Group 5.

You did a great job on your presentation. There were some potential concerns in your results, so I’d like to comment on them here.

1. Representativeness in question

Your question is indeed very general. Then, you need to supply your intuition of why three stores potentially fit your question. Why not the entire list of stores? Why not Tatte? Your response is too weak. Also, you need to consider what these three stores represent.

2. Outliers

Why is Nero an outlier? It looks far from a cluster, but the branches are within the Boston area. Remember, Boston is quite smaller than you think (this is the reason why Starbucks at Brandeis is not in the data).

3. Bias test

You show the number of store differences between data and google search. How can we be sure whether the difference is chance finding? You need to supply more evidence here.

4. Visiting patterns

Right, many stores you found have less than 100 visits. How do we ascertain whether this number is valid? One way is to check the visiting patterns around the selected stores. It is possible that the store might be located in a less crowded area.

Agenda setting: Good

Presentation Quality: Good

Code Quality: Good

Code efficiency: Fair (-1)

Further consideration: Need to have major revision on (1) and (2) (-0.5)