



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

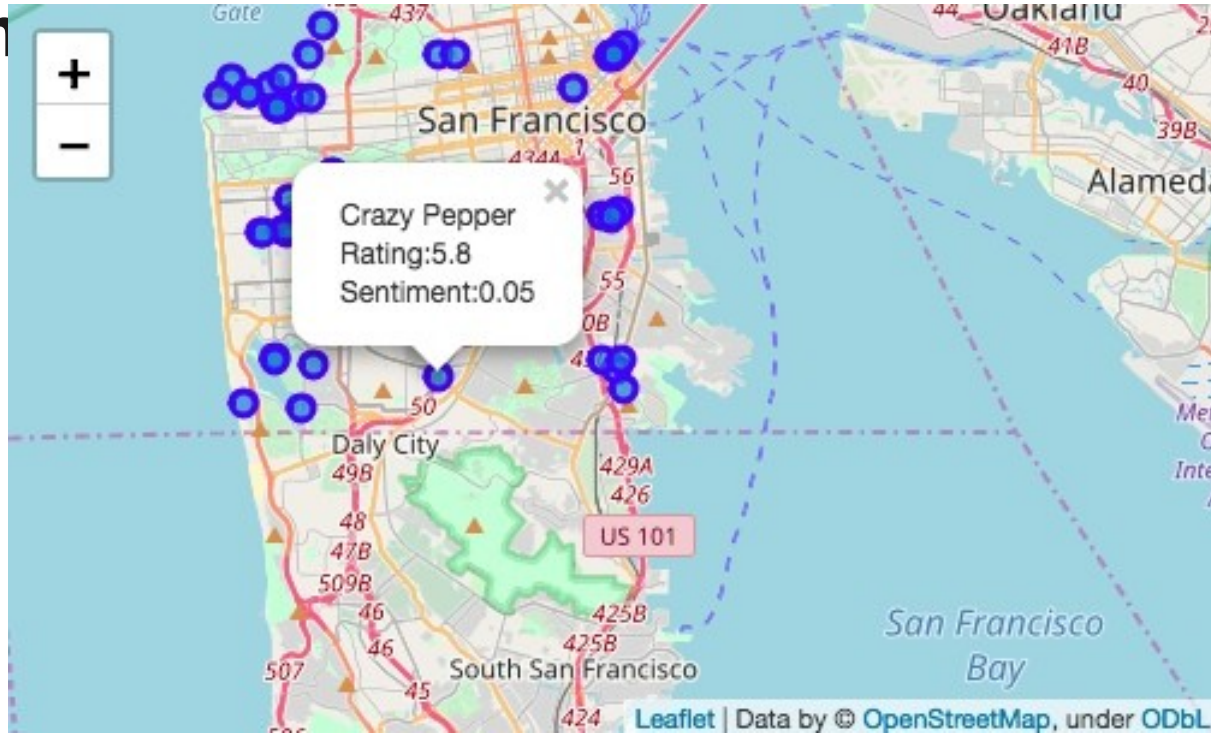
- APIs(Foursquare, Instagram)
- NLTK(sentiment calculation)
- Correlation assessment (Anscombe's quartet)
- folium (map)



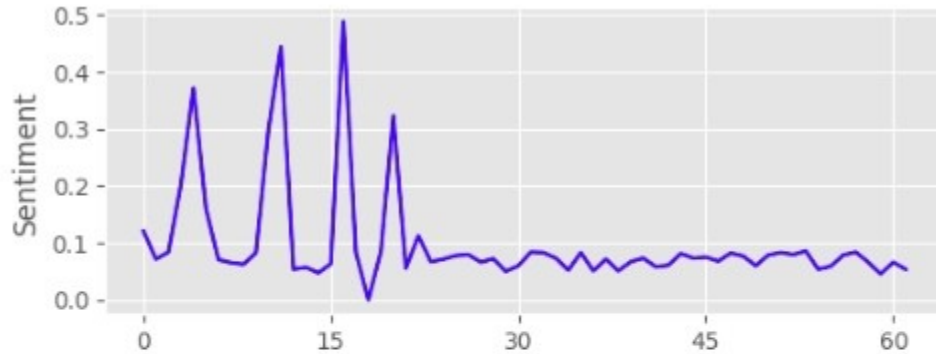
Results

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

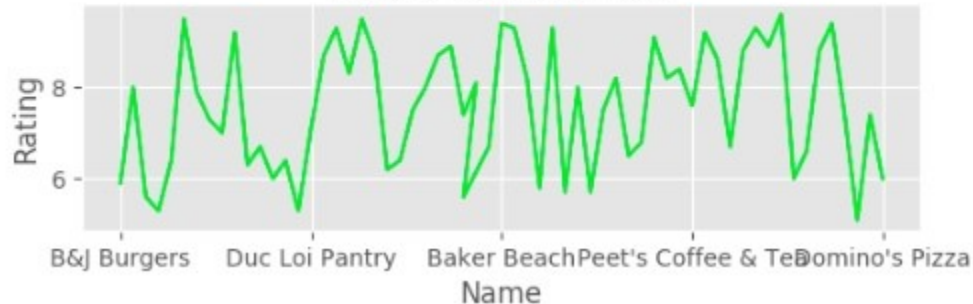
San Francisco interactive map with Instagram sentiment and Foursquare rating



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.