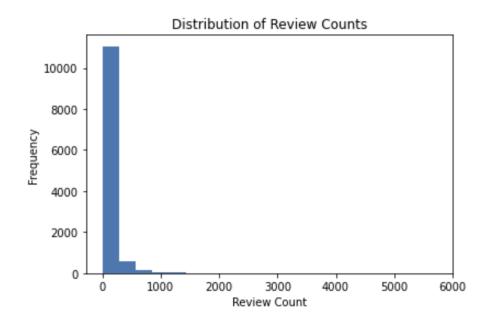
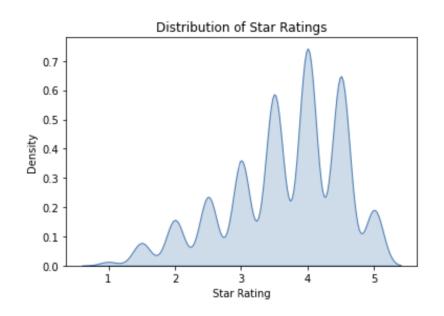
Improving Customer Retention Using Big Data Analytics

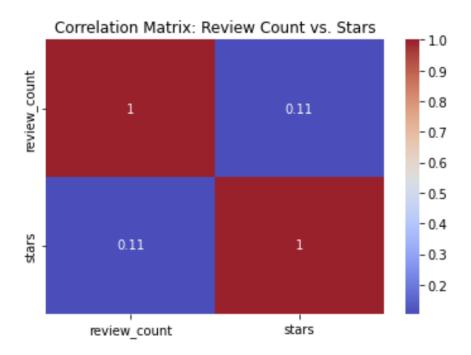
• Distribution of review counts

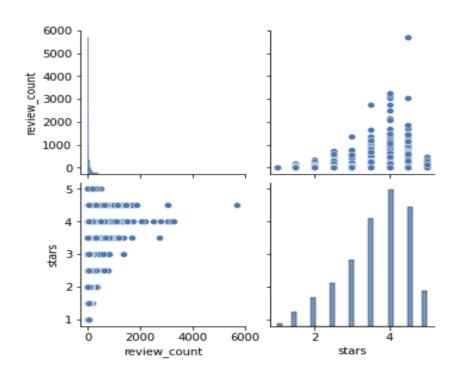


• Distribution of Star Rating

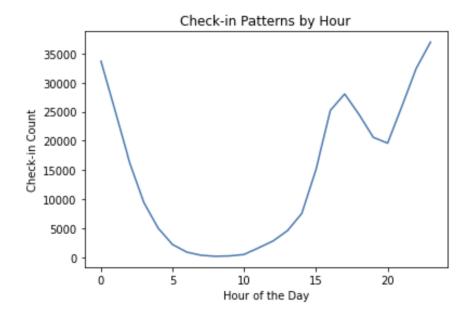


• Correlation between Review counts and Star Rating

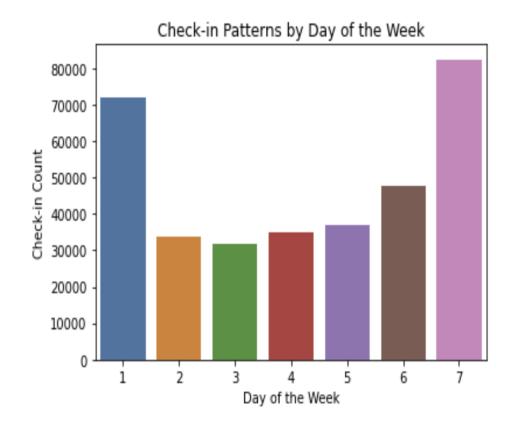




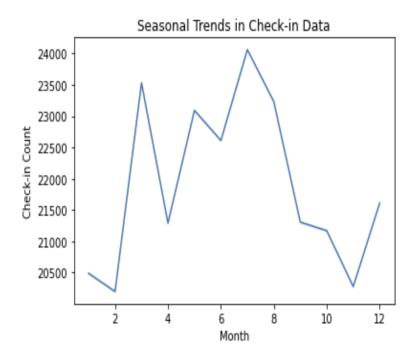
• Checking Pattern by hours



• Checking Pattern by Day of the week

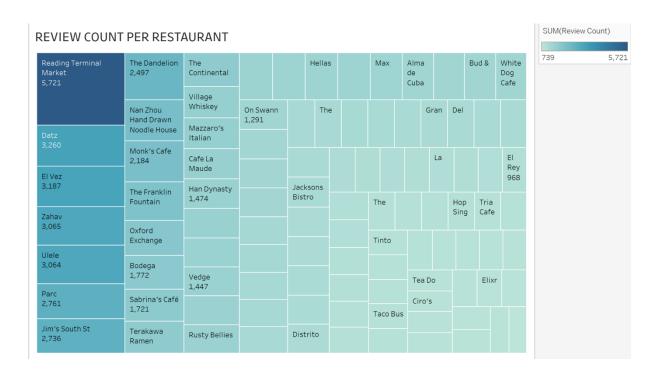


• Seasonal Trends in Checking



Visualization Using Tableau

• Review counts with respective restaurants



• Star Rating wit Respective restaurants

TAR RA	TING PER	RESTAU	RANT														AVG(Stars)	
Armature Works 4.500	Elixr Coffee Roasters 4.500	Noble Crust 4.500	Terakawa Ramen 4.500	Besito	Bud &	Café Soho 4.000		Cantina Dos	Charlie Was a Sinner 4.000		Circles	Ciro's 4.000				Datz 4.000	2.500	4.50
Beiler's Bakery 4.500	Engine No 9 4.500	Ocean Prime 4.500	The Mill Restaurant 4.500	Del Frisco			Нор		Ichicoro						Monk's	Nan		
Bodega 4.500	Gran Caffe L'Aquila	On Swann 4.500	The Stein & Vine	Double Eagle	gle				Ramen 4.000			Teresita Cafe 4.000			afe 1.000	Zhou Hand Drawn		
Cafe La Maude	4.500 Green Lemon	Oxford	4.500					宀	Tam		Tea Do	The	The	4	The	Noodle Tinto		
4.500	4.500	Exchange 4.500	Tria Cafe Rittenhouse 4.500	Ella's Americana												4.000		
Chubby Cattle 4.500	Hellas Restaurant 4.500	Reading Terminal Market	Vedge 4.500	Frankford	1.	000		Ulele	<u> </u>	Ca	ddy's	Cantina	Casa		Cuba	Devil's		
	IndeBlue	Rusty Bellies	Vernick Food &	4.000		arc 000		4.00								Alley Bar & Grille		
Brewing 4.500	Modern Indian Food & Spirits	4.500	Drink 4.500					Villa Whis 4.00		H					Jim's South	Lucky		
Craft Street Kitchen - Oldsmar	Lolis Mexican Cravings 4.500	Shrimpys Blues Bistro 4.500	Zahav 4.500	Good Dog 4.000		abrina's		Whit Cafe 4.00								Deli 3.500		
Double Knot 4.500	Mazzaro's Italian Market 4.500	Snapper's Sea Grill 4.500	Alma de Cuba 4.000	Han Dynas 4.000	ty			edisc		EI		Ma Bre		Tac 3.5	o Bus 00			
Eddie & Sam's NY Pizza 4.500	Mr. Dunderbak's 4.500	Suraya 4.500	BellaBrava 4.000	Harp & Cro 4.000	own			IdD						The				

• Average review count with the respective city



• Highest Rated restaurant

OXFORD EXCHANGE

allergy Sentiment: 2.000	pizza Sentiment: 2.000	ambience Sentiment: 1.800	Sentiment: Ser 1.619 1.6 recipe Sentiment: 1.500 rice Sentiment:		sandwich Sentiment: 1.611		nu timent: 53		od ntiment: 535	portion	
chips Sentiment: 2.000	seasoning Sentiment: 2.000	atmosphere Sentiment: 1.729			burger		cost		lobster	texture	
curry Sentiment: 2.000	soup Sentiment: 2.000	service Sentiment: 1.675									
distance Sentiment: 2.000	waiter Sentiment: 2.000	flavor Sentiment: 1.667	taste Sentiment:	Ser		waitress Sentiment: 1.333					
ingredients Sentiment:	vibe Sentiment:	gluten Sentiment:	1.500		location Sentin 1.182			dish			
2.000	1.938	1.667	Sentiment: 1.467		steak Sentimen 1.167		ŀ	nost	ment:		
lighting Sentiment: 2.000	decor Sentiment: 1.875	presentation Sentiment: 1.667 salad Sentime 1.393			attitude Sentiment:			Sentiment: quality		noise	

• Averagely Rated Restaurant

HARP & CROWN

burger Sentiment: 2.000	ambience Sentiment: 1.917	cuisine Sentiment: 1.500	service	pizza					nost		
cost Sentiment: 2.000	bartender Sentiment: 1.846	lobster Sentiment: 1.500									
knowledge		location Sentiment: 1.500	texture Sentiment: 1.333								
Sentiment: 2.000	decor Sentiment: 1.838	music Sentiment:	food Sentiment:								
sandwich Sentiment: 2.000	atmosphere	1.500	1.297		fries Sentiment: 1.000				waiter	hostess	
	Sentiment: 1.818	parking Sentiment: 1.500	Sentiment: 1.286		portion Sentiment:		quality		pasta		
sushi Sentiment: 2.000	beer Sentiment:	price	value Sentiment:		1.000 presentation		Sentimer	nt:			
	1.533	Sentiment: 1.500	1.286		entiment: .000		lighting Sentimer	ighting Sentiment:			
vegan Sentiment: 2.000	staff Sentiment:	salad Sentiment:	menu Sentiment:		ribs Sentiment: 1.000		crab	crah		ent:	
2.000	1.522	1.500	1.276				Sentiment:		attitud	е	

• Least Rated Restaurant

pizza Sentiment: 1.667	music Sentiment: 1.286	pasta Sentiment: 1.000	price Sentiment: 1.000		rice Sentimer 1.000		soup Sentiment: 1.000	
food Sentiment: 1.385	service Sentiment: 1.154							
	atmosphere Sentiment: 1.000	sushi Sentiment: 1.000	Sentiment:			ty lighti ment: Senti) 0.667		lobster
staff Sentiment: 1.353	beer Sentiment: 1.000	waiter Sentiment: 1.000					menu	
steak Sentiment: 1.333	budget	cost					Sentiment: 0.500	
	Sentiment: 1.000						parking Sentiment: 0.362	