

Comparing Cash-Only Restaurants To Restaurants That Accept Credit Cards Based on Data From the Yelp Open Dataset

Prepared by: Roen Beiley

Why Study Cash-Only Restaurants?

- Cash-only policies are still common in some restaurants
- I typically associate cash-only restaurants as better and more authentic places
- Yelp ratings influence consumer choices so analyzing them are important

Research Question: Do cash-only restaurants differ from card-accepting restaurants in Yelp ratings and review patterns?

Data and Key Definitions

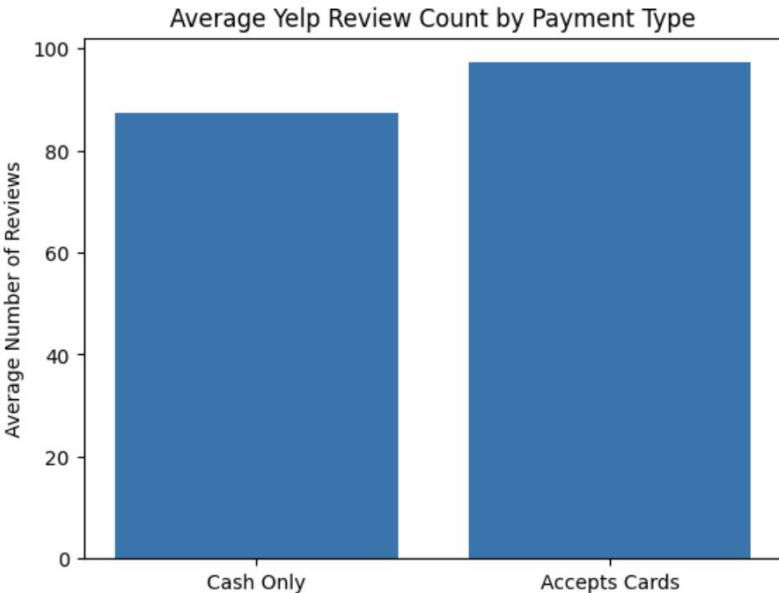
- [Yelp Academic Business Dataset](#)
- Analysis restricted to restaurants only
- Cash only restaurants are when BusinessAcceptsCreditCards = False
- Card restaurants are when BusinessAcceptsCreditCards = True
- Analyzed average star rating and the number of reviews for each restaurant

Ratings and Reviews



Cash-only restaurants tend to have higher overall ratings, though card-accepting restaurants receive more reviews overall.

Rating Distributions & Averages



Cash-Only Businesses: Number of Businesses by Star Rating

5.0: 83
4.5: 390
4.0: 448
3.5: 255
3.0: 140
2.5: 54
2.0: 26
1.5: 9
1.0: 1

Average Star Rating: 3.89
Average Review Count: 87.29

Card-Accepting Businesses: Number of Businesses by Star Rating

5.0: 1032
4.5: 6693
4.0: 11425
3.5: 10284
3.0: 6651
2.5: 4163
2.0: 2479
1.5: 1254
1.0: 160

Average Star Rating: 3.50
Average Review Count: 97.20

Further portrays higher overall number of rating for card-accepting restaurants, and also shows exact numbers for each of the types of restaurants

Discussion & Limitations

- While this data helped answer several questions, the smaller number of cash-only restaurants and their lower review counts mean the results may not be fully accurate.
- Because cash-only restaurants have fewer reviews, their ratings could change significantly over time as more people review them.
- The dataset used is only a subset of Yelp's full database and does not represent all restaurants in the country.
- Some businesses were excluded due to missing credit card information, and some lower ratings may reflect frustration with cash-only policies rather than restaurant quality.

Conclusion & Takeaway

- Overall, I think it is safe to say that from this dataset, the cash-only restaurants scored higher Yelp ratings than restaurants that accepted credit cards.
- That is not to say, though, that this conclusion is totally accurate for all the reasons I stated in the discussion.
- I would put some faith into this conclusion, though, because in my personal experience, my favorite restaurants are the ones that only accept cash.