Good morning, I'm Kin-Yip and today I am going to share my 5-steps to getting 5-star reviews.

Why are you here? You're all small business owners seeking success. 82% of consumers read online reviews for local businesses. 76% of consumers trust online reviews as much as recommendations from family and friends. A one-star increase in yelp ratings leads to a 5-9% increase in revenue.

The bottom line? Good reviews matter!

So, how do you get good reviews? Just follow my 5 simple steps.

Step 1: Figure out what makes a 5-star review. A sentiment analysis of 1-star and 5-star reviews revealed that some of the words most indicative of 5-star ratings are delicious, amazing, fantastic, incredible, awesome. You want to elicit these words in your reviews to demonstrate to potential customers that your establishment is a 5-star business! Stay away from these words on the right!

Step 2: Now that you know what 5-star reviews look like, how can you get them? There are a few options. Option 1: Be amazing. Unless you live in Lake Wobegon, where all the women are strong, all the men are good-looking, and all the children are above average, you probably are not amazing, sorry. Option 2: Pay somebody to write reviews for your business. $20-$27 a review? If you could afford that, it means your business is doing well and you wouldn't be here! Next option: Create your own reviews with a neural network. If I can create a recurrent neural network to generate 5-star reviews so can you! The fastest typist in history, Stella Pajunas, may she rest in peace, could type 216 words per minute. My model can generate 1100 words per minute.

Step 3: Evaluate your reviews. Can they be detected by machine learning models? Uhhhh... yes. My model is character based, and it generates characters with a nearly identical distribution to human reviews. But a gradient boosted classifier trained on character tokens could discriminate fake reviews with 77% accuracy. When trained on word tokens it achieved 84% accuracy and identified that fake reviews differed in their usage of conjunctions and the word strip. It does mention strip a lot, as it was trained on a corpus with a lot of Las Vegas reviews. A neural network with a pre-trained dense word embedding achieved 99.7% accuracy.

Step 4: But don't lose hope! You can repeat steps 2 and 3 as needed until you create a good model. Google Colaboratory, Kaggle, and Amazon Web Services are options to gain free or low cost access to high-end gpus.

Step 5: When you have a model you like, deploy it to target your business!
This was the seed: The Americano at Chul's was amazing!

The waitress was a giant chocolate and salmon menu?! How cool is that?!

They are fantastic and friendly and helpful. Great service? Check!

The musical was the perfect temperature to what you pay for it. Coffee and a show? How unique!

You can advertise in the past trying to get a drink. Time travel? I'm sold! I want to go there!