




Online review

As performance measurement - Restaurants





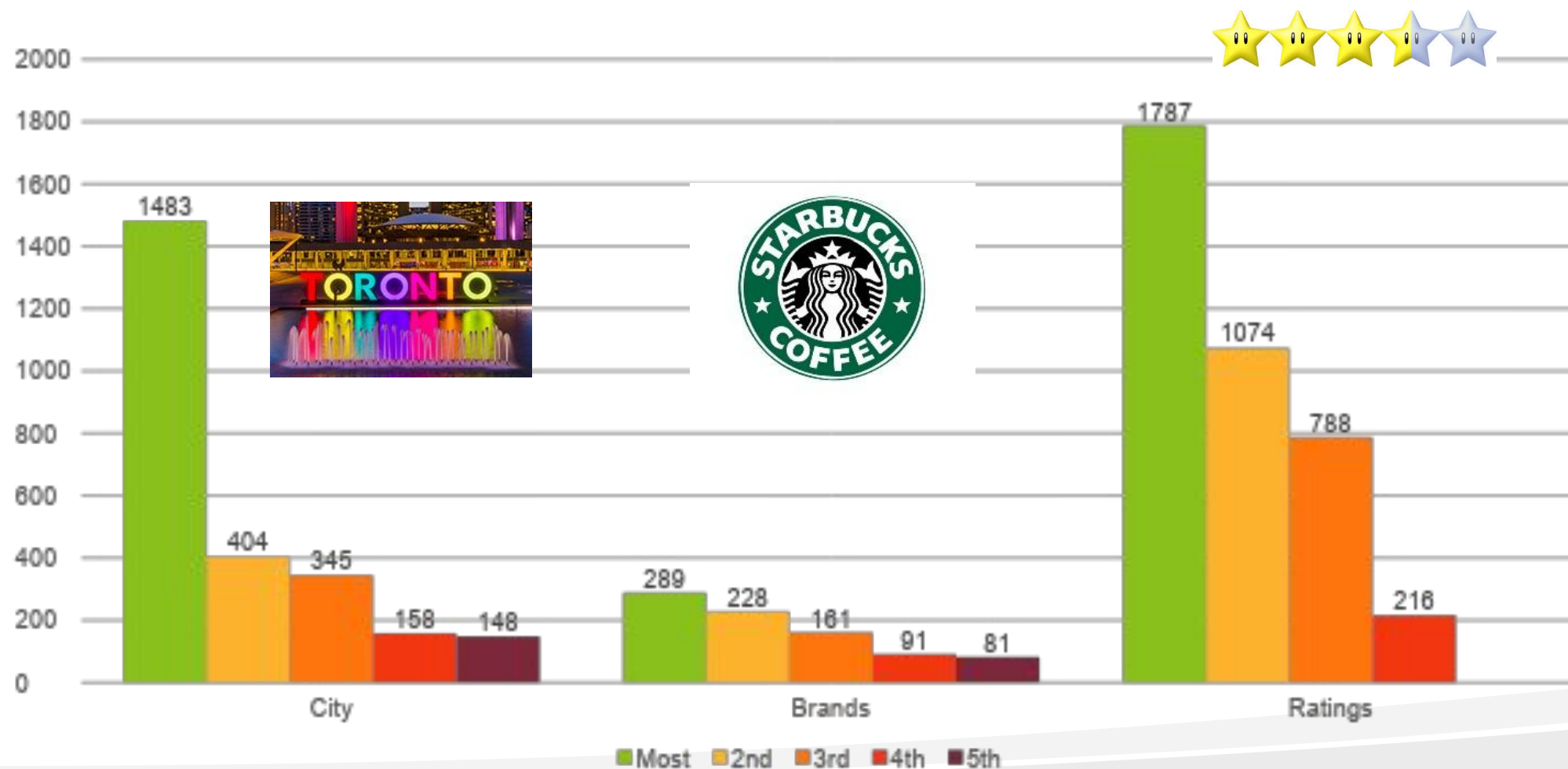
Can we enhance small chains decision making using public information?

- Benchmark franchise / store performance
- Enhance location selection





Summary Statistics (n=3,865; 13 fields)

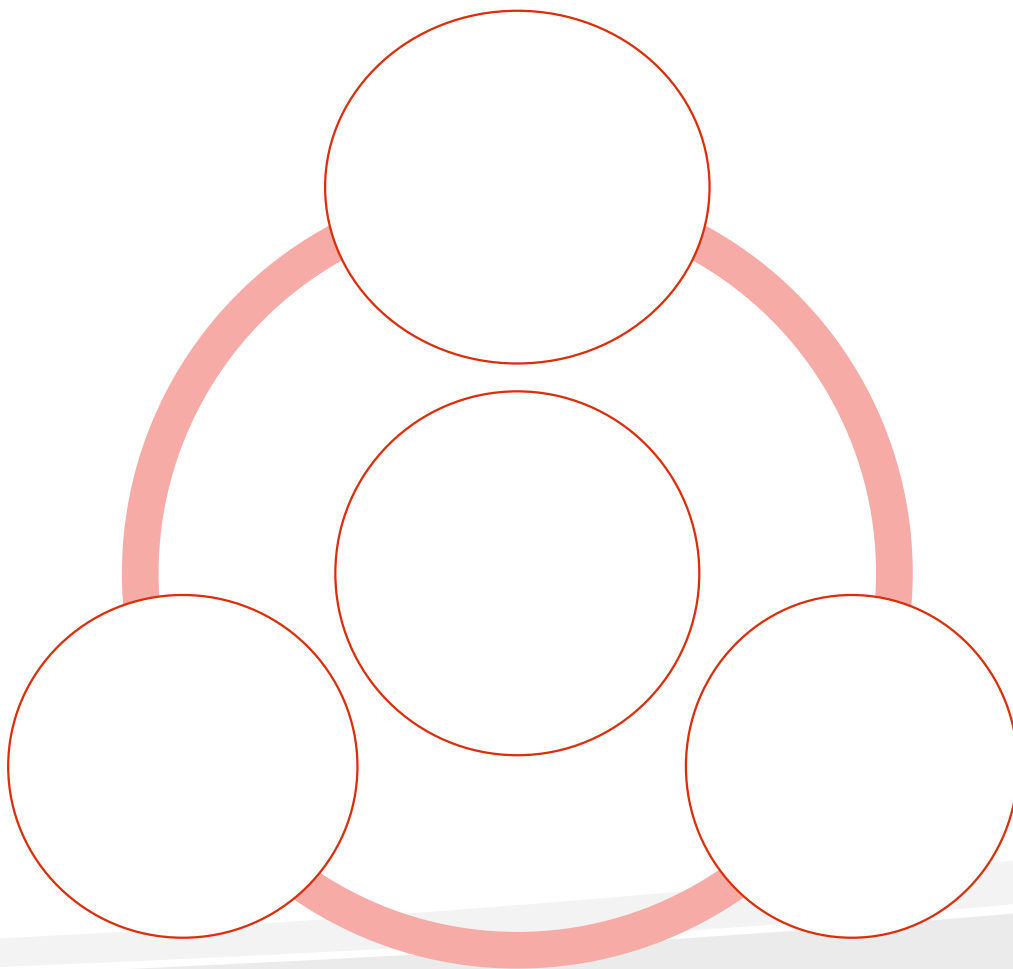




Data issues

Issues out-of-scope:

- Survival bias
- Fraud
- Missing Data Fix / Inference



Tools result

- More reviews = success
- Need greater than 6 reviews per location
- Review bias
- ¹Significant defined as

Method	Insight	Sign. ¹
Assoc. Rule	No rules	NA
Decision Tree	# of reviews, brands	~32%
Linear Regression -Rating	# of reviews, brands	R ² =33%
Logistic Regression - Survival	Limited	R ² =30%



Lesson Learned

- Team

- Leverage online community to understand context of data
- Test hypothesis with different modelling tools to understand the differences
- “All publicity is good publicity”

- Data

- Use sentiment analysis to validate the ratings
- Use postal code to better define a geographical view
- Business/Economical modelling
- Correct missing attribute data using Google search Application Programming Interface (API)



Question & comments