

Food (Restaurant) Flora

Finding Local Trends
and Hidden Gems

Matthew Delos Santos





Table of Contents

- About Me
- Background
- The Data
- The Method
- The Findings
- Next Steps
- Questions?



About Me:

Matthew Delos Santos

Data Scientist

Enjoys Soup!





The Proverbial Question

“What do you want to eat?”



Where and what to eat

Food Tourism

Traveling

Food Culture

Places for Tourists

Local Specialty

THE DATA SET

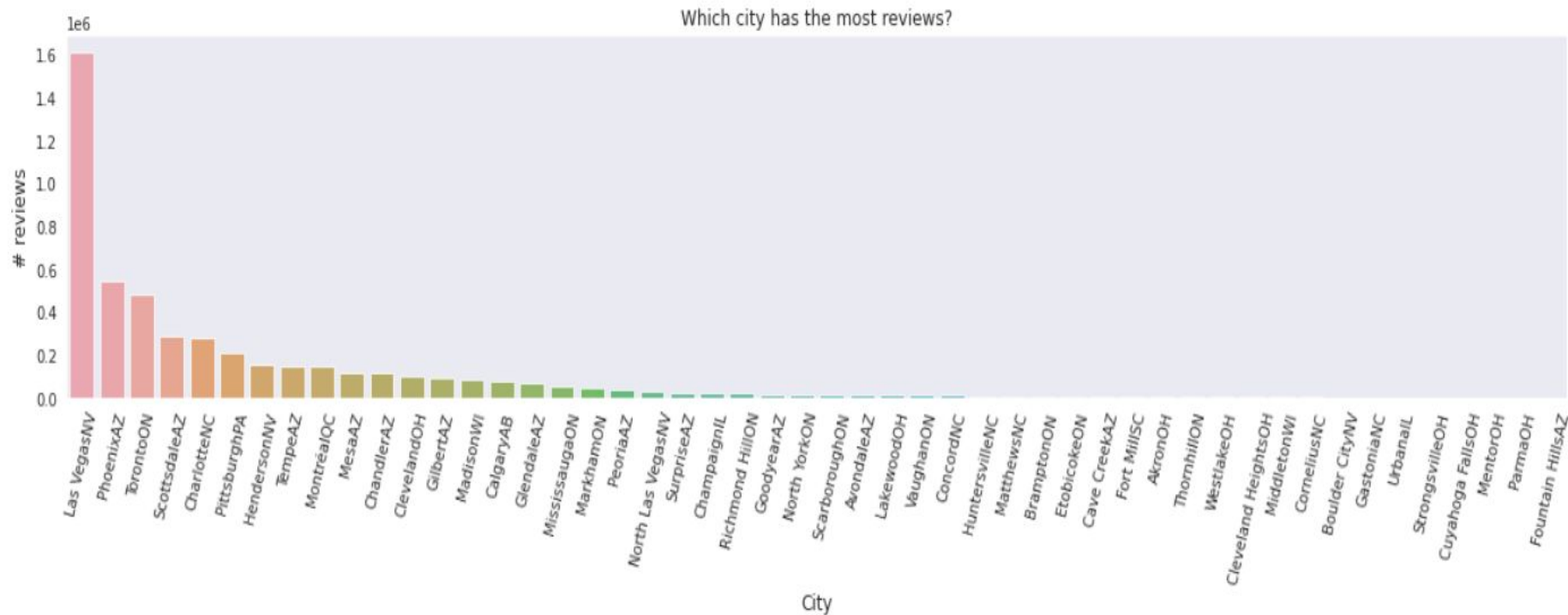




Reviews

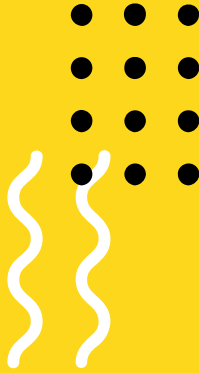
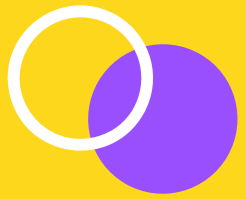
- Kaggle
- 10 Gbs reviews
- Information on 174,000 businesses
- Spans 11 metropolitan areas
- latest data from January 2019

Cities with the Most Reviews





The Method





Restaurant Reviews

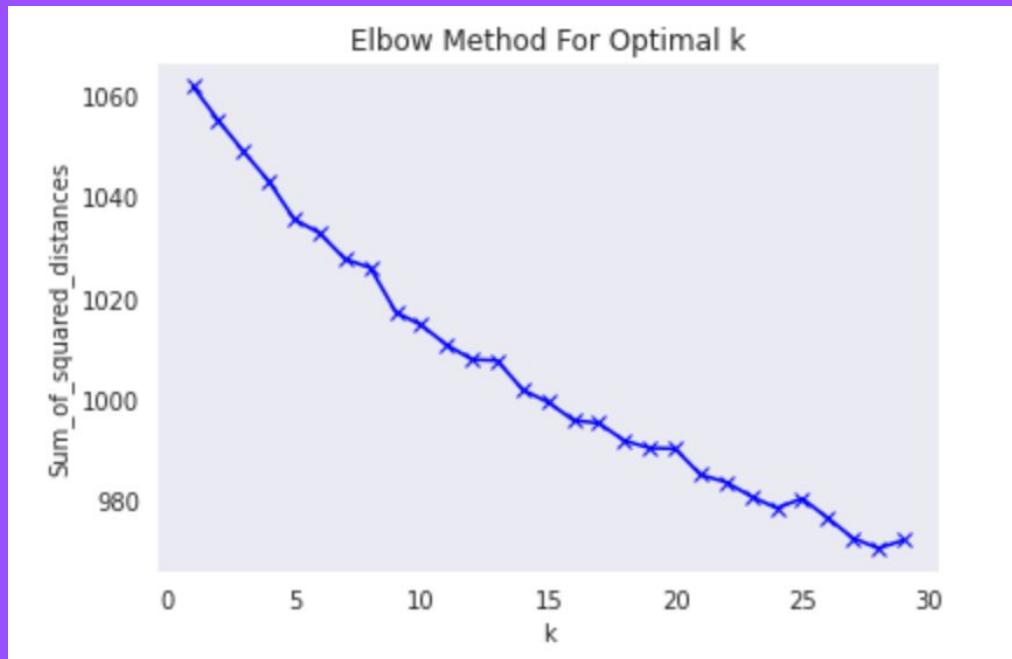
- Isolated data to just restaurants
- Created a Database for target city for analysis
- Used Single City to analyze
 - For future, use same methods to extract other cities

City: Pointe-Claire QC



K-mean Clustering

- Bag of word preprocessing
- TF-IDF matrix of reviews
- Finding the Optimal K Value
 - Elbow Method



[illegible]

[illegible]

Gigi Pizzeria

"Good pizza, nice and heavy, good salty cheese and plenty of it. The salads are a little weak. Just iceberg, nothing super special but hey, it's a pizza place, right? Love the pizza for sure!"

"Great neighbourhood pizza joint. Low prices and service with a smile."

[illegible]

Le Bilboquet

"I've been there a few times, the staff is very friendly. They serve homemade ice cream of many kinds, from mango to chocolate."

Wild Willy's

"Great selection of unique ice cream flavors. The banana ice cream tasted like real bananas. Nothing like fake banana flavoring. A must visit if you're in the area."

Le Quartier du Dejeuner

Restaurant Soupebol

Mr Spicy

Les 3 Brasseurs

McKibbin's Irish Pub

[illegible]

Next Steps:

- Use Concept Net to isolate words related to Food and Drink
- Instead of just nouns, use adjectives and score find sentiment of place, Good vs Bad
- Also use adjectives for mood and experience, "Vibe"
- Use Instagram Geolocation captions to look for food but also local events



The background is a solid purple color. In the top-left corner, there is a 4x4 grid of black dots, a solid orange circle, and a white outline of a circle. Below the dots are two vertical yellow wavy lines. In the top-right corner, there is a 4x4 grid of black dots, two horizontal yellow wavy lines, and three white diagonal line segments. In the bottom-left corner, there are three white diagonal line segments. In the bottom-right corner, there is a 4x4 grid of black dots, a solid light purple circle, and a white outline of a circle.

Questions?