Predicting the success of a restaurant in LA.

California State University Los Angeles

Sam Avanessians, Luis Campos, Avenir Fetisov

Our Question

"What kind of restaurant would be popular in specific area?"

Big Data Process

1. Acquire Data: from **yelp** API

2. Store Data: **in mongoDB using JSON and Python**

3. Analyze Data: using JSON and Python

4. Visualize Data: **elastic**'s Kibana

Factors Considered

- **Average Review Counts by Zip Code & Category**

- **Average Ratings by Zip Code & Category**

- **Number of Existing Businesses by Category & Zip Code**

Visualisation

We have two dashboards:

1. For specific location:
- California State University, LA - ZIP: **90032** and bordering ZIP (8): 90042, 91030, 91801, 91803, 91754, 90063, 90033, 90031
- Dashboard should help to answer main question:

"What kind of restaurant would be popular in specific area?"

2. For all LA area (487 zip codes):
- JSON data: zip, # of reviews, avg. rating, term, name

Our Answer

In the Cal State LA area (limit 30):

Burmese, Malaysian, Gastropubs, British

In the Cal State LA area (limit 40):

Burmese, Malaysian, Gastropubs, British, Singaporean, French, Gluten-Free, Steak

In the Cal State LA area (limit 50):

Burmese, Malaysian, Gastropubs, British, Singaporean, French, Gluten-Free, Steak, Tapas, Indonesian, Cajun, Middle-Eastern, Halal, Hot Dog, Shaved Ice, Fish and Chips

Possible improvements

Take into account:

- the demographics of the area (age, population, racial and cultural composition, income)
- the average pricing in the restaurants
- is it working area or residential area?
- add more data resources

Thank you.