

Are Yelp Reviews and Ratings Reliable?



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Have you ever traveled to a new city and been overwhelmed by the number of restaurants and the sheer volume of reviews for each restaurant or Yelp or other such sites? And have you ever been excited to try a 5-star rated restaurant on Yelp but have been disappointed or confused about why it has mixed reviews? You may not be the only one! Yelp ratings hold significant importance as they serve as a primary indicator of a business's reputation and quality in the eyes of consumers. A high Yelp rating signals excellence and reliability, often leading to increased foot traffic, revenue, and sustained success for businesses. Conversely, low ratings can deter potential customers and undermine a business's credibility, impacting its bottom line and long-term viability. Therefore, it is important that these ratings maintain a high degree of reliability and reflect the true sentiment of customers.

This data science project seeks to investigate the trustworthiness of Yelp ratings by analyzing the customer reviews for over 7 million reviews. Using the dataset provided by Yelp, you are going to conduct a sentiment analysis on these reviews to test whether the average sentiment rating of a particular restaurant is reflective of the numerical rating on Yelp. You can use the entire dataset or can choose to focus on one city or one cuisine. After you conduct the sentiment analysis, you will want to test the significance of these mean scores before you compare them to the Yelp ratings.