# Project Goals and Importance

The primary goal of our project is to leverage Yelp's extensive dataset to develop a predictive model that accurately identifies and quantifies the factors contributing to the success of businesses. Specifically, we aim to:

1. **Identify Key Success Factors:** Analyze historical data from Yelp to pinpoint the critical factors that influence business success. This involves examining attributes such as location, customer reviews, operational hours, and business amenities.
2. **Predict Business Success:** Use the identified factors to predict the success of a business in a particular location. Success will be quantitatively measured using indicators like the business's star rating, review count, and operational status.

# Ethical Considerations

### Addressing Bias and Ensuring Fairness

To address potential biases inherent in Yelp's dataset, which may reflect socio-economic, geographical, or categorical biases, we implemented several targeted statistical methods and algorithms:

- **Stratified Sampling:** Ensured proportional representation across various categories to prevent biases related to over or underrepresentation.
- **Feature Normalization:** Applied normalization techniques to prevent features with larger ranges from disproportionately influencing the model.