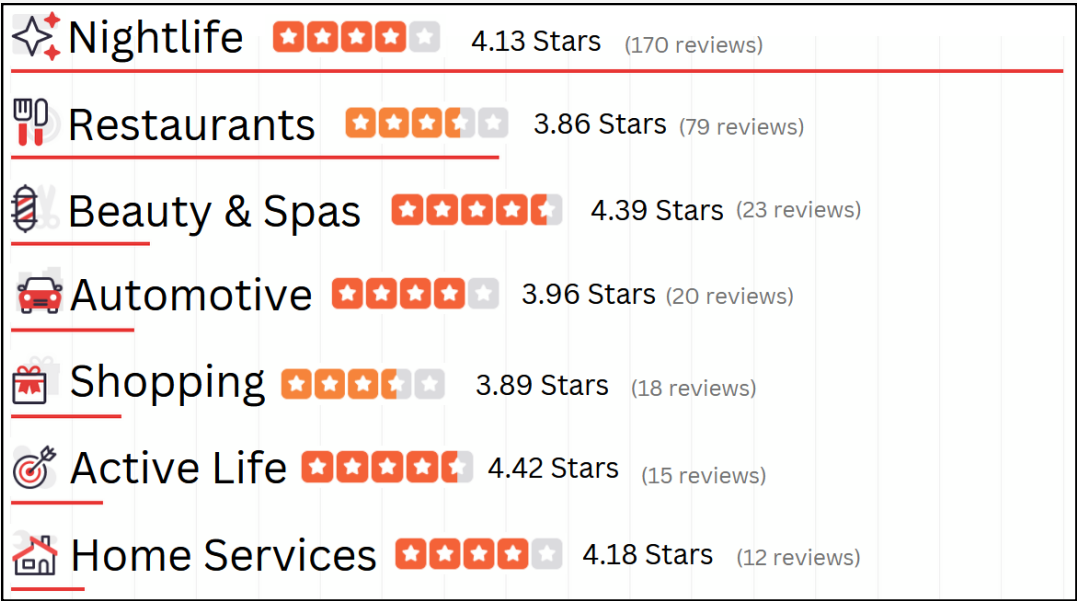


A LOOK INTO YELP REVIEWS

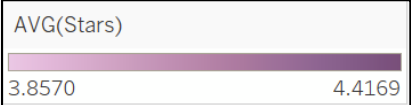
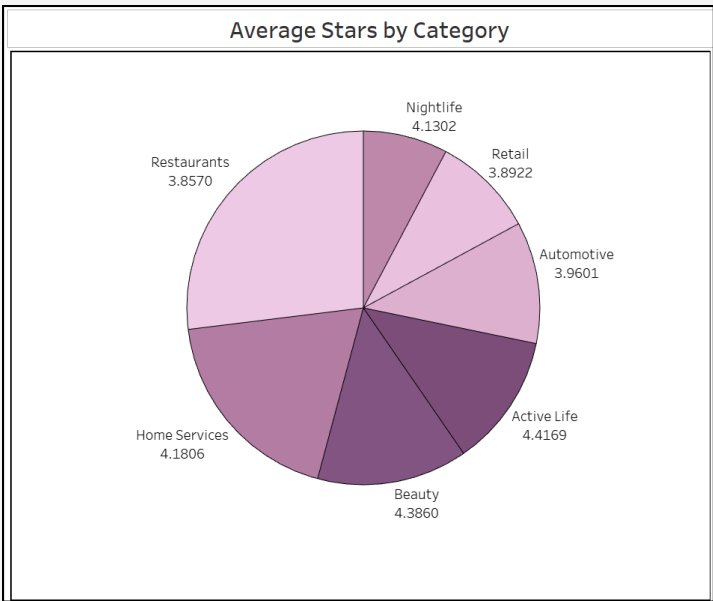
WHAT MAKES A BUSINESS IN SANTA BARBARA COUNTY SUCCESSFUL?

NUMBER AND QUALITY OF YELP REVIEWS BY CATEGORY



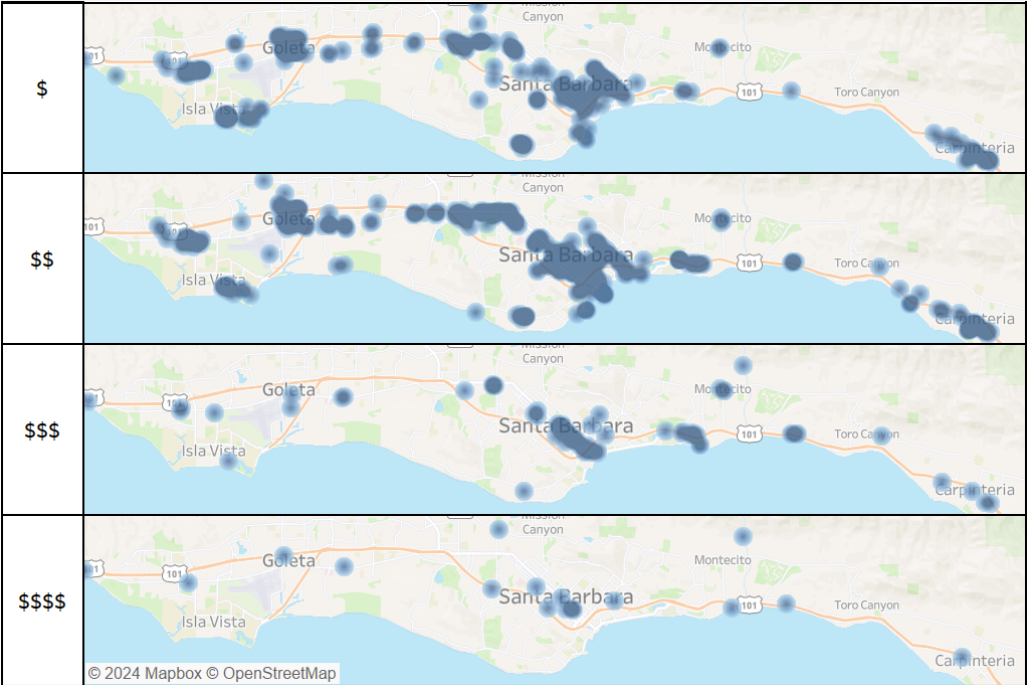
Here the lines and stars represents the average number of reviews and average rating per business in each category. Some categories gather much more attention than others, but that doesn't always translate to more stars.

NUMBER OF BUSINESSES BY CATEGORY



Here we see the proportion of how many businesses there are in each category as well as their average ratings.

DENSITY OF BUSINESSES BY PRICE RANGE AND LOCATION



Most businesses are categorized with two dollar signs and located near downtown Santa Barbara, but businesses of all price ranges seem to be spread throughout the county.

CONCLUSION

Nightlife businesses in the lower price range seem to gather the most attention within the Santa Barbara County area, while still holding relatively high reviews from the Yelp users. But as the data shows, that doesn't mean that there isn't plenty of room for many other types of establishments to find their own success.