Venues social ratings comparing

By Igor Grigorev for Applied Data Science Capstone

Overview

Project idea is to compare data about venues from different social networks:

- Instagram's sentiments
- Foursquare's ratings

Data

- Instagram:

  Posts about venue => text => nltk => sentiment => venues average sentiment

- Foursquare:

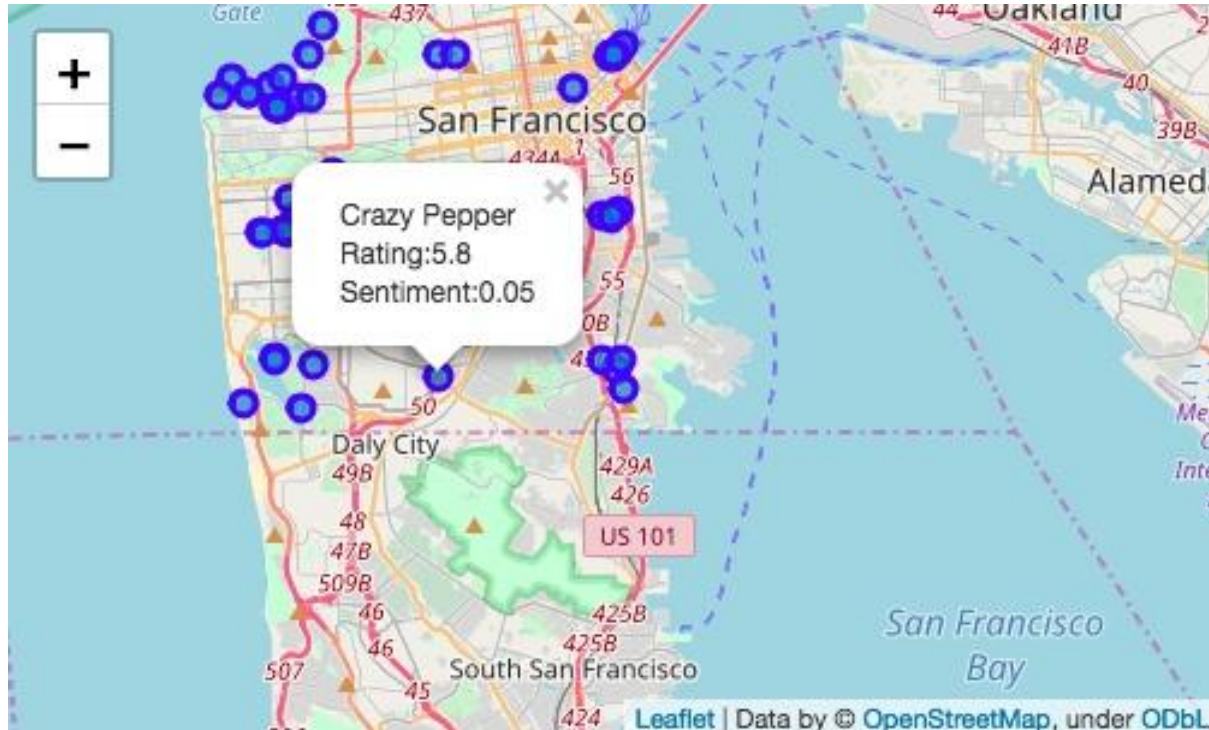 San Francisco location => venues => ratings

Methodology

- APIs(Foursquare, Instagram)
- NLTK(sentiment calculation)
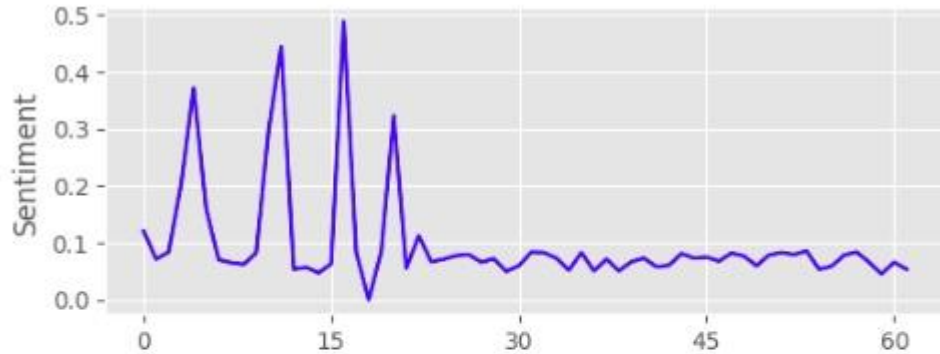- Correlation assessment (Anscombe's quartet)
- folium (map)

Results

- San Francisco interactive map
- Graph with Instagram sentiment and Foursquare ratings for every venue
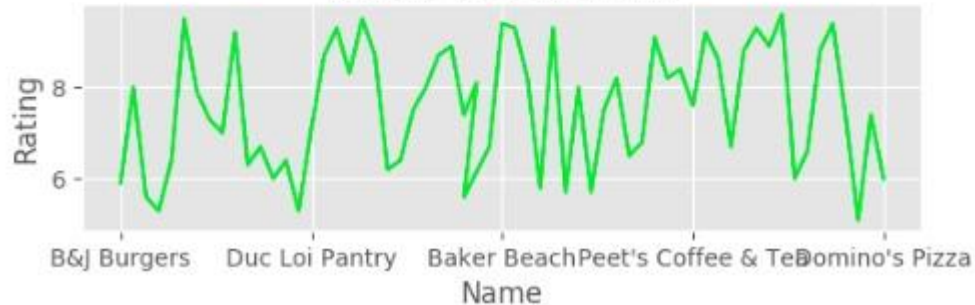- Correlation of Instagram sentiment vs Foursquare ratings

San Francisco interactive map with Instagram sentiment and Foursquare ratings

Graph with Instagram sentiment and Foursquare ratings for every venue

Rating vs sentiment

Correlation of Instagram sentiment vs Foursquare rating

- Pearson: 0.03

- Kendall: 0.59

- Spearman: 0.54

Conclusion

- Average sentiments for every venue were calculated.

- Correlation of Foursquare ratings vs Instagram sentiments was examined.

- Interactive map with ratings and sentiments values was plotted.