



# Exploring the Effects of Review Counts on Businesses

Kalyan “Arjun” Lakshmanan

# Recap

- More Business Listings
- More Search & Ad Optimization packages
- More Social Networking

# What are our goals?

- Increase Business Listings
- Why do Businesses Close?
- Push Yelp as a “Small Business Protector”

# Key Metric

review\_count

open

0	15.444355
1	19.555556

# Findings

- Review Counts
- Implications

# Next Steps

- Explore further indicators of “Small Business Protection”
- What incentivizes more social networking?

# Categories

