# Business Problem

In 2019 Q4, although it has 36 million app unique devices and 565,000 paying advertising locations monthly, the net income of Yelp has decreased 46%, which indicates problems inside.

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*Fig-2.1 Financial status of Yelp in recent years*

The company said the sharp decrease in net income was because of the decreased revenue from small and medium-sized local businesses on the platform due to seasonal effects. With lower revenue from local business, Yelp needs to provide better services to these local businesses. There are mainly three business problems to be solved in order to reach this goal.

## Important Features In Different Categories

Some merchants want to expand their business in the catering industry, so they want to know which categories of the restaurant are more popular with users, as well as the priority of features that users will pay attention to. Therefore, if Yelp can find out the important features in different categories, it can provide suggestions for these merchants, thereby increasing the business settled rate and increasing net income.

## How To Predict User Sentiment

So far, the merchant cannot predict the emotional fluctuation trends of users, so they cannot make emergency plans or optimization plans in advance when users have negative emotional trends, resulting in the loss of users. With the prediction, businesses can have better control and preparation of user expectations.

In addition, based on the sentiment analysis results, users can also choose the appropriate restaurant, which can increase the user's dependence on yelp. Therefore, it can achieve a win-win situation for all three parties

# Data Collection & Description

I collected Yelp datasets from Kaggle. We used four datasets of Yelp in our project, which are Business, Review, User and Tips. In the raw datasets, there are 14 attributes in Business table, 9 attributes in Review table, 22 attributes in User table and 5 attributes in Tips table. As in my following analysis part, I didn't need all of the attributes in the datasets, and I only kept part of the attributes for us to do the analysis. And For the missing value, I deleted them for the samples in the datasets are enough.

In my project, I want to focus on the catering industry as it has the largest share of all categories. Besides, as shown in the figure, Las Vegas has the most merchants in Yelp than other cities. Therefore, in my next analysis part I focus on the catering industry in Las Vegas which has 6450 restaurants.

*Fig-3.1 Top 10 Cities in Business*

Among these 6450 restaurants in Las Vegas, the rating stars and reviews distribution are as follows:

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*Fig-3.2 Rating and Reviews Distribution*

As you can see in the charts, the amount of reviews on Yelp had a uptrend between 2011 and 2018. Among the rating, most restaurants are rated between 3.5 to 4 stars, and the 5 star’s rating only accounts for 3.1%. That means there are many areas for improvement which I discussed in the following part.

# Feature Engineering

To find out what categories are more popular with customers and their important features and provide this information to new entrants of the catering industry, I did the text analysis with reviews of the catering industry.

Firstly, we could look at the different categories of restaurants with their average star and average review count.

**A close up of a logo

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*Fig-6.1 Restaurant Categories of Catering Industry*

From the figure above, we could see there are 16 main categories in the catering industry, including categories that are from different countries/areas (Mexican, American (Traditional & New), Chinese, Japanese, Italian), and that related to meals (Breakfast & Brunch, Seafood), etc. With these categories and their reviews, we could do text analysis to extract their important features.

## Text Preprocessing

We preprocess our text data, the reviews with these procedures (all done with Python):

* Tokenization and Normalization: We decomposed long text reviews into distinct pieces of single words and set all of them as lower case.
* Lemmatization and Stemming: from python nltk package, we used WordNetLemmatizer to lemmatize words to their normal form.
* Set n-grams: For specific features under different categories after topic modeling, we set n-grams range into 3 to 5 in order to get phrases from the text, which is common length for food and services names.
* Vectorization: In topic modeling part, we used genism package to vectorize words and in specific features of categories we used Tfidfvectorizer from sklearn package.

## Topic Modeling

For text mining of restaurant review, we already have documents of various restaurant categories, such as Chinese, Japanese, new American food, etc. To discover features and give intelligent restaurant recommendations, we build the test clustering through unsupervised learning and NLP techniques. Topic modeling is a method to find natural groups and our report focuses on Latent Dirichlet allocation (LDA) algorithms.

### Build Topics

After text cleaning from above processes, the text is tidy. To implement the LDA model in Python, the package genism is used and we both try the 4,5 and 6 topics and calculate the word distribution in each topic and distance between topics. As the number of topics increases, the degree of distinction between topics becomes less obvious. Therefore, we choose 5 topics and define each topic. Here is one of the topics:

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*Fig-6.2 Topics in catering industry*

From the below table, 5 topics are generated with the highest frequency of terms:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Topics** | | | | |
| **Service & Quality** | **Entertainment**  **& Environment** | **Bad Experience** | **Flavor & Refreshment** | **Staple food & Dishes** |
| **Terms** | great | beer | minute | burger | rice |
| friendly | game | asked | sandwich | soup |
| spot | view | waiting | ice cream | noodle |
| amazing | cocktail | told | cheesecake | sushi |
| clean | playing | worst | waffle | chicken |
| recommend | lighting | min | sugar | dish |
| location | hip hop | terrible | tea | pork |
| quality | sport | rude | sauce | fried |

*Table-6.1 Topics generated by highest frequency of terms*

Since every topic is a mixture of words and words could be shared in different topics, but the word importance in topics is different. For example, we pick up 'Pizza' to see the word distribution in 4 topics, and this word has more importance on topic4(flavor & refreshment), which means when customers search a specific keyword, we can provide recommendation of highly correlated restaurants in this topic.

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CN7i4mS4tpINxEkgYArkYJzzyR8g5OeOcvfCeu3Ov+ILu00lbCPVIGjFwktrJPITtxuJiDKOMENJKoHAXHFeoUUAeNy+AvEknhS108aYwa3unlFkbuxa3AKqAV/0Py0IIJwIM5YncMnPdXEesx6Pphs9LuJ9Q04KwW8uois58sowaUHIJ3E79n/Aea6qigDiL3SdS8Swwf8ACW+Hbe4jXzSbINFNFHuVQoy5HmYILZKrgkYHGagttP8AE9vfW8P9jpJZLJDcSXLXi+d5iQCMqE6EEjO7eD7d676igDyjRPAupxNfprPh+3NrfXEMs9nC9s0UgR2ZshI4t2Q2MPvbjBdqh17S7ywaw0yHwhJeI6yQ2TCHemnAysVMZQMsZ2sqncYwAvDMBivXaKAPOviH4c1vxTLp82m6dOwtd+YJp7SMKxxiVWkin2uuCAVVSM5Ddjs6Ba6ho17qBXw6FjvbkTvPHPF5sn7pVJccAtuXrnkHPHSusooA851Lw7rd98SbbX00WOKC3xiZZLYTyLsKlGzGXxlieJgvA+Tqa2ymoWej6HE+kXcp054vOWNom3YjKZA35OCwPTtXV0UAef8AkeML64vJ9W8P24nWRXspI9TDqFSVXWMoUGwMFG5wXOexAAF7+z9WudEkW80do9QuL1LqRY543jixIjFFcsCflQc7VyewrsqKAONW48Tt4rku9T8PLJpVvuNo0N+pljG37xg24ZzyM7+BwBkndu+G4p4dBhW7gkt5WeSQxSFdyBnZgDtJHAIFatFABRRRQB//2Q==)

*Fig-6.3 word ‘pizza’ in different topics*

### Compare Different Categories in Topics

Then, we pick up a few restaurants review under the same category (Mexican, American, Japanese, Chinese, Breakfast & Brunch, Nightlife, Seafood, Pizza) as 8 documents to find out topic percentage in each document (Fig 6.4). The Chinese and Japanese restaurants review is almost 35% about staple food and dishes topic; Mexican food restaurants have the highest score on service and quality topic; American food restaurants contain more elements on Entertainment and comfortable Environment; while fast food like pizza and night clubs are more likely to have bad experience.

*Fig-6.4 Different Category Rating on Topics*

## Specific Features under Categories

Based on the figure of Restaurant Categories of Catering Industry and Different Category Rating on Topics, we chose categories that have average stars and high average review count to find out their specific features consistent with the topics we generated. We could provide suggestions to new entrants of catering industry with operation focus and specific recommendations. For category suggestion, there are 6 categories (Seafood, Bars, American, Nightlife, Japanese, and Breakfast & Brunch) we suggest with Seafood, Bars, and Japanese recommended with specific focuses.

### Review Selection

After text preprocessing, we chose 5-star reviews and reviews whose lengths are larger than the average review length of each category in order to get valuable and meaningful information of each category. In this part, since the names of dishes and services might include words that are stopwords but are important, we keep all words in reviews of this part.

### Specific Features Recommendation

We calculated the TF-IDF value of phrases in reviews of our chosen categories (Seafood, Bars (similar to nightlife and contains more detailed information), and Japanese) give recommendations according to their topic ratings. Here are the results that we extracted from these three categories:

#### Seafood Restaurants

With its comparatively high topic ratings in Staple food & dishes and Entertainment & environment, new seafood businesses could pay more attention to these two aspects. And according to reviews selected, we could provide detailed recommendations of these two aspects as following:

*Fig-6.5 Staple food & dishes recommendation (part)*

We got popular food & dishes from reviews chosen of seafood restaurant and only present part of them. The popular food of this category could be divided into three groups: 1) typical seafood like plate crab leg, whole grilled lobster, salmon poke, garlic prawn, the shrimp and crab and so on; 2) fry food like pig skin fry, fried oreo, lollipop chicken, and lobster fry; 3) dim sum like cha siu pao, caviar french toast, Mexican street corn.

*Fig-6.6 Entertainment & environment recommendations of Seafood restaurants*

For entertainment & environment, we could see customers like their food be with wine. Also, we could see they like the tasting menu from the restaurant and the complimentary dish from the chef. New entrants could provide these services to improve customer satisfaction.

#### Bars

From topic ratings of different categories, we could see night clubs have high percentage on entertainment & environment, hence we provide E&E recommendations for new entrants of bars.

*Fig-6.7 Entertainment & environment recommendations of Bars*

We could see recommendations of entertainment activities of bars contain 1) leisure activity related phrases like ice cream challenge, fireside pit, grill and guitar, 2) music related activity phrases including Sunday night swim (pool party with DJ talents), guy want dance, and hip hop floor, and 3) drinks related phrase, national margarita day (to celebrate the margarita drink).

#### Japanese Restaurants

From the topic modeling part, we could see that Japanese reviews are more about staple food & dishes, so we get recommendations of this aspect for new entrants of Japanese restaurants:

*Fig-6.8 Staple food & dishes recommendation*

We could see traditional Japanese food including sushi, spicy soup, kirin beer, gyoza, and ramen are popular in this restaurant category.

# Sentiment Analysis

With the increasing information of these restaurant reviews, consumers are more likely to get lost. Since many words in user review and tips contain a lot of subjective emotion, however, the number of reviews is huge and the cost of manually finding and using these reviews is very high. Thus, we try to combine sentiment analysis with text classification to dig out which words may contain positive emotion, and which words contain negative.

## Model Construction

For feature extraction, we extract tidy words with a frequency of more than 200 (the highest frequency is over 200000) from the review documents. And for the bag of words, 2-grams are implemented and remove the stop words, which are from the nltk corpus.

In terms of classification criteria, we convert rating (1-5 star) into a binary classification problem. If it is less than 3 stars, the review is regarded as negative, and if it is greater than 3 stars, it is labelled as positive.

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*Fig-7.1 Flowchart of sentiment analysis for yelp text data*

For the training phase, we have the rating review as input and feed it into a classification algorithm. We use four classification algorithms and choose one best to learn and build a model for unlabeled tips. It can give out which tips are positive and which are negative.

## Model Evaluation

For better estimation of out-of-sample performance, we use 5-fold cross-validation to calculate accuracy. Based on the confusion matrix, we calculate AUC score and draw the ROC curve of four classification algorithms of the valid data. Overall, muli layer perceptron classifier performs best (AUC=0.93).

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*Fig-7.2 ROC Curve and AUC score in model evaluation*

From below figure, every word can be assigned with tfidf value according to sentiment through the classifier. Here are the words contain highest sentiment from positive and negative reviews:

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*Fig-7.3 positive and negative words through classifier*

Based on the classification model, we can define restaurant sentiment index as:

Sentiment index =

|  |  |  |
| --- | --- | --- |
| <0.5 | 0.5-0.8 | >0.8 |
| Disappointed | Satisfied | Very satisfied |

If index equal to 1, which means from the tips we predict, all the users recommend this restaurant and 0 means none of the user recommend this restaurant. And we define the index below 0.5 as the restaurant we do not recommend, the index between 0.5-0.8 are the satisfying restaurant, above 0.8 are hotly discussed restaurants. Therefore, customer can identify which restaurants are really recommended based on the index.

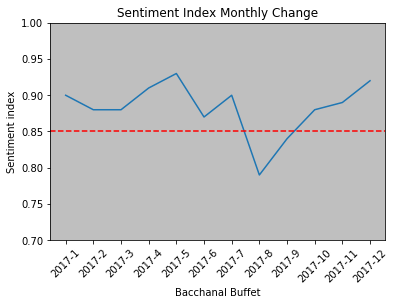
And we compare 10 most commented restaurants the predict sentiment score and review actual score, we find there are slight differences between them, and overall the sentiment prediction is a bit lower than the actual rating, the reason could be fake reviews or advertising factor among top rating restaurant.

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*Fig-7.4 Restaurants sentiment index prediction*

In terms of one merchant, the index fluctuation from one period to another can indicate a merchant to adjust business strategy. For example, a buffet restaurant with a high sentiment index over the year except for a dramatic drop from July to September. When the index below-average level, which can give early warning to tell merchant to focus more on finding the problem and grasping hot topic changes.



*Fig-7.5 sentiment fluctuation of restaurant Bacchanal Buffet*

# Conclusion

## Industry Features Capture and Intelligent Recommendations

For our second problem (section 2.2), we also come up with corresponding solutions and suggestions. When a potential merchant intends to enter the catering industry, it is necessary to identify which hot sub-type industries are currently in, as well as dig out some useful information. A feasible method is to first select popular sub-type industries through indicators such as the number of reviews and star ratings. Then, by capturing the keywords or key phrase of the reviews of these popular sub-type industries, we can discover some attractive features they commonly own, bringing the convenience for potential merchants.

More than this, for the customers, according to the different features of different restaurants, we can also provide customers with intelligent restaurant recommendations, reducing the selection cost.

## Try NLP for Application

For our third problem (section 2.3). Our conclusion is that using text mining methods such as natural language processing, we can find suggestions from a large amount of text information. This method can be used as a supplement to financial analysis and provide more profound suggestions for businesses.

After completing a series of text analysis, we can grab different emotional tendencies based on customer reviews and classify these emotional pairs. Not as good as this, we can also build an emotional vocabulary to help businesses make decisions.

Finally, we can also make use of analysis sentiment trend through topic modeling of word distribution to predict the fluctuation of customer emotions.