



Yelp Elite Reviewers

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Yelp Elite

- Group of Yelp Reviewers distinguished and selected by Yelp
- Yelp 'does take into consideration numerous factors when evaluating nominations, including overall contributions, recent activity on the site'
- Reviews identified as done by 'Elite' members



Nathan P. Elite 2022

Milwaukee, WI

70 220 68

8/25/2022

How to join the Yelp Elite Squad



NAME

Use your real name on your profile



PHOTO

Add a real photo of yourself

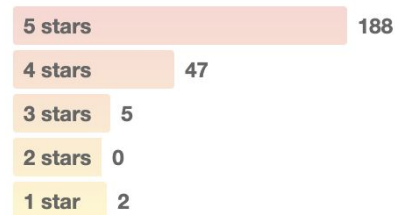


NOMINATE

Nominate yourself and tell us why you want in

About Farah A.

Rating Distribution



[View more graphs](#)

Review Votes

Useful **491**

Funny **97**

Cool **442**

Stats

Tips **5**

Review Updates **10**

Followers **20**



Headlines About Yelp Elite

How You Can Use Yelp Elite to Your Company's Advantage

The Trusted Yelp 'Elite' Reviewers Who Sell Their Reviews for Cash

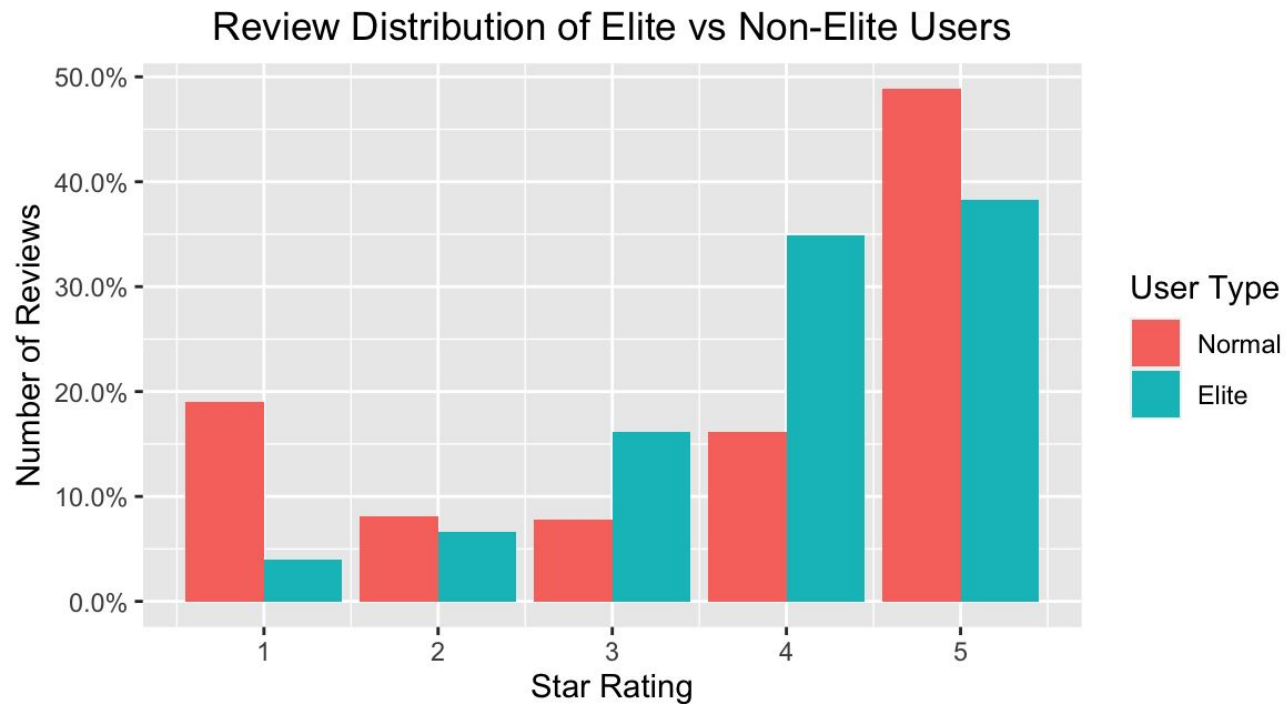
Why Your Local Business Should Work with Yelp Elite



Yelp Elite User Comparison

	Total number of users	Average number of reviews per user	Average number of fans per user
Elites	90,000	224	23
Non-elites	1.9 million	13	0.4

Yelp Elite Comparison





Statistical Test: Paired sample t-test

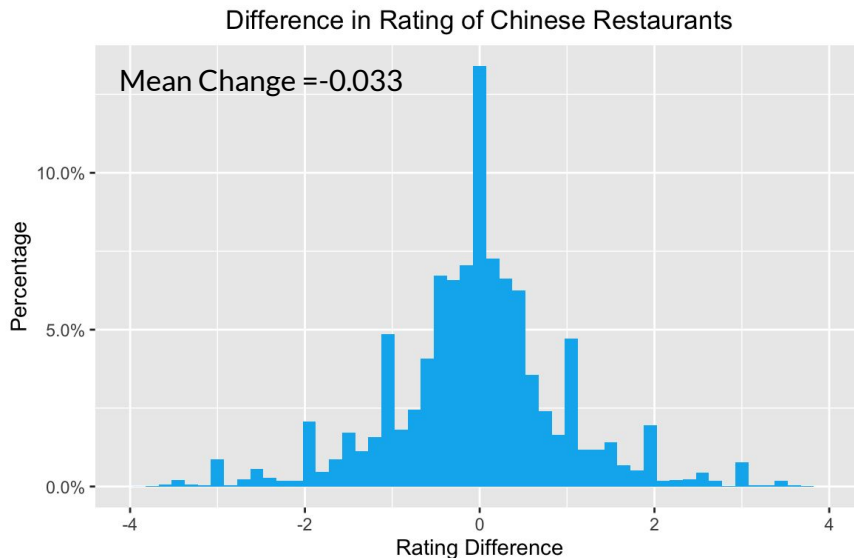
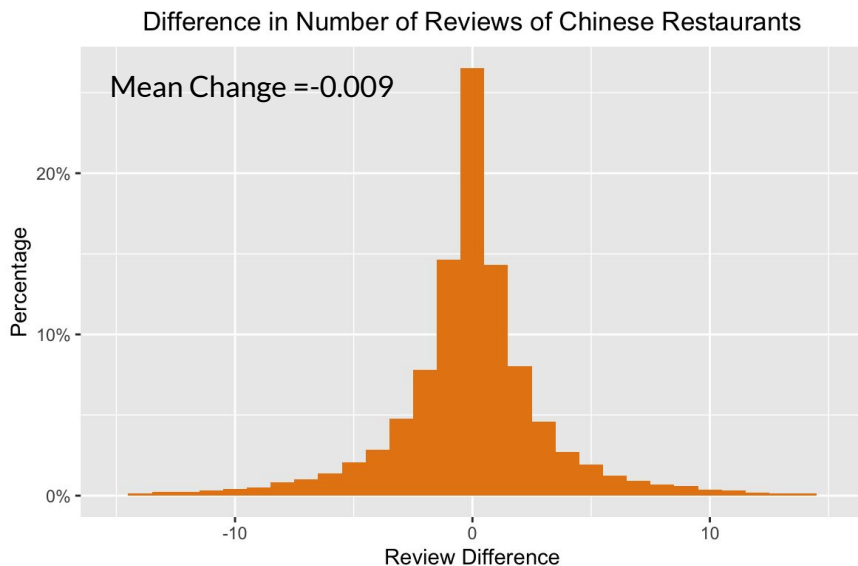
Elite Reviewing the business is the 'treatment' of the business.

Hypothesis 1: The number of reviews a business receives increases in the month following an elite yelper reviewing the business compared to the previous month.

Hypothesis 2: The average rating of reviews for a business increases in the month following an elite yelper reviewing the business compared to the previous month.

Initial Results

- The histogram and the consequent t-test shows that the difference is not statistically significant.
- Therefore there is no difference in ratings or the number of reviews before and after an elite writes a review on Yelp for Chinese Restaurants.





Next Steps: Focusing Analysis

- Limit the scope of the business
 - Understand if specific types of businesses are more susceptible to changes
- Multiple Hypothesis Testing Correction
 - Apply Bonferroni to alpha to ensure we are not identifying false positives



Next Steps: Remainder of the project

- Understand if there are specific types of businesses that do benefit from elites' reviews
- Investigate if the sentiment of elite reviewers is correlated with the review ratings in the following month
- Create recommendations for specific profiles of businesses could benefit from having an elite reviewer come to their location
- Create Shiny app for recommendations



Questions?

