

# Basic Statistics of Businesses



## Key influencers

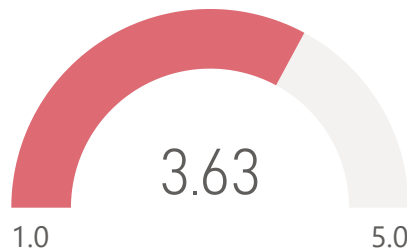
What influences stars to

Increase



?

## Average Star Rating



When...

...the average of stars increases by

Average of sentiment goes up 0.16

0.39

Average of review\_count is more than 197

0.3

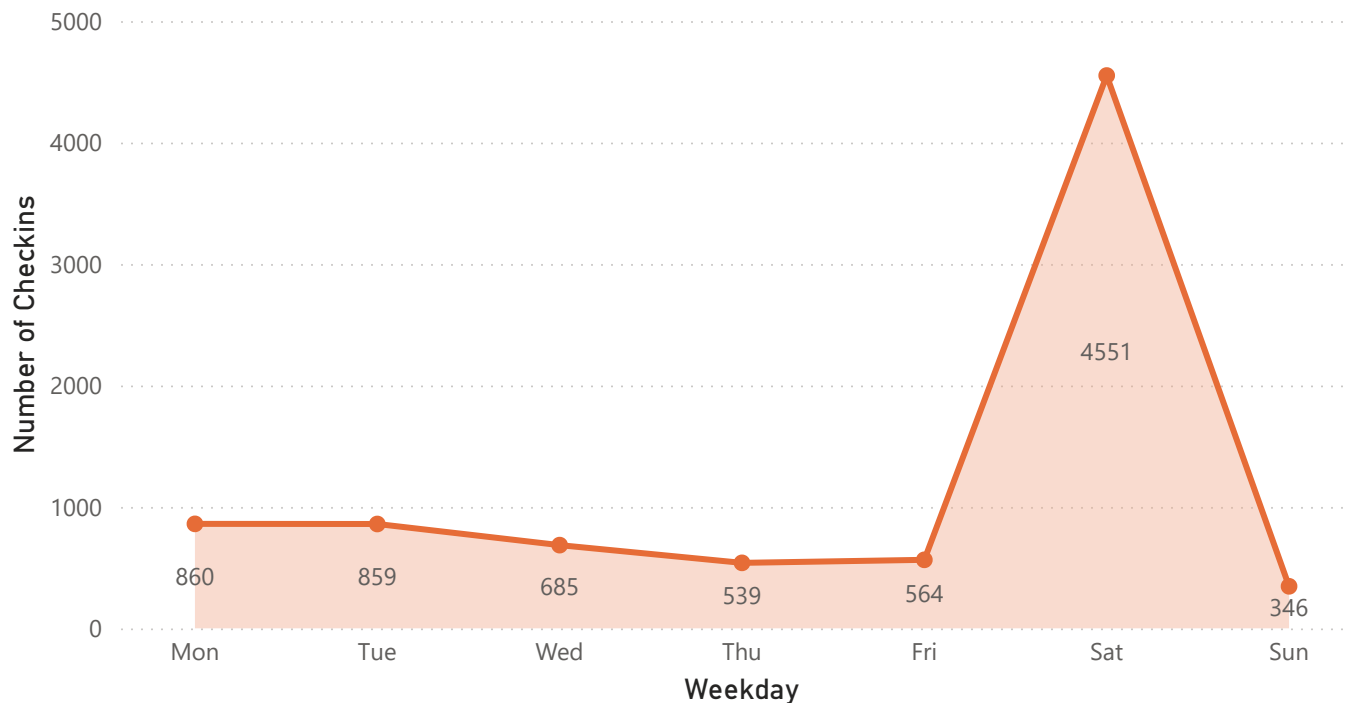
Average of subjectivity goes

0.1

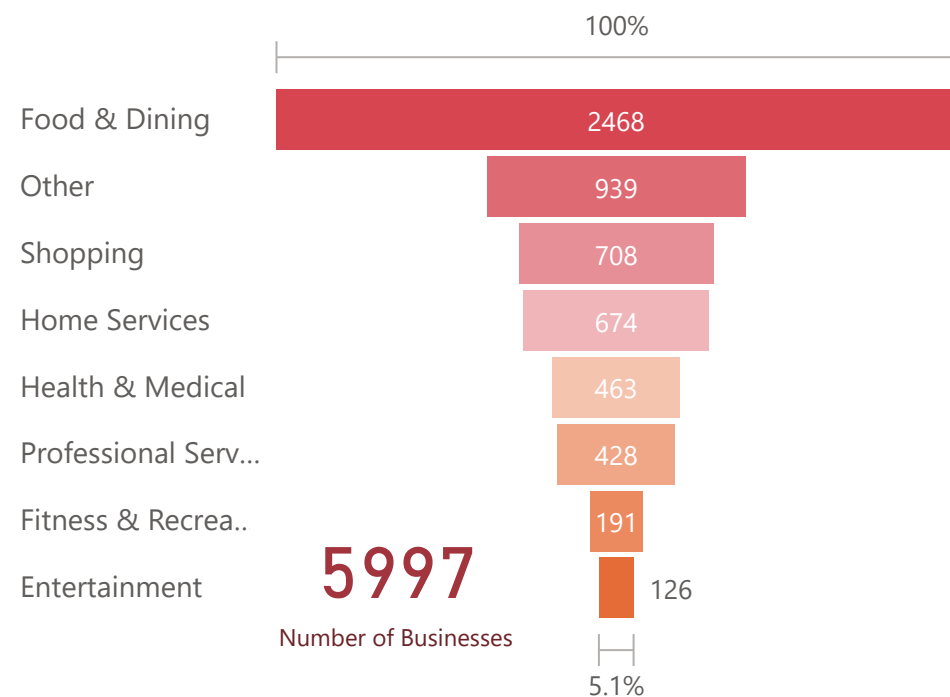
## Business Distribution Worldwide



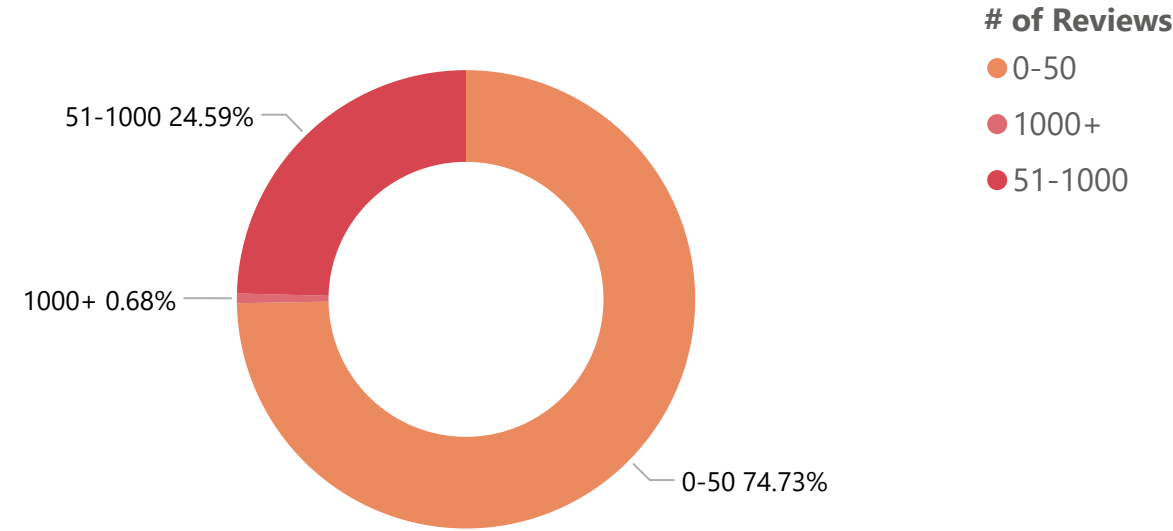
## Checkins throughout the week



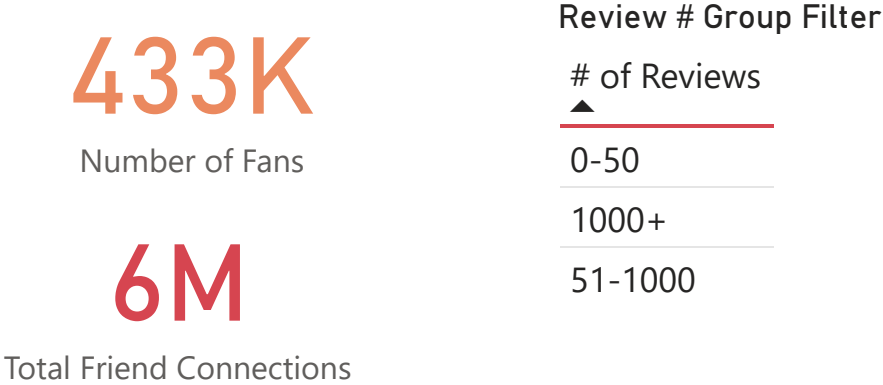
## Number of Businesses per Category



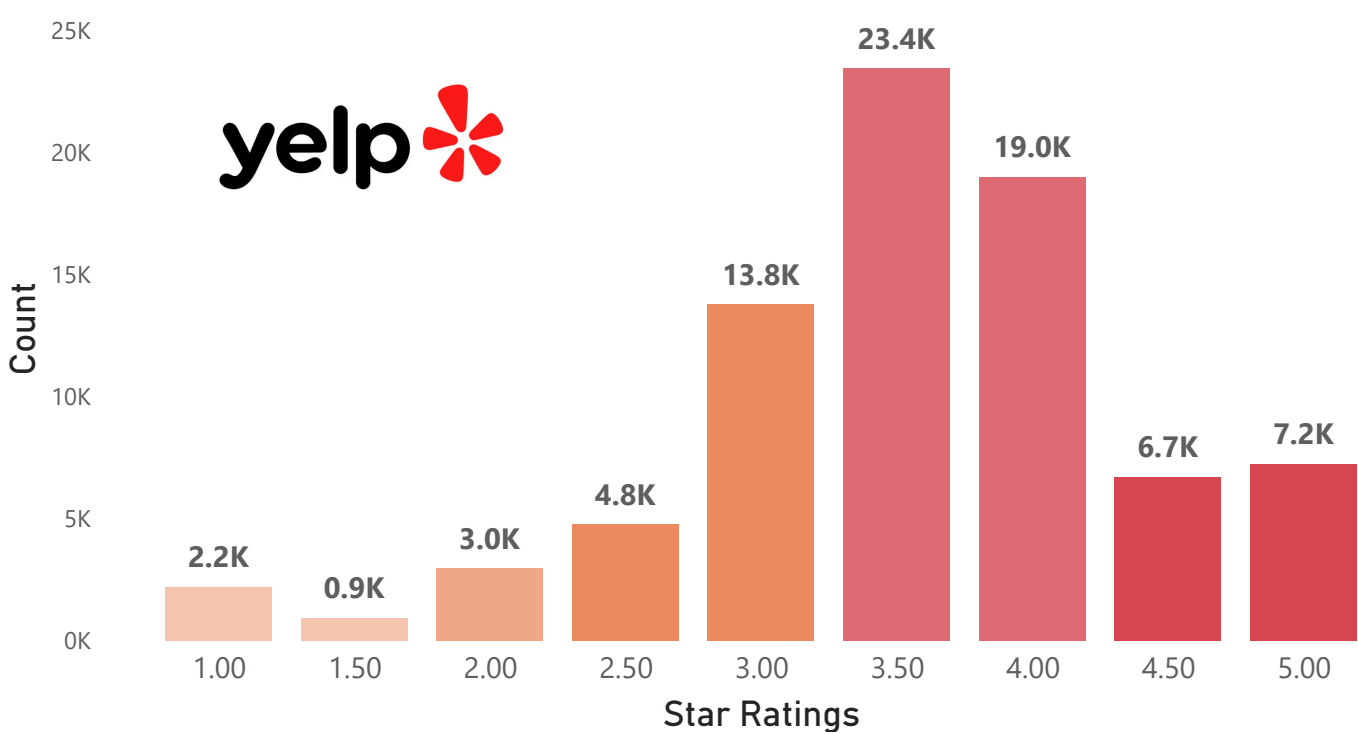
Number of Users by Number of Reviews



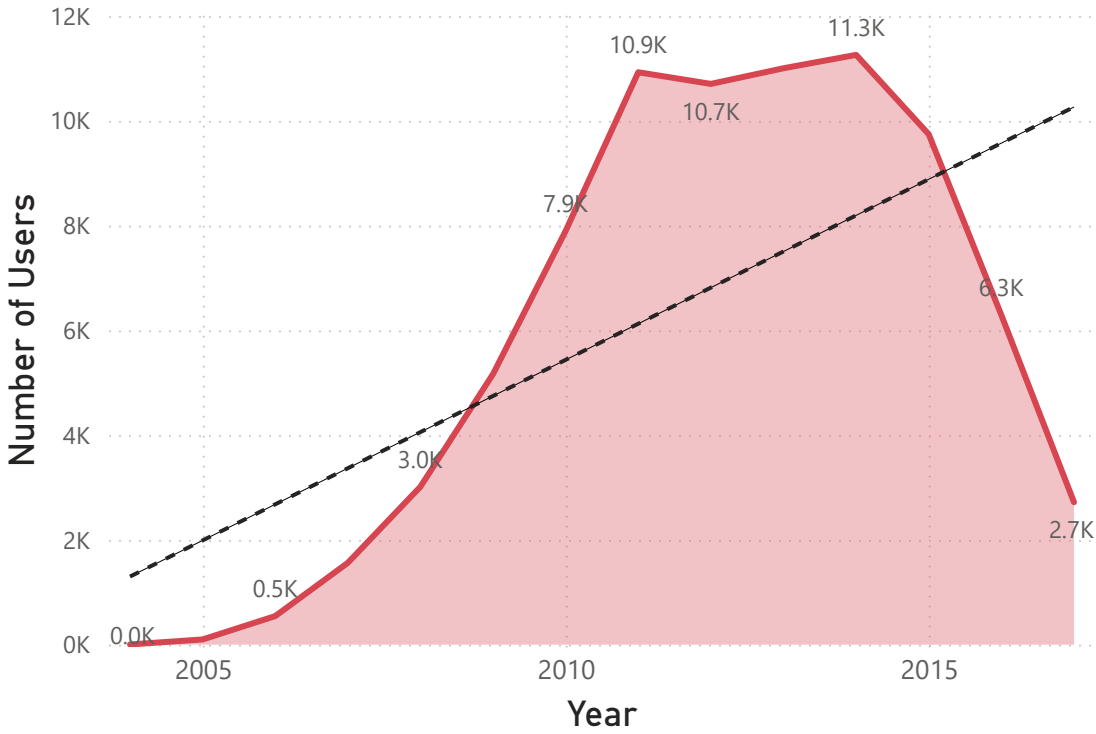
# Basic Statistics of Users



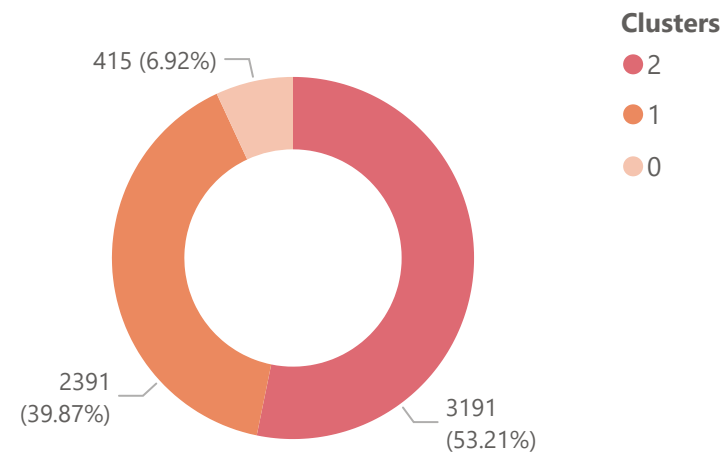
Distribution of Star Ratings



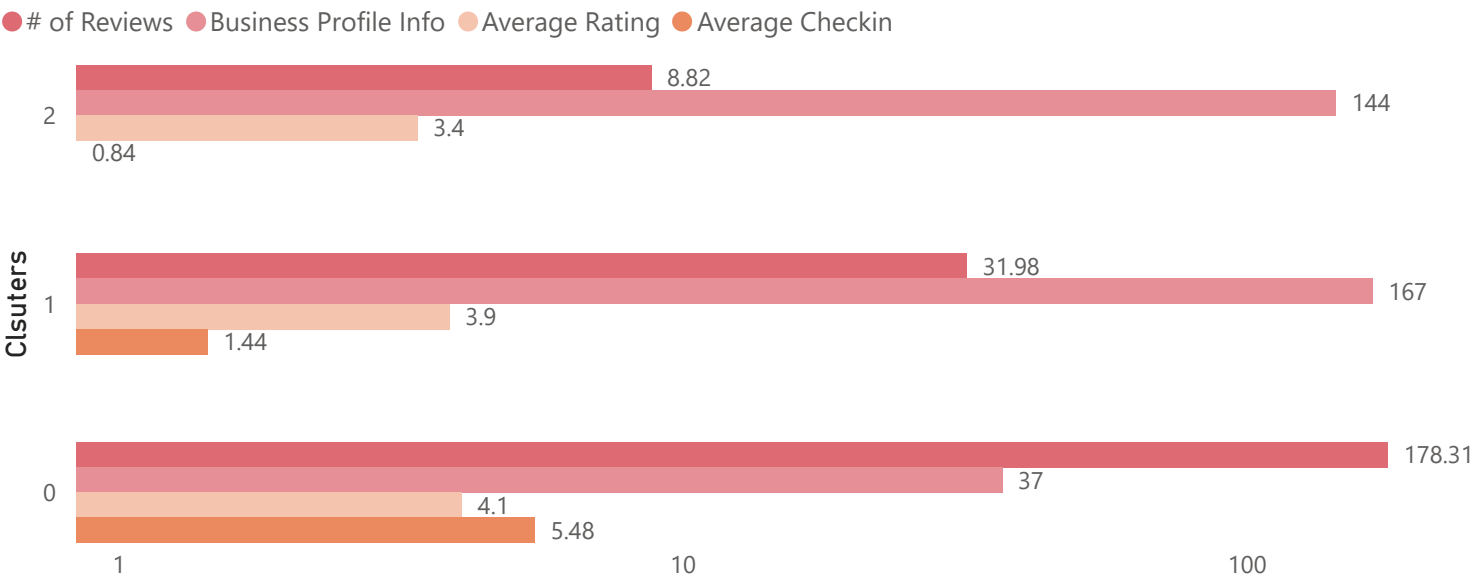
Yelp User Registration Over Time



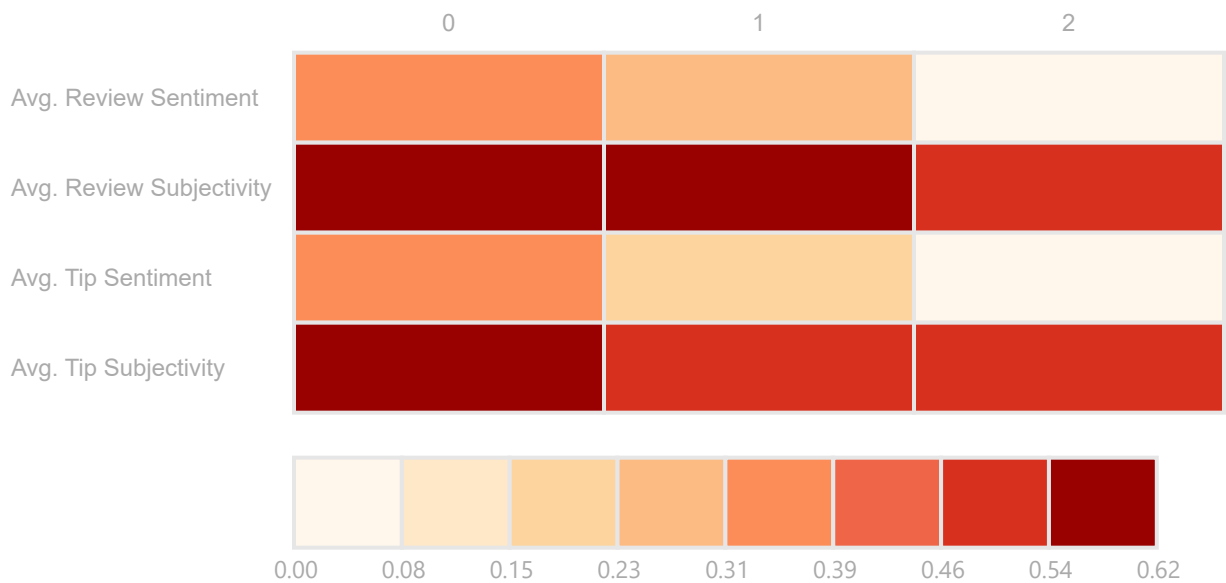
# Segmentation-Businesses



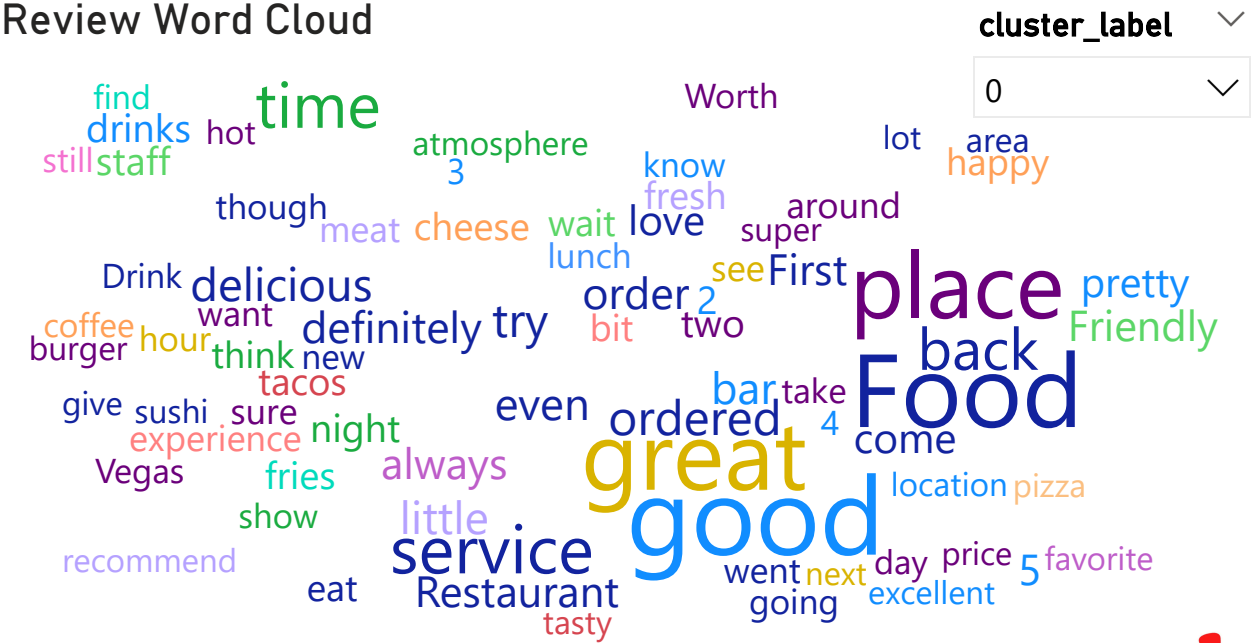
## Feature Averages by Cluster



## Average of Sentiment and Subjectivity



## Review Word Cloud



# Average Compliments Received

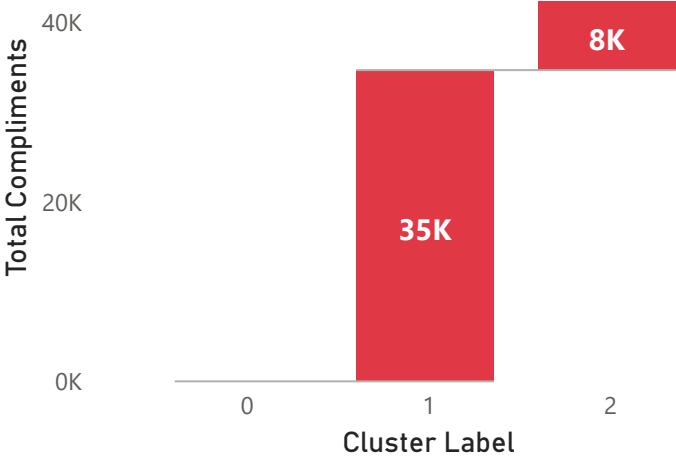
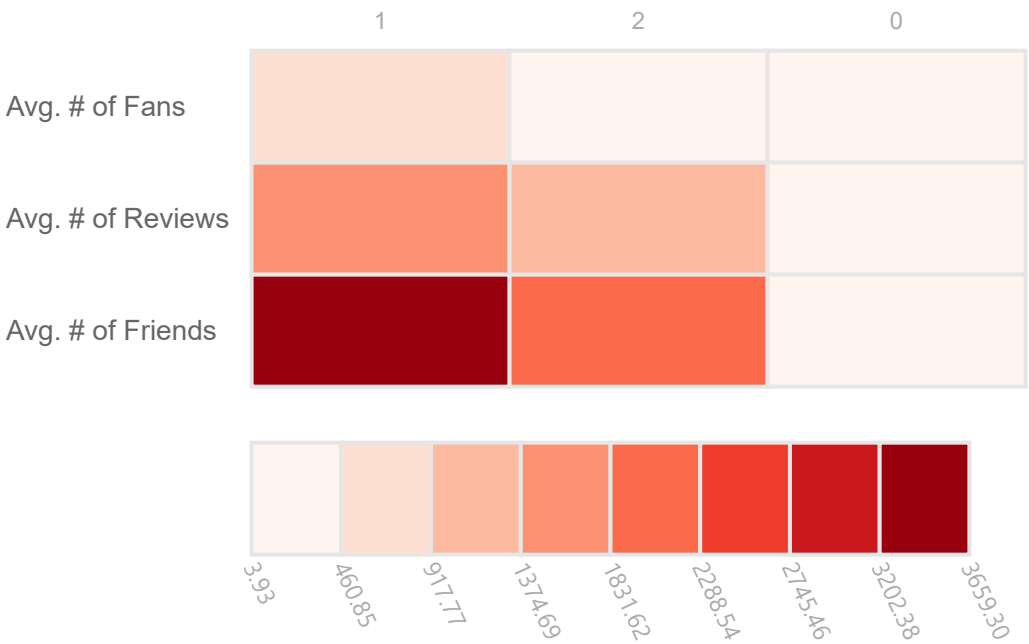


Table of Cluster Stats			
Cluster Label	User # per Cluster	Funny Score	Avg. Days Yelping
0	80590	27	4357
1	33	28349	5821
2	326	6596	5607

## Average of Fans, Reviews, and Friends



## Average of Elite Length and Star Ratings



Segmentation-Users