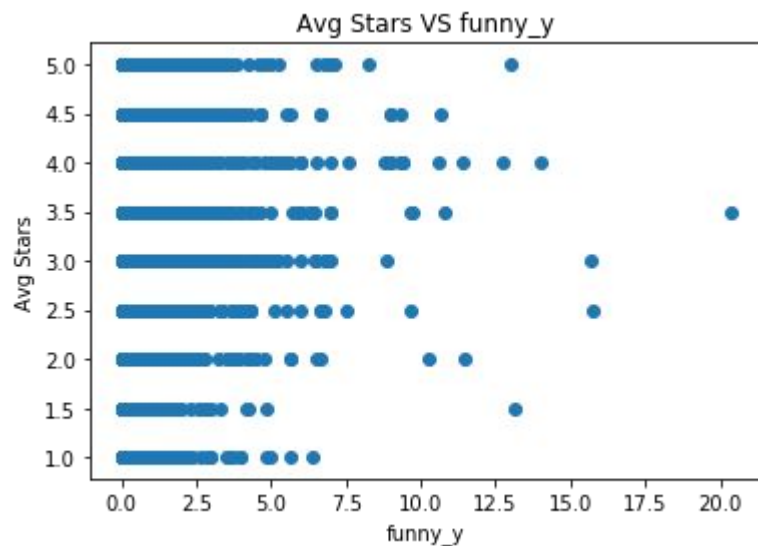
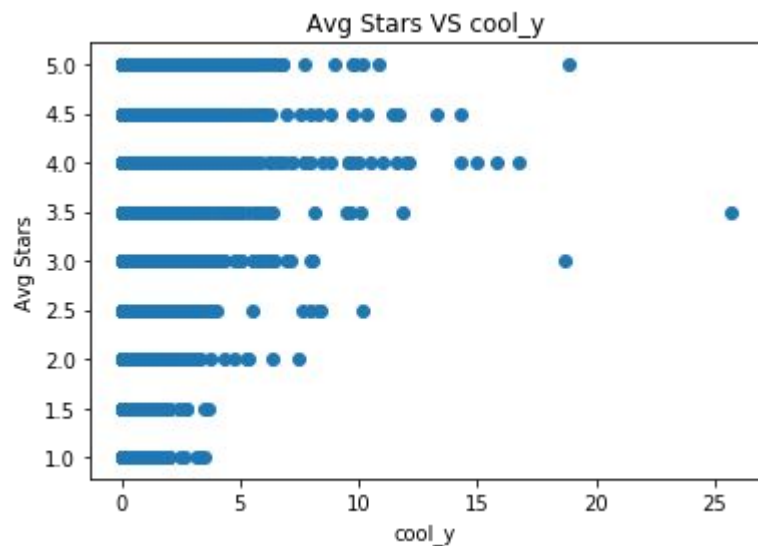
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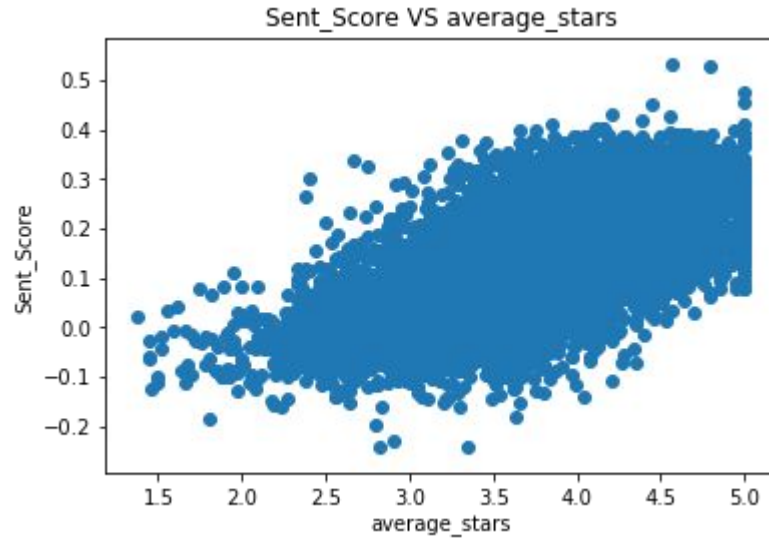
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Average Star Rating



Key Metrics For Business Reviews





Sin City

Pro tip #4:

Showcase full bars, smoking, intimate ambiance,
and parking

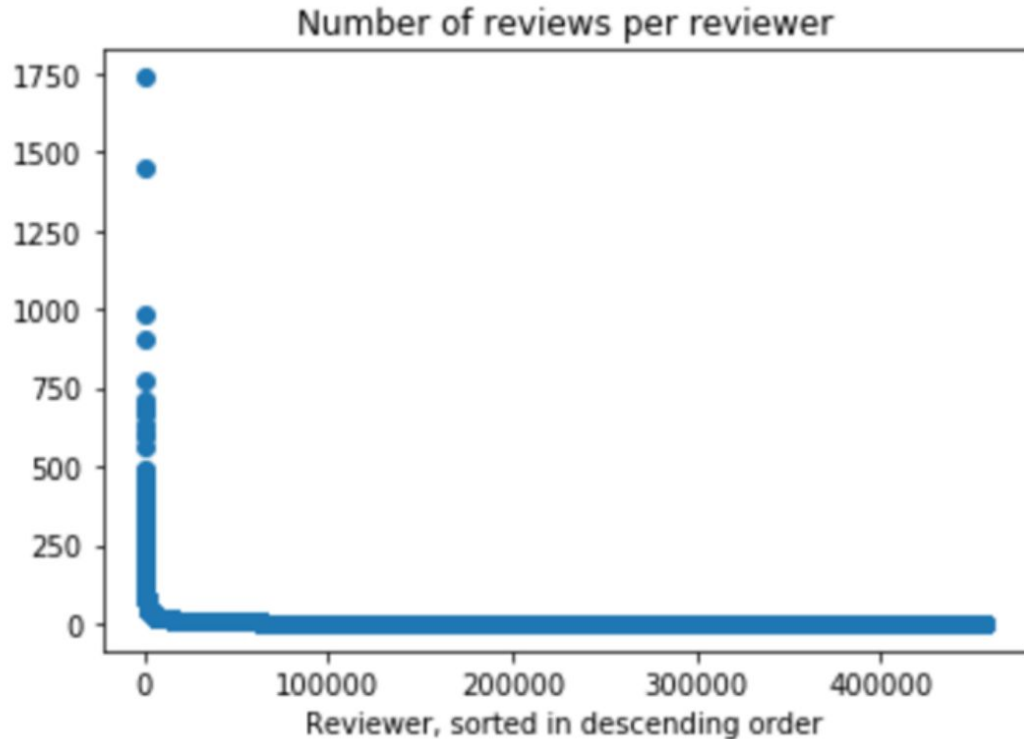


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Pro tip #5:

Encourage first-time Yelpers to review your business through in-store promotions

How many new reviewers are there?



Thank You