DATA APPENDIX

Appendix for original dataset

Column	Description	Example Value
reviewer_id	Id of the reviewer	1, 2, 3, ……..
store_name	Name of the store	"McDonald's"
store_address	The address of the McDonald's store being reviewed	"13749 US-183 Hwy, Austin, TX 78750, United States"
latitude	Latitude of the store	30.460176
longtitude	Longtitude of the store	-97.7928744
review_time	How long ago the review was made	"3 months ago"
rating_count	How many ratings have been made at the store	1,240
review	The text written by the reviewer giving context to their numeric rating of the store	"Worst McDonald's ever."
rating	Rating given to store in terms of stars	3

Appendix for cleaned dataset:

Data Dictionary:

Column	Description	Example Value
store_address	The address of the McDonald's store being reviewed	"13749 US-183 Hwy, Austin, TX 78750, United States"
review	The text written by the reviewer giving context to their numeric rating of the store	"Worst McDonald's ever."
stars	The numeric rating given by the reviewer, given on a scale from 1 to 5	3
Compound	Compound score from Vader Package	0.123
Positive	Positive score from Vader Package	0.689
Negative	Negative score from Vader Package	0.546
Neutral	Neutral score from Vader Package	0