Workshop

Data

**yelp\_academic\_dataset\_business.json**

{

"business\_id":"encrypted business id",

"name":"business name",

"neighborhood":"hood name",

"address":"full address",

"city":"city",

"state":"state -- if applicable --",

"postal code":"postal code",

"latitude":latitude,

"longitude":longitude,

"stars":star rating, rounded to half-stars,

"review\_count":number of reviews,

"is\_open":0/1 (closed/open),

"attributes":["an array of strings: each array element is an attribute"],

"categories":["an array of strings of business categories"],

"hours":["an array of strings of business hours"],

"type": "business"

}

**yelp\_academic\_dataset\_review.json**

{

"review\_id":"encrypted review id",

"user\_id":"encrypted user id",

"business\_id":"encrypted business id",

"stars":star rating, rounded to half-stars,

"date":"date formatted like 2009-12-19",

"text":"review text",

"useful":number of useful votes received,

"funny":number of funny votes received,

"cool": number of cool review votes received,

"type": "review"

}

**yelp\_academic\_dataset\_user.json**

{

"user\_id":"encrypted user id",

"name":"first name",

"review\_count":number of reviews,

"yelping\_since": date formatted like "2009-12-19",

"friends":["an array of encrypted ids of friends"],

"useful":"number of useful votes sent by the user",

"funny":"number of funny votes sent by the user",

"cool":"number of cool votes sent by the user",

"fans":"number of fans the user has",

"elite":["an array of years the user was elite"],

"average\_stars":floating point average like 4.31,

"compliment\_hot":number of hot compliments received by the user,

"compliment\_more":number of more compliments received by the user,

"compliment\_profile": number of profile compliments received by the user,

"compliment\_cute": number of cute compliments received by the user,

"compliment\_list": number of list compliments received by the user,

"compliment\_note": number of note compliments received by the user,

"compliment\_plain": number of plain compliments received by the user,

"compliment\_cool": number of cool compliments received by the user,

"compliment\_funny": number of funny compliments received by the user,

"compliment\_writer": number of writer compliments received by the user,

"compliment\_photos": number of photo compliments received by the user,

"type":"user"

}

**yelp\_academic\_dataset\_checkin.json**

{

"time":["an array of check ins with the format day-hour:number of check ins from hour to hour+1"],

"business\_id":"encrypted business id",

"type":"checkin"

}

**yelp\_academic\_dataset\_tip.json**

{

"text":"text of the tip",

"date":"date formatted like 2009-12-19",

"likes":compliment count,

"business\_id":"encrypted business id",

"user\_id":"encrypted user id",

"type":"tip"

}

Idées :

* Déterminer la recette des restaurants pour trouver les caractéristiques d’un bon restaurant —> compliqué
* Déterminer l’humeur, la situation sociale du client en fonction du restaurant (nom, etc …) qu’il fréquente, de la météo
* l’ambiance du quartier en fonction des mots clés dans catégorie
* Déterminer si le client est prêt à faire des km pour avoir un bon restaurant
* Déterminer la probabilité qu’un client aille au restaurant en sachant qu’un certain nombre de ses amis y soient déjà allé + ses commentaires, ses conseils ….
* Savoir si le goût est le même ou différent entre amis : restaurants fréquentés, commentaires postés, conseils donnés
* Chercher pourquoi un restaurant est fermé : trouver les caractéristiques

Choix: La météo influence t’elle la notation des clients ?

Données utilisées :

-User —> Id, average stars,

-review —> Business, Stars, user, date, type

-Business —> city, longitude & latitude

-New dataset —> météo —> date, city, temps

To do:

- Créer le dataset contenant les données météorologiques : chercher l’api, et créer le fichier sous le format « json »

-Rechercher les «rating» de l’utilisateurs X qui sont inférieur à sa moyenne

-Mettre en concordance avec la météo du jour recherchée

Catégoriser par type de business

- Prédire les futurs notation des clients

—————————————————————————————————————————————-

-Idée:

-Déterminer la probabilité qu’un client aille au business en fonction du rating du client.

-Prédiction future rating

-Données utilisées:

-User : id, friends

-Review: user\_id, stars, business\_id

- business : id, stars

Influence des amis, qui écouter ?

To Do :

* Create graphFrames

Pour chaque business :

* Récupérer la date + id\_business, analyser si ses amis sont déjà allés auparavant.
  + Si oui, calculer la moyenne rating de tous ses amis.
    - Si Moyenne rating >3 => Bon business => Personne influençable

On peut prédire son future rating

* + - Sinon mauvais => N’ecoute pas ses amis
      * Analyser son rating

- Si non, voir si ses amis sont y allés après lui.

Fin pour, Savoir si une personne est influençable ou non