**Successful Businesses**

A Successful business is one that will need to be consistent with the menu but offer new choices from time to time. I searched the review data for choices and came up with a few good reviews.

I used a select into query to look at the data more efficiently.

select b.\*, r.text into choices

from review r

join businessReview br on br.reviewId = r.reviewId

join business b on b.businessId = br.businessId

where text like '%choices%'

“The bartender is knowledgeable about the drinks he served, and was able to help guide in us in some great choices in some new whiskies.”

“The breakfast Buffett is great, lots of choices and healthier than most.”

"Food is delicious, had the all you can eat and it was worth it. They have a good variety of choices to pick from."

Another metric to look at is if a business owner is willing to take chances. These businesses will be in a better position to achieve more than those who play it safe.

I ran a query looking for “new items”

select b.\*, r.text into new

from review r

join businessReview br on br.reviewId = r.reviewId

join business b on b.businessId = br.businessId

where text like '%new items%'

Modern Mantiques - “This is a shop you will want to go into weekly, they are always getting new items in.”

Angela`s Kitchen - "My grandma and I LOVE coming here! We`ve enjoyed the updated menu and new items.”

**Popular Businesses**

A Popular business is one that can have many check-ins and may have average or above ratings. For example, South west airlines are a popular airline. The numCheckins are 12183, the highest in Yelp. The review rating is 3.4. Many people fly southwest due to its popularity and consistency.

Another business that is popular is Chick-Fil-A. The review rating is high at average of 4. Popular businesses draw customers due to their name recognition. They don’t always have perfect food but the popularity, reasonably prices and good food will continue to draw crowds and keep the mystery going.

Here is a sample of a review:

"This was the first ever chick-fil-a I`ve ever been to. I live in Hawaii and there is no chick-fil-a there so I was excited to try it out. I had the classic chicken sandwich which was good. I`m not a fan of their fries but that`s alright. The staff was very friendly and helpful. Overall, great first ever chick-fil-a experience. 4 shakas**"**

McDonalds is another popular restaurant. The food is not always the best but they are popular because they are always there to serve. The ice cream cone is like a loss leader at a grocery store. You always seem to need other items to go with it such as fries!

"This review is solely for the vanilla cone. Happiness you can buy with less than 3 quarters! Never disappoints. And it gets even better when you dip your fries into it "

**Expensive businesses**

These businesses usually offer high end items or high-quality service. This can a risky business model. If you are in the best location, you can pull it off. These may popular and successful even if it is expensive.

The Nove Italiano restaurant in Las Vegas is an example.

"Excellent food. Their appetizers are great, … Waiters treat you like royalty. Ambiance is dark and formal, but if you walk in with jeans, they still treat you like you`re wearing a tux. Not for kids. **Expensive**. it`s on like the 50th floor of the Palms casino so the view is great. if you want a fancy dinner every now and then, I would recommend it."

You get what you pay for. The checkins are 866 and reviewRating is 4.1. Very successful and popular.