In this paper, we propose and formulate a set of metrics for classifying businesses into two groups: popular and successful. These classifications will help give me an understanding of what data define a business of popular and successful.

Proposed Metrics

For popular businesses to find what attract more customers compared to other businesses in the same category. The proposed metric for this classification uses check-in data to determine popularity.

The Data I would use are and might add too are.

1. Business\_id
   1. This would be used to figure the business.
2. Category
   1. This would be used to figure out what categories the business belongs too.
3. Check-ins
   1. This would be used to figure out how many people are going back to the restaurant.

For the metric I would calculate the total check-ins for each business in a category and compute the average check-ins within that category. To me a business is classified as popular if its total check-ins are greater than the mean check-ins plus one standard deviation for its category.

For successful businesses to find if a business is successful I would use check-in data, and average review ratings. To calculate if the business has enough people going back and giving a good review for it to be successful.

The Data I would use are and might add too are.

1. Business\_id
   1. This would be used to figure the business.
2. Category
   1. This would be used to figure out what categories the business belongs too.
3. Check-in
   1. This would be used to figure out how many people are going back to the restaurant.
4. Average rating
   1. This would be used to figure out how many people are giving the restaurant a good review

For the metric I would calculate the average number of years in operation, check-ins, and review ratings for each business in a category.