

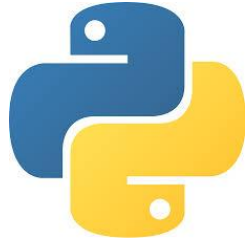


LocalFeel.net

Laura Fava
Insight Data Science

When I travel to a new city, I like to get a sense of the local experience.

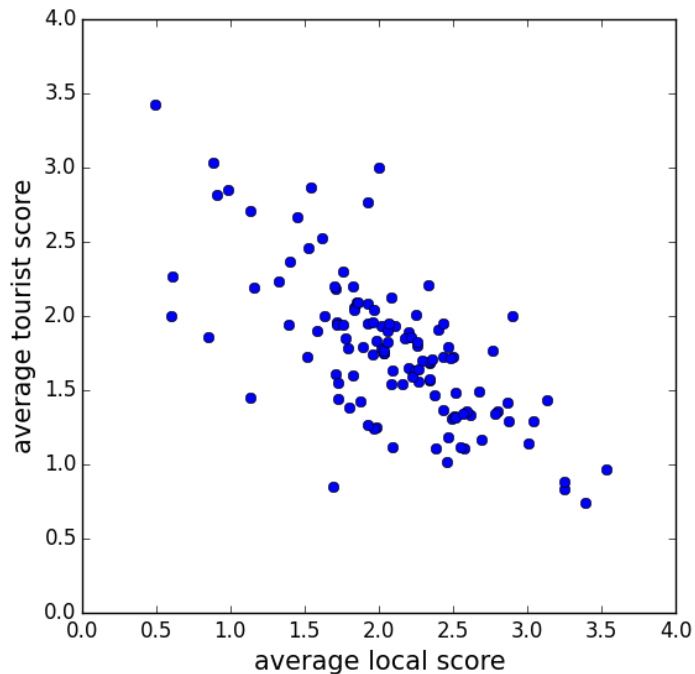
LocalFeel: Strategy



Scraped yelp reviews
with Python modules
Splinter and Beautiful
Soup

Developed and applied
algorithm to assess
'local' and 'tourist'
scores for each bar

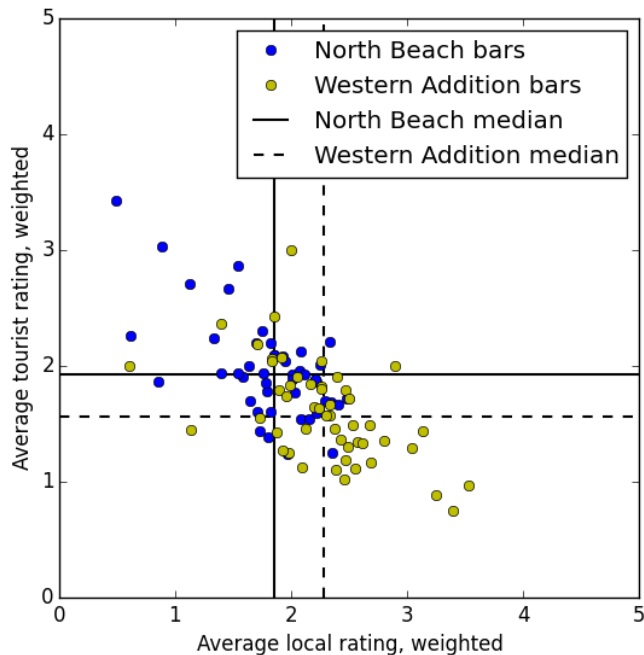
LocalFeel: Strategy



$$\text{ave local score} = (\text{ave local rating}) \times \left(\frac{N \text{ local ratings}}{N \text{ total ratings}} \right)$$

$$\text{ave tourist score} = (\text{ave tourist rating}) \times \left(\frac{N \text{ tourist ratings}}{N \text{ total ratings}} \right)$$

LocalFeel: Data Story



Bars in North Beach
are more touristy.

Bars in Western
Addition are more local.

LocalFeel: Data Story

- Localness feature is value-add for recommendation sites
- Provides additional input for ad targeting for these sites
- Businesses benefit by understanding their client base better

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