

## Research Question 2:

Classify all restaurants in Carlisle according to ratings on Yelp and Google Maps.

## Ideas:

Collect all comments of restaurants in Carlisle on Yelp and Google Maps separately.

Create charts of the distribution of ratings on Yelp and Google Maps separately.

Compare and contrast the patterns of ratings on different websites.

Classify all restaurants in Carlisle according to rating patterns and number of ratings on Yelp and Google Maps.

## References:

Yelp & Google Maps & Google Trends

## Potential Problem:

Size of dataset might be huge.

I am considering limiting the time range of data to the past 2 years.

### Research Question 3:

Which is the most popular Japanese anime on Netflix?

### Ideas:

Find all Japanese anime on Netflix.

Search for the list of anime on Google Trends.

Search for the list of anime on YouTube and get the total number of videos having the name of the anime included annually.

Find the top 5 popular anime for each year.

### References:

Netflix & Google Trends & YouTube

### Potential Problem:

Size of dataset might be huge.

#### Research Question 4:

How has COVID-19 changed the shopping pattern in the U.S.?

Ideas:

Almost unsupervised learning only.

Monthly data of different categories of retail goods bought from 2018 to 2022.

Check if COVID significantly affected each category of goods by adding a dummy variable "during\_pandemic".

References:

<https://www.channelbakers.com/blog/how-covid-19-has-affected-americas-shopping-behavior>

<https://www.sciencedirect.com/science/article/pii/S0969698922001035>

<https://www2.deloitte.com/us/en/insights/economy/us-consumer-spending-after-covid.html>

[https://ycharts.com/indicators/us\\_retail\\_sales](https://ycharts.com/indicators/us_retail_sales)

<https://www.jagsheth.com/consumer-behavior/why-we-buy-what-we-buy-a-theory-of-consumption-values/>

Potential Problem:

Has been done by many different institutions.

Is prediction doable?

#### Research Question 5:

Does the number of Japanese Anime significantly affect the studying of Japanese?

#### Ideas:

Annual data of number of anime available in the U.S.

The audience measurement & rating of each anime.

The number of students who major in Japanese, take Japanese courses, learn Japanese online e.g. Duolingo.

Other variable: number of universities and high schools offering Japanese courses, etc.

#### References:

#### Potential Problem:

Data source???