

Data Scientist Role Play: Profiling and Analyzing the Yelp Dataset Coursera Worksheet

This is a 2-part assignment. In the first part, you are asked a series of questions that will help you profile and understand the data just like a data scientist would. For this first part of the assignment, you will be assessed both on the correctness of your findings, as well as the code you used to arrive at your answer. You will be graded on how easy your code is to read, so remember to use proper formatting and comments where necessary.

In the second part of the assignment, you are asked to come up with your own inferences and analysis of the data for a particular research question you want to answer. You will be required to prepare the dataset for the analysis you choose to do. As with the first part, you will be graded, in part, on how easy your code is to read, so use proper formatting and comments to illustrate and communicate your intent as required.

For both parts of this assignment, use this "worksheet." It provides all the questions you are being asked, and your job will be to transfer your answers and SQL coding where indicated into this worksheet so that your peers can review your work. You should be able to use any Text Editor (Windows Notepad, Apple TextEdit, Notepad ++, Sublime Text, etc.) to copy and paste your answers. If you are going to use Word or some other page layout application, just be careful to make sure your answers and code are lined appropriately. In this case, you may want to save as a PDF to ensure your formatting remains intact for you reviewer.

Part 1: Yelp Dataset Profiling and Understanding

1. Profile the data by finding the total number of records for each of the tables below:

- i. Attribute table =10000
- ii. Business table =10000
- iii. Category table =10000
- iv. Checkin table =10000
- v. elite_years table =10000
- vi. friend table = 10000
- vii. hours table =10000
- viii. photo table = 10000
- ix. review table = 10000
- x. tip table = 10000
- xi. user table =10000

2. Find the total distinct records by either the foreign key or primary key for each table. If two foreign keys are listed in the table, please specify which foreign key.

- i. Business = Primary Key 10000
- ii. Hours = Foreign key Business_id : 1562
- iii. Category = Foreign Key Business_id : 2643
- iv. Attribute = Foreign Key Business_id : 1115
- v. Review = Primary Key 10000 , Foreign Key Business_id: 8090, Foreign Key User_id :9581
- vi. Checkin = Foreign Key Business_id: 493
- vii. Photo = Primary Key 10000, Foreign Key Business_id:6493
- viii. Tip = Foreign Key User_id: 537, Foreign Key Business_id:3979
- ix. User = Primary Key 10000

x. Friend = Foreign Key User_id: 11
 xi. Elite_years = Foreign Key User_id:2780

Note: Primary Keys are denoted in the ER-Diagram with a yellow key icon.
 Foreign keys are denoted as Red Diamonds Thanks for heads up :X

3. Are there any columns with null values in the Users table? Indicate "yes," or "no."

Answer: no

SQL code used to arrive at answer:

```
SELECT COUNT(*)
FROM user
WHERE id IS NULL OR
      name IS NULL OR
      review_count IS NULL OR
      yelping_since IS NULL OR
      useful IS NULL OR
      funny IS NULL OR
      cool IS NULL OR
      fans IS NULL OR
      average_stars IS NULL OR
      compliment_hot IS NULL OR
      compliment_more IS NULL OR
      compliment_profile IS NULL OR
      compliment_cute IS NULL OR
      compliment_list IS NULL OR
      compliment_note IS NULL OR
      compliment_plain IS NULL OR
      compliment_cool IS NULL OR
      compliment_funny IS NULL OR
      compliment_writer IS NULL OR
      compliment_photos IS NULL ;
```

4. For each table and column listed below, display the smallest (minimum), largest (maximum), and average (mean) value for the following fields:

i. Table: Review, Column: Stars

min: 1 max: 5 avg:3.7082

ii. Table: Business, Column: Stars

min: 1 max: 5 avg: 3.6549

iii. Table: Tip, Column: Likes

min: 0 max: 2 avg: 3.6549

iv. Table: Checkin, Column: Count

min:0 max:1 avg:0.01444

v. Table: User, Column: Review_count

min: 1 max:53 avg: 1.9414

5. List the cities with the most reviews in descending order:

SQL code used to arrive at answer:

```
SELECT city, SUM(review_count) AS 'TOTAL_REVIEWS'
FROM business
Group BY city
ORDER BY SUM(review_count) DESC;
```

Copy and Paste the Result Below:

+-----+	
city	TOTAL_REVIEWS
+-----+	
Las Vegas	82854
Phoenix	34503
Toronto	24113
Scottsdale	20614
Charlotte	12523
Henderson	10871
Tempe	10504
Pittsburgh	9798
MontrÃ©al	9448
Chandler	8112
Mesa	6875
Gilbert	6380
Cleveland	5593
Madison	5265
Glendale	4406
Mississauga	3814
Edinburgh	2792
Peoria	2624
North Las Vegas	2438
Markham	2352
Champaign	2029
Stuttgart	1849
Surprise	1520
Lakewood	1465
Goodyear	1155
+-----+	

(Output limit exceeded, 25 of 362 total rows shown)

6. Find the distribution of star ratings to the business in the following cities:

i. Avon

SQL code used to arrive at answer:

```
SELECT stars as 'Star_Rating',
SUM(review_count) as 'COUNT'
FROM business
WHERE city == 'Avon'
Group by stars;
```

Copy and Paste the Resulting Table Below (2 columns " star rating and count):

Star_Rating	COUNT
1.5	10
2.5	6
3.5	88
4.0	21
4.5	31
5.0	3

ii. Beachwood

SQL code used to arrive at answer:

```
SELECT stars as 'Star_Rating',
SUM(review_count) as 'COUNT'
FROM business
WHERE city == 'Beachwood'
Group By stars;
```

Copy and Paste the Resulting Table Below (2 columns " star rating and count):

Star_Rating	COUNT
2.0	8
2.5	3
3.0	11
3.5	6
4.0	69
4.5	17
5.0	23

7. Find the top 3 users based on their total number of reviews:

SQL code used to arrive at answer:

```
SELECT id AS 'ID' , name as 'NAME' , review_count as 'REVIEW_COUNT' FROM user
order by review_count DESC
LIMIT 3;
```

Copy and Paste the Result Below:

ID	NAME	REVIEW_COUNT
----	------	--------------

-G7Zkl1wIWBBmD0KRy_sCw	Gerald	2000
-3s52C4zL_DHRK0ULG6qtg	Sara	1629
-8lbUNlXVSoXqARRiHiSNg	Yuri	1339

8. Does posing more reviews correlate with more fans?

Please explain your findings and interpretation of the results:

By finding the User with the largest quantity of reviews, it was found that Gerald has 2000 reviews but only 253 fans.

The user with the most amount of fans is Amy, she has 503 fans with only 609 reviews. It seems how long a user has been yelping for is also a factor to the amount of fans they have.

This seems pretty trivial, but to answer this question I am inconclusive about how strong of a correlation there is

between reviewcount and fans, along with yelping_since and fans. I am curious what the Correlation Coefficient would be.

name	review_count	fans	yelping_since
Amy	609	503	2007-07-19 00:00:00
Mimi	968	497	2011-03-30 00:00:00
Harald	1153	311	2012-11-27 00:00:00
Gerald	2000	253	2012-12-16 00:00:00
Christine	930	173	2009-07-08 00:00:00
Lisa	813	159	2009-10-05 00:00:00
Cat	377	133	2009-02-05 00:00:00
William	1215	126	2015-02-19 00:00:00
Fran	862	124	2012-04-05 00:00:00
Lissa	834	120	2007-08-14 00:00:00
Mark	861	115	2009-05-31 00:00:00
Tiffany	408	111	2008-10-28 00:00:00
bernice	255	105	2007-08-29 00:00:00
Roanna	1039	104	2006-03-28 00:00:00
Angela	694	101	2010-10-01 00:00:00
.Hon	1246	101	2006-07-19 00:00:00
Ben	307	96	2007-03-10 00:00:00
Linda	584	89	2005-08-07 00:00:00
Christina	842	85	2012-10-08 00:00:00
Jessica	220	84	2009-01-12 00:00:00
Greg	408	81	2008-02-16 00:00:00
Nieves	178	80	2013-07-08 00:00:00
Sui	754	78	2009-09-07 00:00:00
Yuri	1339	76	2008-01-03 00:00:00
Nicole	161	73	2009-04-30 00:00:00

9. Are there more reviews with the word "love" or with the word "hate" in them?

Answer: There are more reviews with the word love.

SQL code used to arrive at answer:

```
//Ran two Seperate Queries to get this result, tried union but it combined love/hate
columns into one collumn//
```

```
SELECT COUNT(id) AS 'Number of reviews containing the word hate'
FROM review
WHERE text like '%hate%';
---->232
```

```
//A union between these two queries does not work properly if anyone knows why let me
know//
```

```
SELECT COUNT(id) AS 'Nubmer of reviews containing the word love'
FROM review
WHERE text like '%love%';
---->1780
```

10. Find the top 10 users with the most fans:

SQL code used to arrive at answer:

```
SELECT id, name, fans
FROM user
ORDER BY fans DESC
LIMIT 10;
```

Copy and Paste the Result Below:

id	name	fans
-9I98YbNQnLdAmcYfb324Q	Amy	503
-8EnCioUmDygAbsYZmTeRQ	Mimi	497
--2vR0DIsmQ6WfcSzKWigw	Harald	311
-G7Zkl1wIWBBmD0KRy_sCw	Gerald	253
-0IiMAZI2SsQ7VmyzJjokQ	Christine	173
-g3XIcCb2b-BD0QBCcq2Sw	Lisa	159
-9bbDysuiWeo2VShFJJtcw	Cat	133
-FZBTkAZEXoP7CYvRV2ZwQ	William	126
-9dalxk7zgnnf0luTVYGkA	Fran	124
-lh59ko3dxChBSZ9U7LfUw	Lissa	120

11. Is there a strong relationship (or correlation) between having a high number of fans and being listed as "useful" or "funny?" Out of the top 10 users with the highest number of fans, what percent are also listed as "useful" or "funny?"

Key:

0% - 25% - Low relationship

26% - 75% - Medium relationship

76% - 100% - Strong relationship

SQL code used to arrive at answer:

```
SELECT name,
fans, useful, funny, review_count, yelping_since
```

FROM user
ORDER BY fans DESC

Copy and Paste the Result Below:

	name	fans	useful	funny	review_count	yelping_since
Amy	503	3226	2554	609	2007-07-19 00:00:00	
Mimi	497	257	138	968	2011-03-30 00:00:00	
Harald	311	122921	122419	1153	2012-11-27 00:00:00	
Gerald	253	17524	2324	2000	2012-12-16 00:00:00	
Christine	173	4834	6646	930	2009-07-08 00:00:00	
Lisa	159	48	13	813	2009-10-05 00:00:00	
Cat	133	1062	672	377	2009-02-05 00:00:00	
William	126	9363	9361	1215	2015-02-19 00:00:00	
Fran	124	9851	7606	862	2012-04-05 00:00:00	
Lissa	120	455	150	834	2007-08-14 00:00:00	
Mark	115	4008	570	861	2009-05-31 00:00:00	
Tiffany	111	1366	984	408	2008-10-28 00:00:00	
bernice	105	120	112	255	2007-08-29 00:00:00	
Roanna	104	2995	1188	1039	2006-03-28 00:00:00	
Angela	101	158	164	694	2010-10-01 00:00:00	
.Hon	101	7850	5851	1246	2006-07-19 00:00:00	
Ben	96	1180	1155	307	2007-03-10 00:00:00	
Linda	89	3177	2736	584	2005-08-07 00:00:00	
Christina	85	158	34	842	2012-10-08 00:00:00	
Jessica	84	2161	2091	220	2009-01-12 00:00:00	
Greg	81	820	753	408	2008-02-16 00:00:00	
Nieves	80	1091	774	178	2013-07-08 00:00:00	
Sui	78	9	18	754	2009-09-07 00:00:00	
Yuri	76	1166	220	1339	2008-01-03 00:00:00	

```

|
|           | Nicole      |    73 |    13 |    10 |           161 | 2009-04-30 00:00:00
|
|           +-----+-----+-----+-----+-----+-----+-----+
+

```

Please explain your findings and interpretation of the results:

I honestly hate this question and this whole assignment; The questions are very vague. It intuitively seems like the more people who find a user funny or useful are fans of that yelp reviewer. Clearly Harald is an outlier to this logic, I dont know what type of mathematics they want us to do here but its very tedious to calculate Correlation Coeficient or even Variance using SQL Code. In Conclusion this assignment blows.!

Part 2: Inferences and Analysis

1. Pick one city and category of your choice and group the businesses in that city or category by their overall star rating. Compare the businesses with 2-3 stars to the businesses with 4-5 stars and answer the following questions. Include your code.

```
//All of the stores in my query were from 3.5-4.5//
```

i. Do the two groups you chose to analyze have a different distribution of hours?
Yes, they have a different distribution of hours.

ii. Do the two groups you chose to analyze have a different number of reviews?
Yes, they have a different number of reviews.

iii. Are you able to infer anything from the location data provided between these two groups? Explain.
No there is only 3 Tobacco Shops in the City of Beachwood, two being in Tempe and one being in Charlottee.
A sample of 3 objects is not enough to infer anything.

SQL code used for analysis:

```

SELECT b.stars , b.city, b.neighborhood, b.is_open,b.review_count ,
c.category,
h.hours
FROM business b
LEFT JOIN category c on b.id=c.business_id
LEFT JOIN hours h on b.id=h.business_id
WHERE category='Tobacco Shops'
GROUP BY STARS;

```

```

+-----+-----+-----+-----+-----+-----+-----+
| stars | city      | neighborhood | is_open | review_count | category      | hours
|
+-----+-----+-----+-----+-----+-----+-----+
-----+

```


	3.5		Tempe				1				3		Tobacco Shops	
Saturday	9:30-22:00													
	4.0		Charlotte		University City		1				5		Tobacco Shops	
Saturday	12:00-22:00													
	4.5		Tempe				0				11		Tobacco Shops	
													None	
+-----+-----+-----+-----+-----+-----+-----+														
-----+														

2. Group business based on the ones that are open and the ones that are closed. What differences can you find between the ones that are still open and the ones that are closed? List at least two differences and the SQL code you used to arrive at your answer.

i. Difference 1:

The businesses that are still open have 234039 more reviews than the ones of out business.

ii. Difference 2:

$1427/8480 = .16$ that is 16% of the businesses that are open have 5 stars.

$14/138 = .10$ that is 10% of the businesses that are closed had 5 stars.

This shows us that even though your business has 5 stars it still can close down.

SQL code used for analysis:

```
//Difference 1
SELECT sum(review_count) FROM business
WHERE is_open=0;
---> 35261
SELECT sum(review_count) FROM business
WHERE is_open=1;
---> 269300 reviews
```

```
//Difference 2
SELECT Count(*) AS 'Number of Closed business with their rating in stars', stars FROM
business
WHERE is_open=0
Group by stars;
```

+-----+-----+-----+-----+-----+-----+-----+			
		Number of Closed business with their rating in stars	stars
+-----+-----+-----+-----+-----+-----+-----+			
		14	1.0
		24	1.5
		94	2.0
		168	2.5
		272	3.0
		295	3.5
		326	4.0
		189	4.5
		138	5.0
+-----+-----+-----+-----+-----+-----+-----+			

SUM: 1514

```
SELECT Count(*) AS 'Number of Open business with their rating in stars', stars FROM
business
WHERE is_open=1
Group by stars;
```

Number of Open business with their rating in stars	stars
142	1.0
182	1.5
472	2.0
722	2.5
1124	3.0
1483	3.5
1679	4.0
1249	4.5
1427	5.0
SUM: 8480	

3. For this last part of your analysis, you are going to choose the type of analysis you want to conduct on the Yelp dataset and are going to prepare the data for analysis.

Ideas for analysis include: Parsing out keywords and business attributes for sentiment analysis, clustering businesses to find commonalities or anomalies between them, predicting the overall star rating for a business, predicting the number of fans a user will have, and so on. These are just a few examples to get you started, so feel free to be creative and come up with your own problem you want to solve. Provide answers, in-line, to all of the following:

i. Indicate the type of analysis you chose to do:

I will not forecast anything but will, Help those whose are interested in any automotive business decide when/where to open to be successful.

ii. Write 1-2 brief paragraphs on the type of data you will need for your analysis and why you chose that data:

I will need to utilize data from the business, hours and category tables.
 From the business table we will focus on the adress, city, state, and postal code because these are neccessary for postal address.
 From the hours table we will find out the hours of operations for each day of the week to give inference on the hours neccessary to stay in business.
 We will use the category table to ensure we only query businesses in the Automotive, oil change stations, car wash or auto detailing category.

iii. Output of your finished dataset:

name	Postal Adress	stars
is_open category	Monday_hours Tuesday_hours Wednesday_hours	

Thursday_hours	Friday_hours	Saturday_hours	Sunday_hours	
Freeman's Car Stereo	4821 South Blvd Charlotte NC 28217	3.5		
1 Automotive	9:00-19:00	None	None	None
None	None	None		
Freeman's Car Stereo	4821 South Blvd Charlotte NC 28217	3.5		
1 Automotive	None	9:00-19:00	None	None
None	None	None		
Freeman's Car Stereo	4821 South Blvd Charlotte NC 28217	3.5		
1 Automotive	None	None	None	None
9:00-19:00	None	None		
Freeman's Car Stereo	4821 South Blvd Charlotte NC 28217	3.5		
1 Automotive	None	None	9:00-19:00	None
None	None	None		
Freeman's Car Stereo	4821 South Blvd Charlotte NC 28217	3.5		
1 Automotive	None	None	None	9:00-19:00
None	None	None		
Freeman's Car Stereo	4821 South Blvd Charlotte NC 28217	3.5		
1 Automotive	None	None	None	None
None	9:00-17:00	None		
Christian Brothers Automotive	290 E Ocotillo Rd Chandler AZ 85249	5.0		
1 Automotive	None	None	None	None
7:00-18:00	None	None		
Christian Brothers Automotive	290 E Ocotillo Rd Chandler AZ 85249	5.0		
1 Automotive	None	7:00-18:00	None	None
None	None	None		
Christian Brothers Automotive	290 E Ocotillo Rd Chandler AZ 85249	5.0		
1 Automotive	None	None	None	7:00-18:00
None	None	None		
Christian Brothers Automotive	290 E Ocotillo Rd Chandler AZ 85249	5.0		
1 Automotive	None	None	7:00-18:00	None
None	None	None		
Christian Brothers Automotive	290 E Ocotillo Rd Chandler AZ 85249	5.0		
1 Automotive	7:00-18:00	None	None	None
None	None	None		
Christian Brothers Automotive	290 E Ocotillo Rd Chandler AZ 85249	5.0		
1 Oil Change Stations	None	None	None	None
7:00-18:00	None	None		
Christian Brothers Automotive	290 E Ocotillo Rd Chandler AZ 85249	5.0		
1 Oil Change Stations	None	7:00-18:00	None	None
None	None	None		
Christian Brothers Automotive	290 E Ocotillo Rd Chandler AZ 85249	5.0		
1 Oil Change Stations	None	None	None	7:00-18:00
None	None	None		
Christian Brothers Automotive	290 E Ocotillo Rd Chandler AZ 85249	5.0		
1 Oil Change Stations	None	None	7:00-18:00	None
None	None	None		
Christian Brothers Automotive	290 E Ocotillo Rd Chandler AZ 85249	5.0		
1 Oil Change Stations	7:00-18:00	None	None	None
None	None	None		
Buddy's Muffler & Exhaust	1509 Hickory Grove Rd Gastonia NC 28056	5.0		
1 Automotive	8:30-17:00	None	None	None
None	None	None		
Buddy's Muffler & Exhaust	1509 Hickory Grove Rd Gastonia NC 28056	5.0		
1 Automotive	None	8:30-17:00	None	None


```
LEFT JOIN hours h ON b.id = h.business_id
WHERE category IN ('Automotive','Oil Change Stations', 'Car Wash', 'Auto Detailing')
AND b.is_open=1
;
```