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CptS 451

Milestone 2

My proposed method for classifying whether a business is popular or successful depends on three factors. First being what is my definition of popular and successful. Second, regardless of what any formal definition says, what am I able to accomplish given my dataset. Lastly, how can I expand on the already stated metrics described in the milestone 2 instructions.

The definition of popular as stated in the milestone 2 instructions is when a business seems to attract more customers compared to other businesses in the same category. This definition works for the stated solution to the problem because Professor Sakire, just compared the amount of check ins and review stars of every business in the area to each other and whoever reached the top was it. I think you can be more descriptive to achieve a more accurate answer. I would say a business is popular because they seem to attract the most people given a certain time span and those people are served with a review of any sort. Popular doesn't mean that they are the best quality or good, Popular just means that they get more people. When It comes to successful business that means that they are financially positive and being reviewed positively and making quality products.

My dataset has four different sets of classified data which are business, users, checkin, and review. My most useful dataset is review because it contains many categories that I can filter from to make it more descriptive. Here are some examples of the categories in the review dataset: stars, HasTV, RestaurantGoodForGroups, Wifi, reservations, outdoor seating, delivery, parking, style(hipster, classy, formal), GoodForKids. Data I also plan to use is the quantity of restaurants in the area, if people have no choice to go to a certain place its value is different than if a business is the best of the best in a sea of competition. I plan to use most of these attributes along with quantity and location data in my evaluation when I determine what business is popular and successful.

Expanding on the already stated ways to determine if a business is popular I will include stars, review rating, number of reviews, along with amount of checkins in the recent time frame, and how people were actually served.To expand on the successfulness of a business it has number of reviews, and number of checkins, I will add the most amount of accommodations with the available review attribute review dataset: stars, HasTV, RestaurantGoodForGroups, Wifi, reservations, outdoor seating, delivery, parking, style(hipster, classy, formal), GoodForKids. Along with that within the searches I will also view every review for keywords like popular, hub, place to be, and successful, spend lots of money, can't wait to come back. And other useful phrase and the business that is highest in this amount will have a higher rating