Write a 1- to- 2 page paper describing the metrics you proposed for classing businesses as popular or successful.

**popular** is common among the general public; generally accepted

**successful** is resulting in success; assuring, or promotive of, success; accomplishing what was proposed; having the desired effect; prosperous; fortunate; happy.

***Synonyms***

*\* efficacious, effective, fruitful, rewarding, accomplished, profitable*

6) (24%) Write a 2 page paper where you describe your proposed metrics for classifying businesses as  
“popular” and “successful”, i.e.,  
• Popular businesses that seem to attract more customers compared to other businesses in the  
same category.  
• Successful businesses which have been serving the community for a long time and which have  
loyal customers.  
In your paper you need to propose and formulate your own metrics for classifying the businesses into  
these three groups. You should include the following in your paper:  
• Provide a brief description about each of your metrics. Your description should identify all data  
items you will use in your metrics and how you will combine that information to argue whether  
a business is expensive, popular, or successful.

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• If you made some pre-processing on the data, extracted some information, and used those  
information in your metrics, make sure to explain them in your paper. For example:  
¬ You may query your check-in data and calculate the average number of check-ins for each  
“zipcode , business category” pair. Then you can use this information in your metric for  
finding successful businesses. If a business has more check-ins than the average number of  
check-ins within its own zipcode for the same category, then it may be considered successful.  
The larger the difference is (with respect to the average), the more successful the business is.  
• Include all queries you used to process and analyze the data. Also include a brief description  
that summarizes the goal of each query and what information it extracts.  
• If you stored the results of your data-analysis in any tables, include the schemas of those tables

− Popular businesses that seem to attract more customers compared to other businesses in the same category. − Successful businesses which have been serving the community for a long time and which have loyal customers. In the above description, the terms “popular” and “successful” are vaguely defined. You need to propose and formulate your own metrics for classifying the businesses into these two groups and specify which information you will use in your analysis. In milestone 2, you will write a 1 to 2 page long paper where you describe your proposed metrics in detail. And in your application, you will implement these metrics (in terms of SQL queries) and query the business data to identify the successful, and popular businesses. (Note that you need pre-analyze the Yelp data and extract some additional features/details about the businesses (by running some SQL queries), store those extracted information in the database, and use them in your queries for finding the popular and successful businesses. )

Popular businesses have good star ratings and a large number of reviews. They have become popular due to current menus that everyone likes or new or remodeled locations. I would look at current trends in short periods of the time such as a 1 year period. The may have lots of reviews since they may have more people go there.

Search the text field and look for words like “busy, modern, new furniture, lots of reviews, high stars ”

Success businesses tend to have a longer track record due to the number of checkins over a period of time. The customers are loyal even if they are not as popular at the moment, the customers keep coming back due to consistency.

The data I would look at is a query that counts the start ratings and looks at the date of those ratings. I might go back 5 years to look at how many reviews and star rating. I might see lower stars but if you analyze the text you might see other words such as “consistant, profitable, fruitful, efficient, friends, respect”.