

In this file, we will introduce the information of Yelp Suggestion System.

## 1.Goal

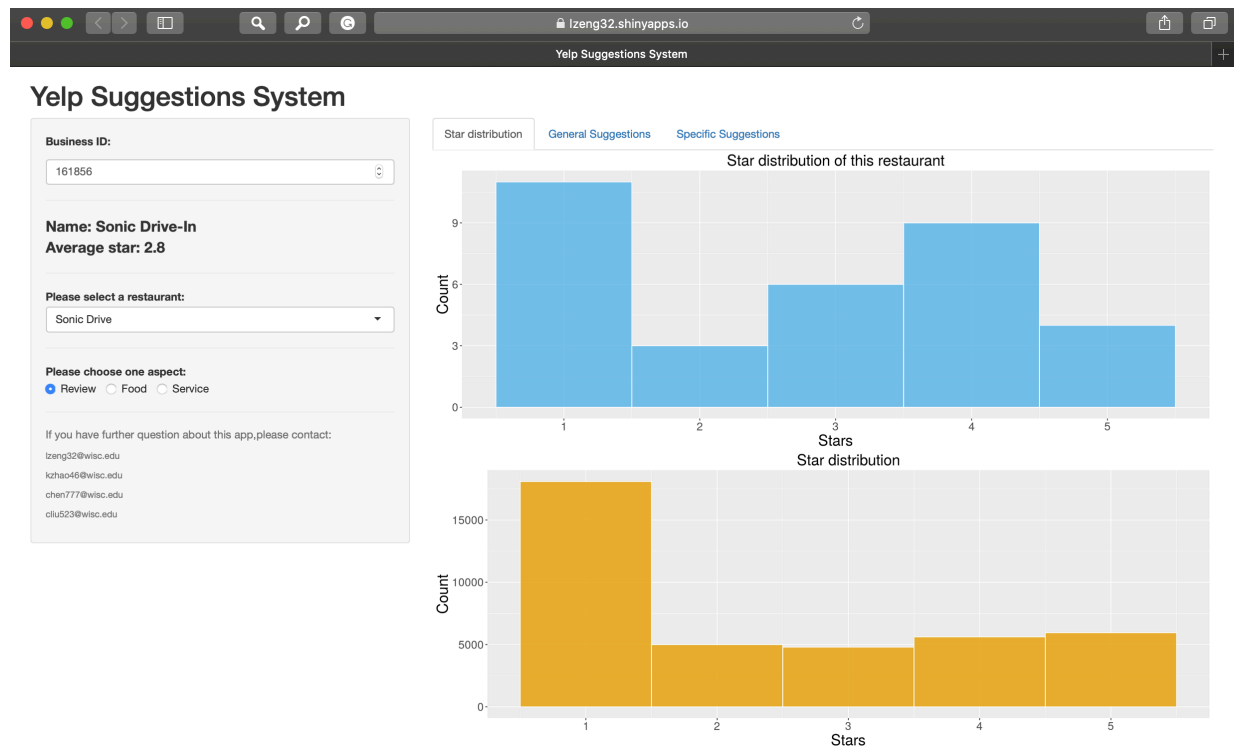
The goal of this shiny app is to give advice for the chain restaurant owners based on the review data of Yelp. The app enables the owners to know the basic information and suggestions of their restaurant.

## 2.Usage

### 2.1 With business id

By inputting the business id, the shop owners can know their restaurant name, average star on Yelp, Star distribution of their restaurant and the star distribution of its category.

For example below, we can get information of the restaurant of business id 161856. Its name is Sonic Drive-In and its average star is 2.8. Also the star distribution of restaurant 161856 and the star distribution of Burger chain restaurant are shown.



Also the shop owners can check the specific suggestion of their restaurant. The app provides the food score and service score by our Adj score model. Suggestions are given by two aspects respectively.

Yelp Suggestions System

Business ID:

161856

Name: Sonic Drive-In

Average star: 2.8

Please select a restaurant:

Sonic Drive

Please choose one aspect:

☒ Review ☐ Food ☐ Service

If you have further question about this app,please contact:

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Star distribution

General Suggestions

Specific Suggestions

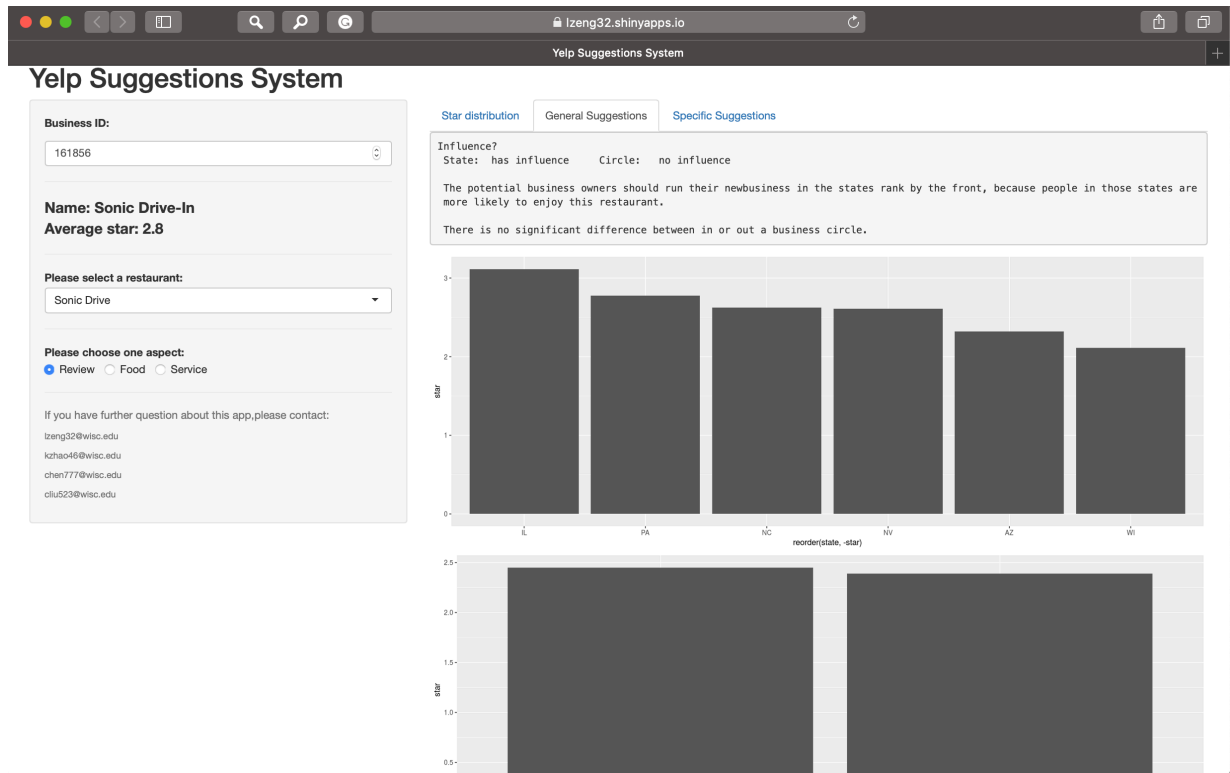
Food score: 3.3    Service score: 3.2

The customers seem to be ok with your food. Your restaurant still need some efforts in food.

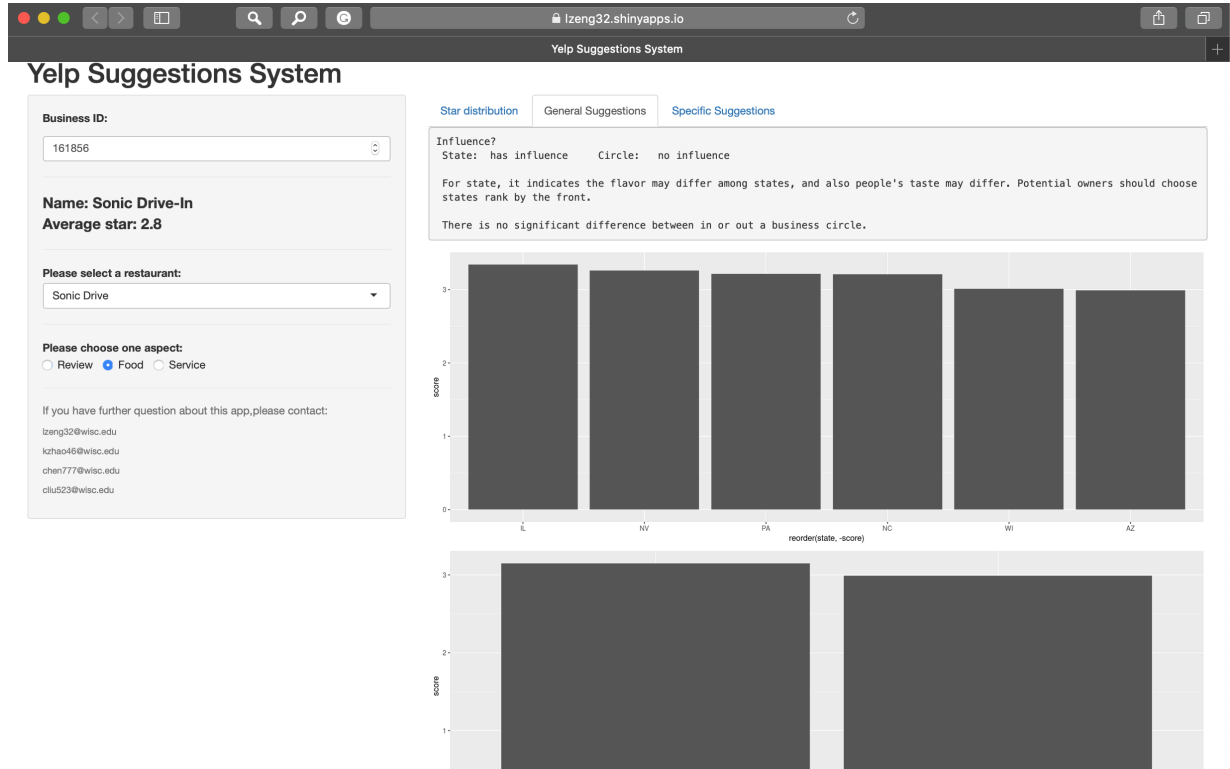
The customers seem to be ok with your service. Your restaurant still need some efforts in service

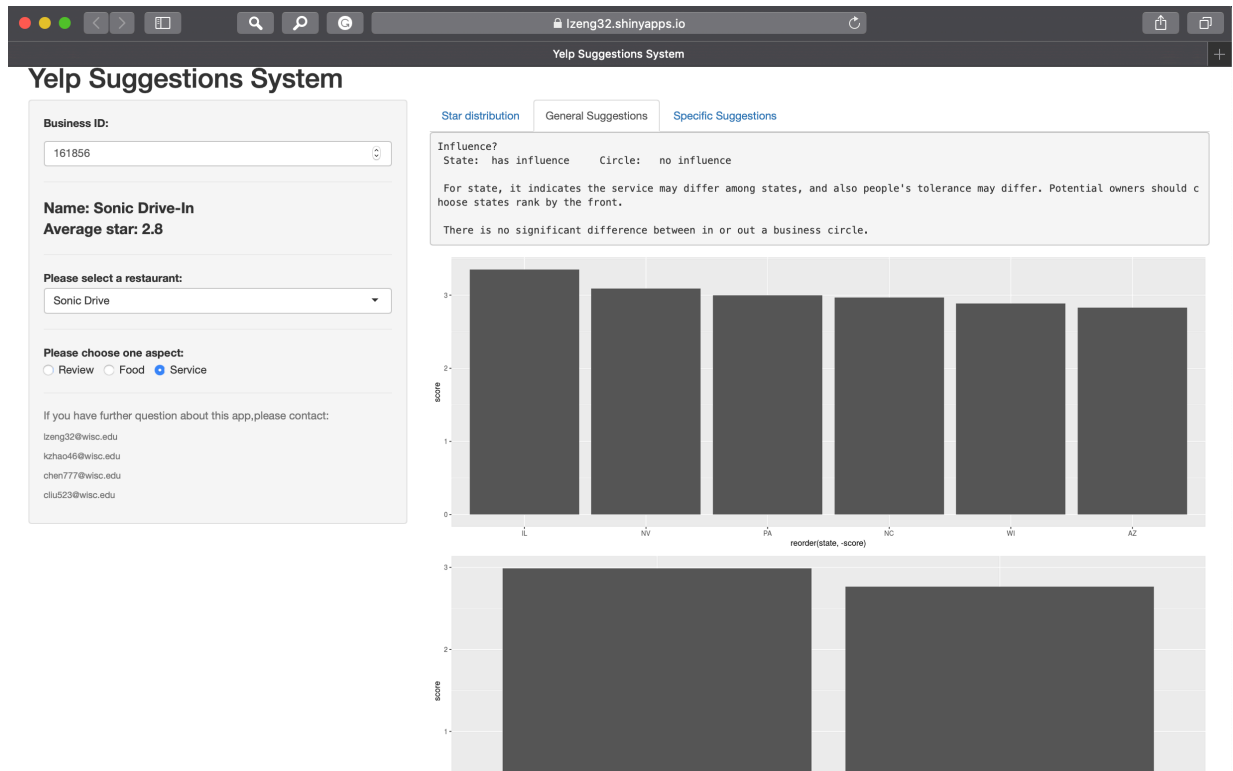
## 2.2 With restaurant name

By select a restaurant name, the shop owners can obtain information of all restaurants of a same brand. In this part, the app provides the suggestion of address selection in three aspects — review, food and service. Does state make differences on reviews of a certain aspect of a branch restaurant? Does in or out a business circle make differences on reviews of a certain aspect of a branch restaurant? Besides, it also offers the real data of the restaurants of a same brand. For example, for all Sonic Drive, based on the whole review data, choosing a state does make sense, but in or out a circle makes no sense.



Based on food and service aspects, they also show the same result.





3.Thank you

If you have further question, please contact: [lzeng32@wisc.edu](mailto:lzeng32@wisc.edu).