



Bars & Nightlife in Nashville

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Project Focus

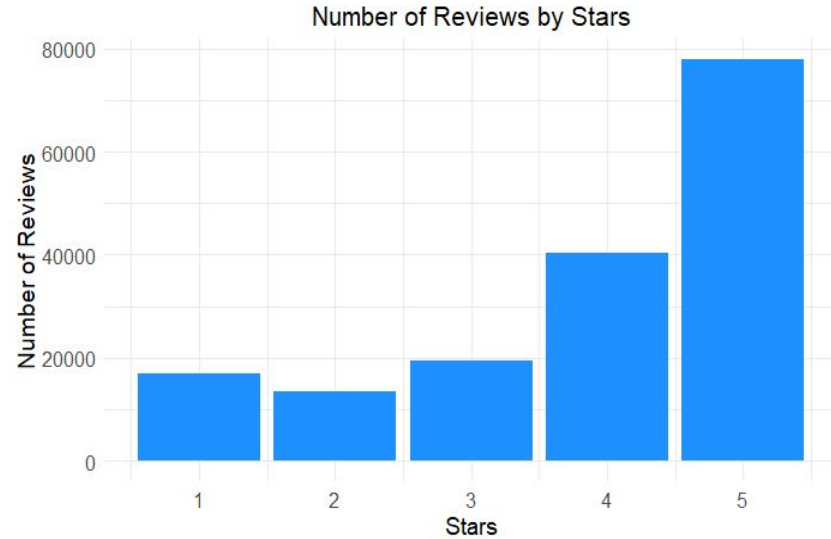
- Interested in businesses in Nashville, TN that have a category label that contains either bar and/or nightlife

Questions of Interest:

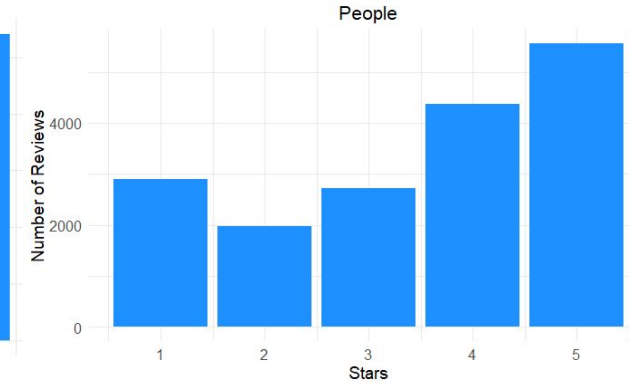
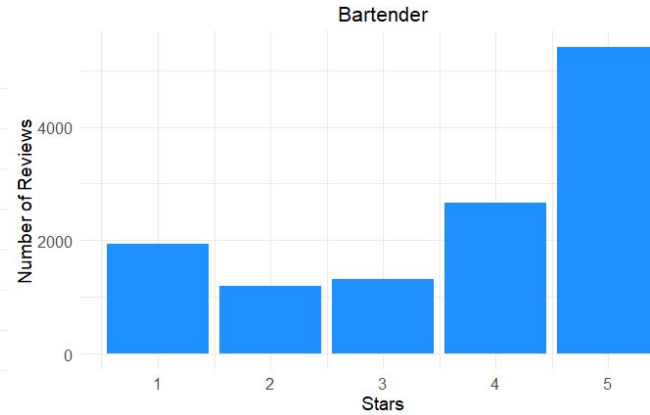
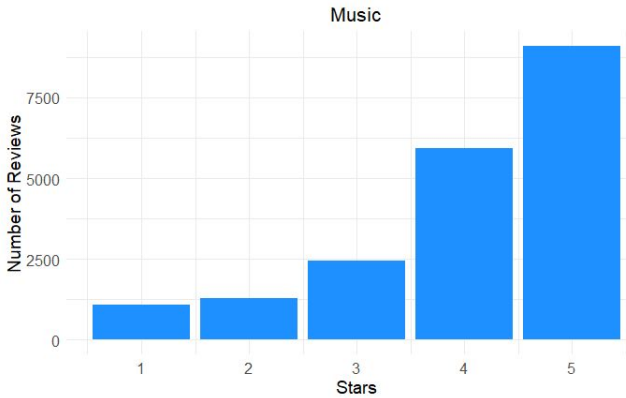
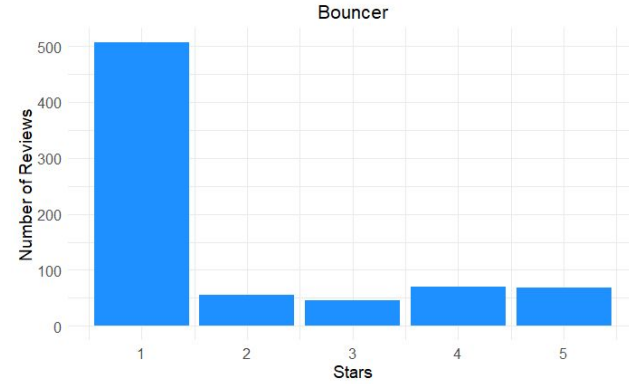
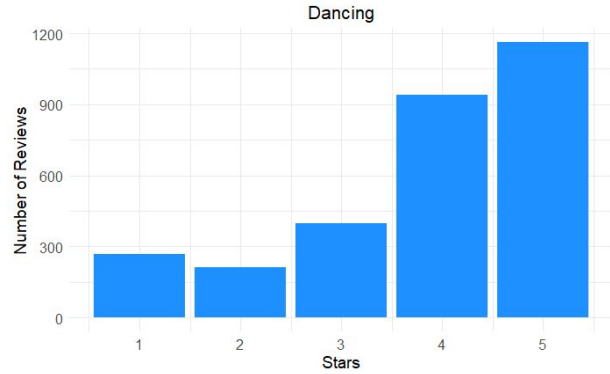
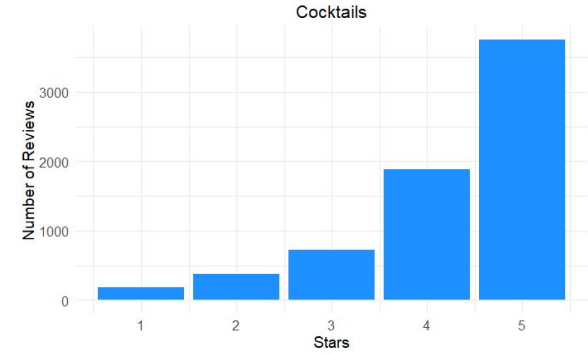
- What demographic traits affect their Yelp's rating?
- Does location impact their Yelp rating?
- What business attributes affect Yelp ratings?

Data

- Yelp (Businesses and Reviews)
 - 1,021 total businesses and 168,356 total reviews
- U.S. Department of Transportation
- U.S. Census Bureau
 - Population, income, education, employment, households, and business

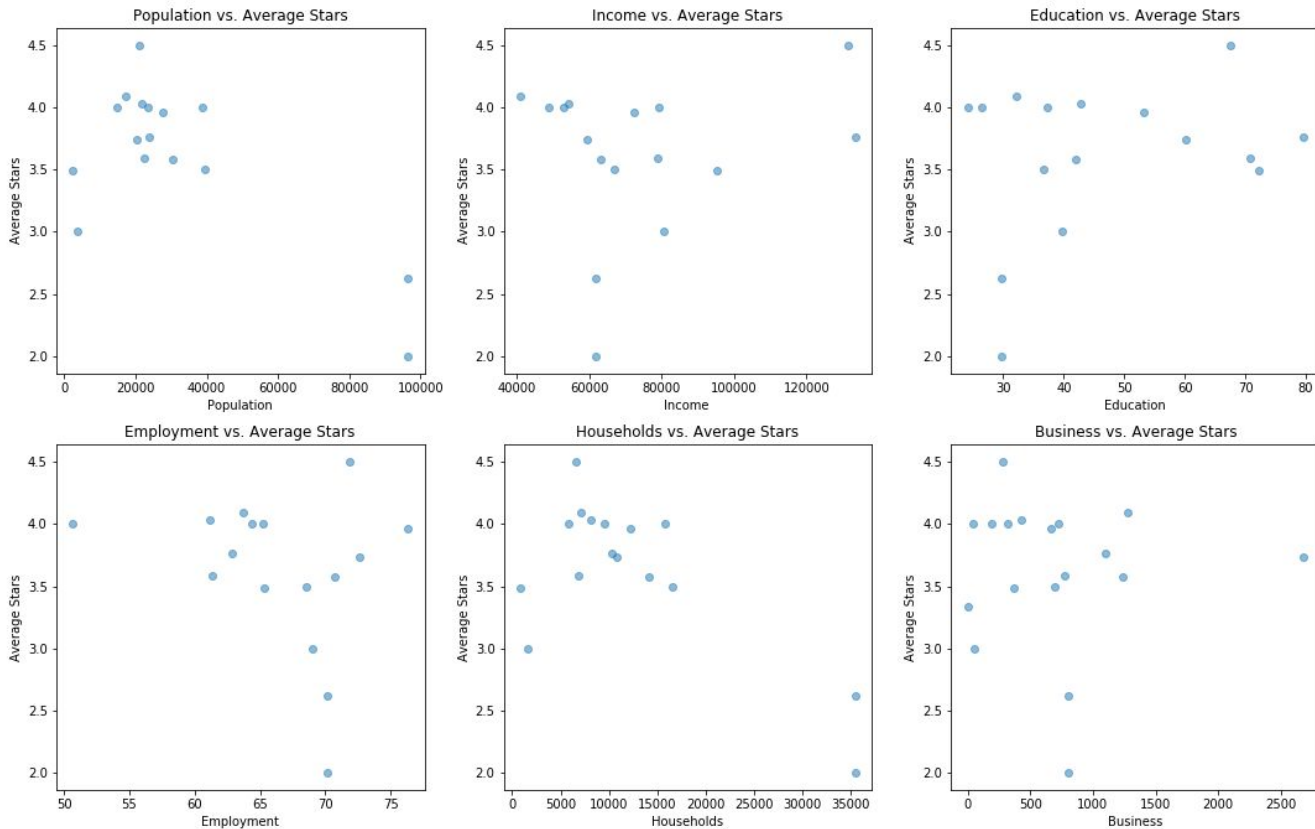


Text Analysis on Reviews

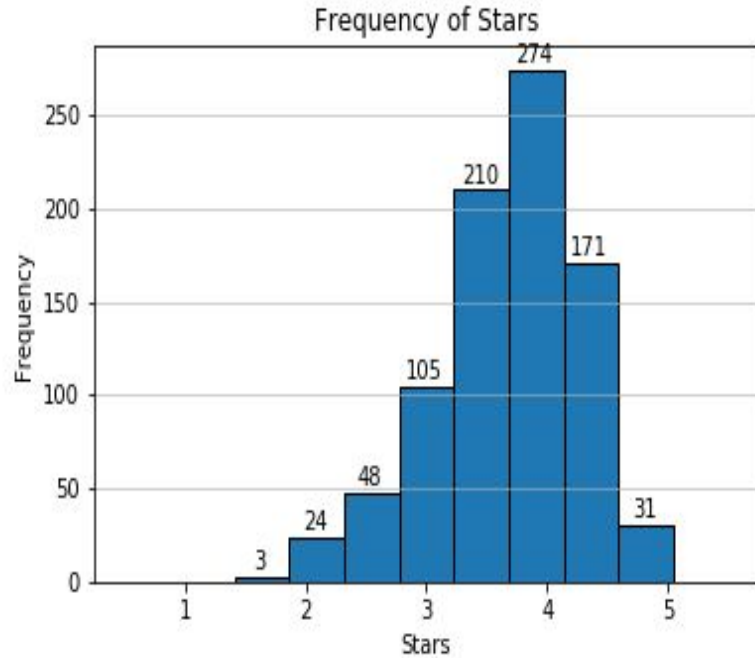


Stars by demographic and socioeconomic information

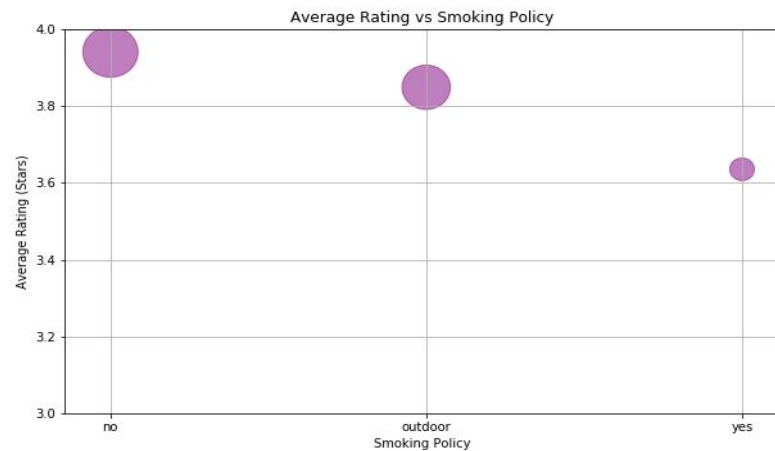
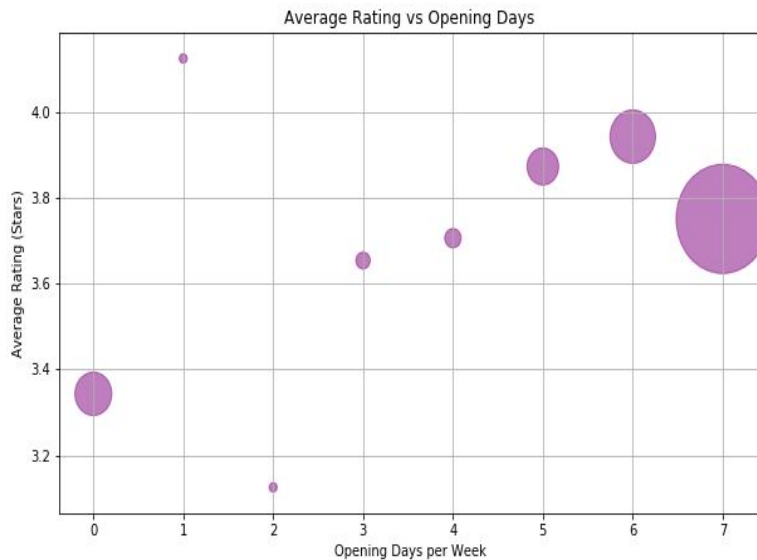
Scatter Plots with Average Stars as Y-axis



Stars by Business Attributes

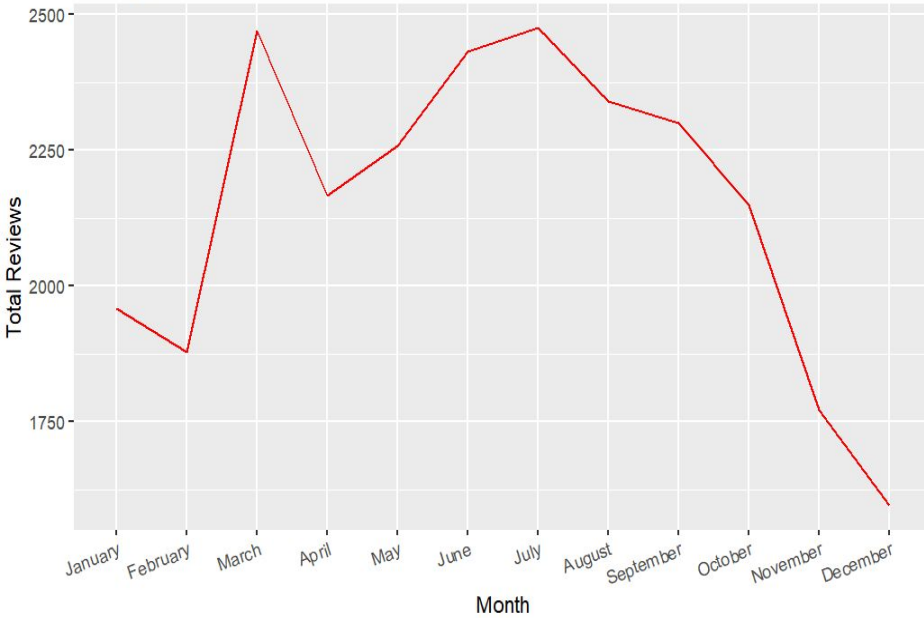


Stars by Business Attributes

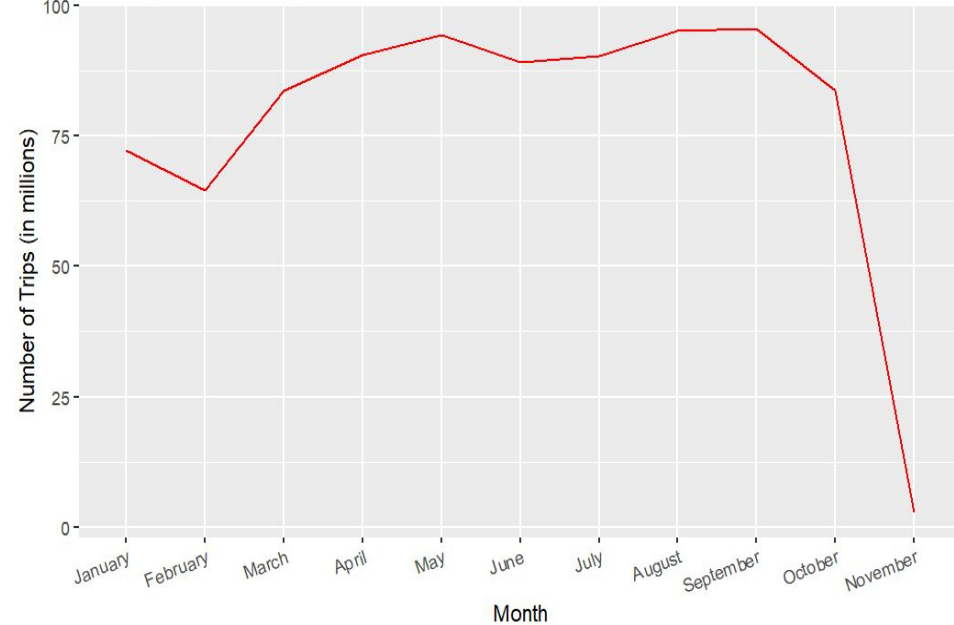


Monthly Trends of Reviews vs Trips in 2019

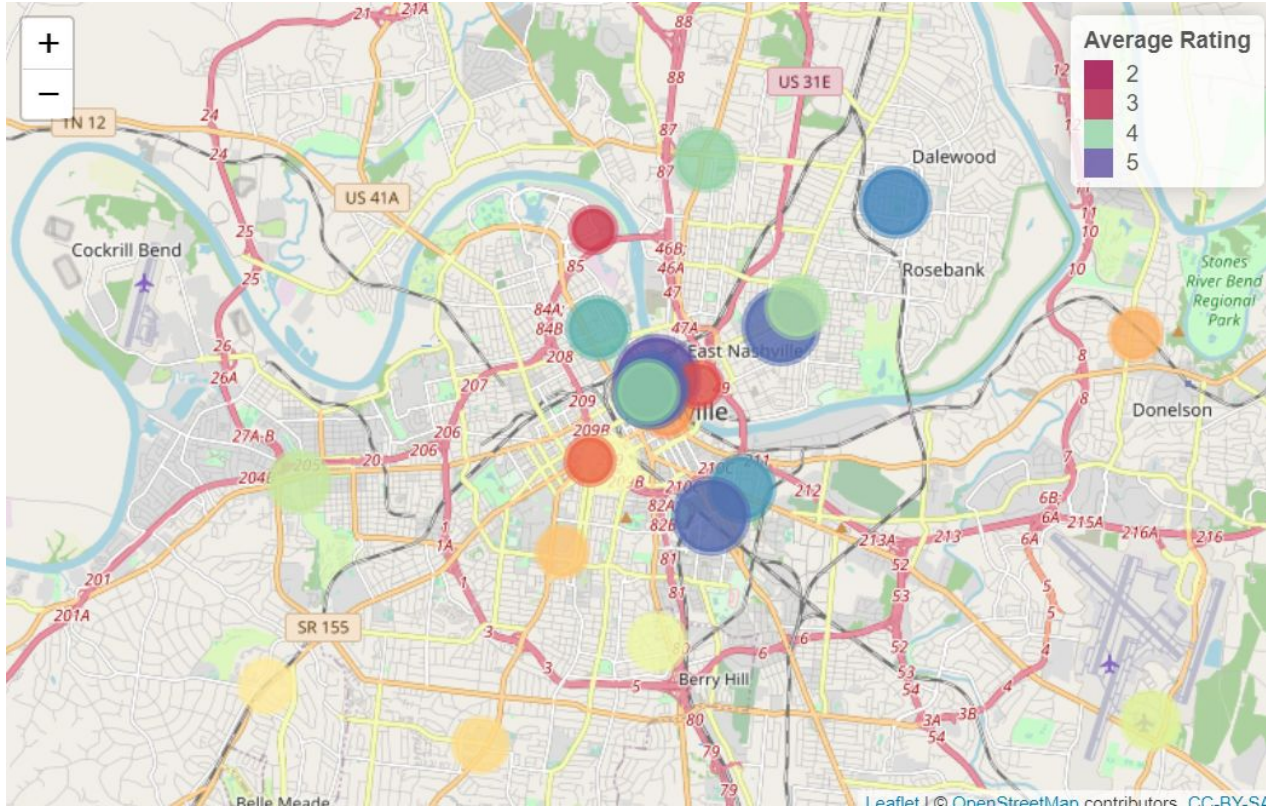
Monthly Trend of Reviews in 2019



Monthly Trend of Trips in 2019



Most popular locations by Average Rating



Conclusion

Next steps:

- Further analysis to be able to answer our questions of interest more specifically
- Develop an interactive dashboard to assist your business needs
- Develop a model to be able to predict how many stars your business will receive