Yelp Case Study
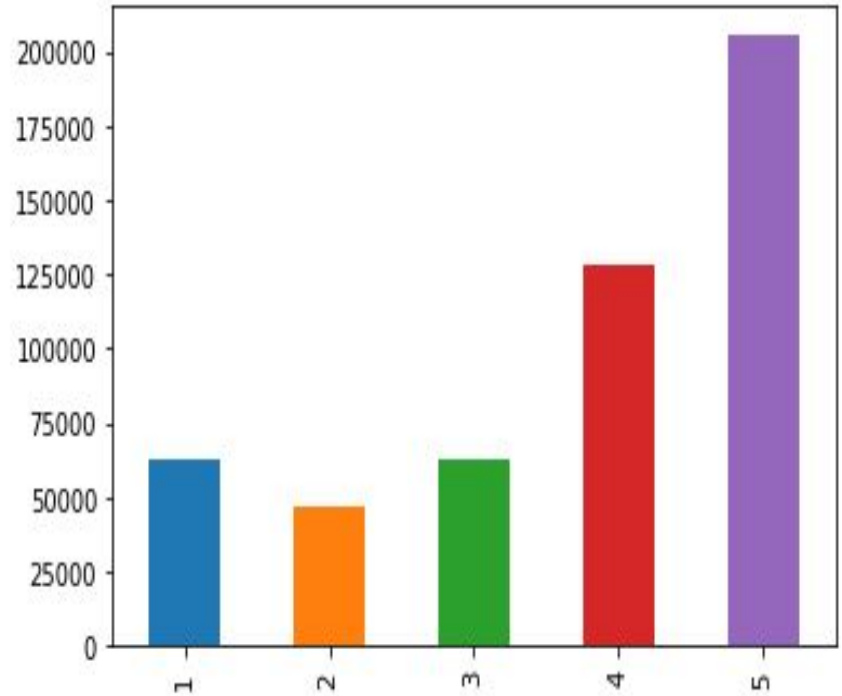
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Our research focussed on just the "food" establishments in the data set

With numerous data rows not pertaining to "food", we ignored these establishments to have a precise focus on just "food" establishments
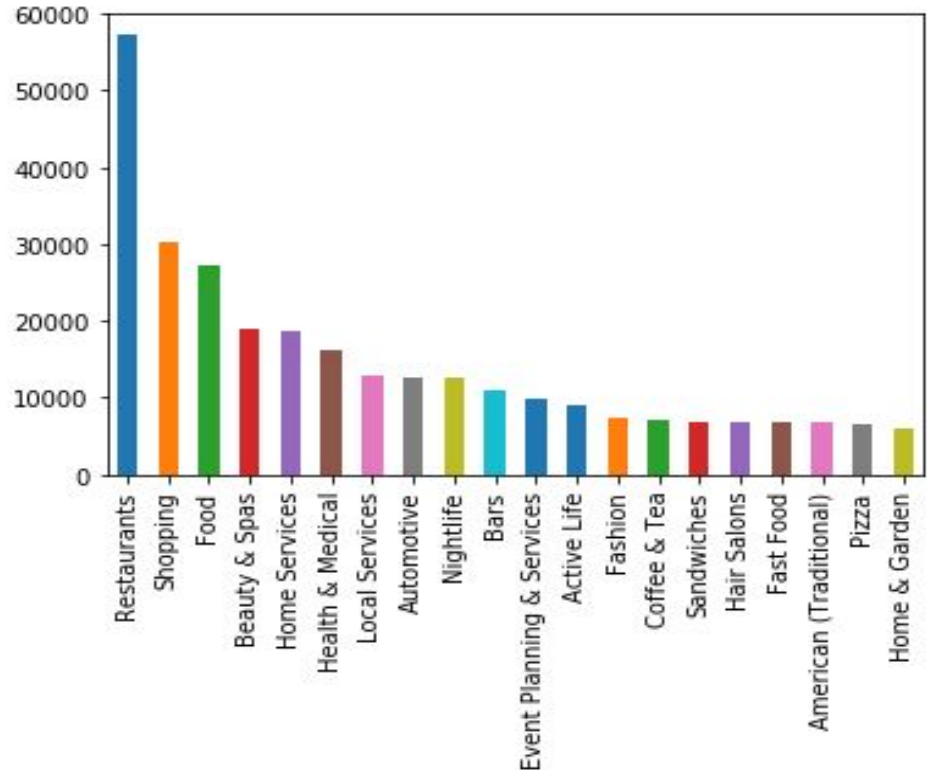
5-star (good reviews) and 3-or-less-star reviews (bad reviews) were analysed to derive insights

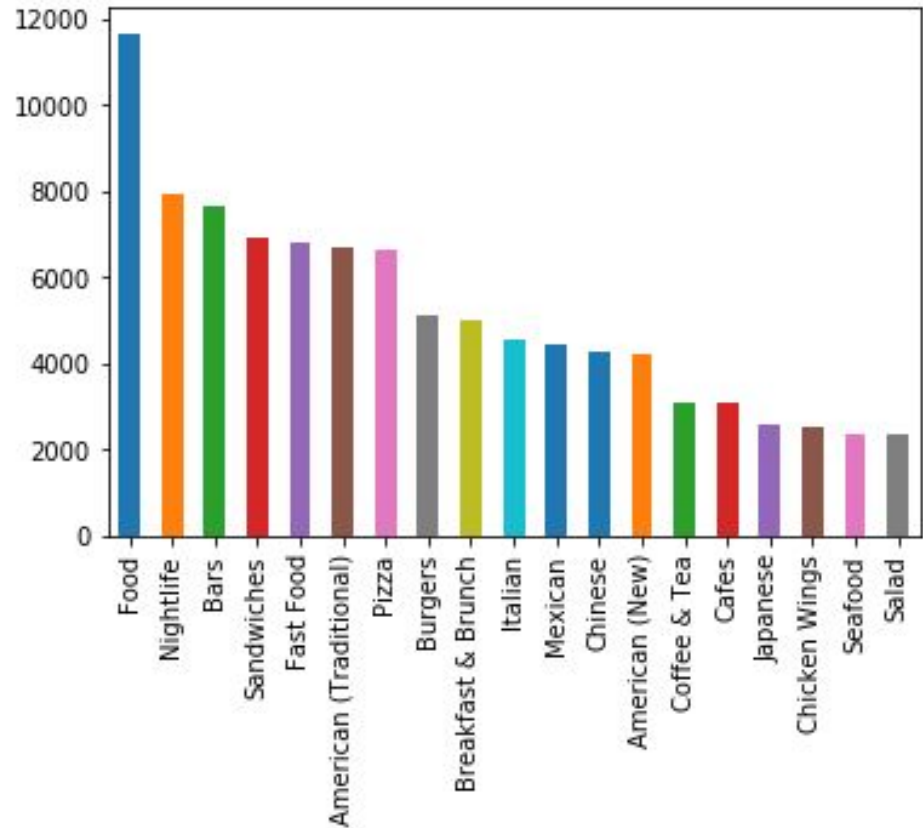This ensured balance b/w good and bad reviews

Based on detailed analysis, "Pizza" / "Italian" emerged as the most popular restaurant category

"Food", "nightlife", "bars" are noise in the data

"Sandwiches", "fast food" are also noise as these are not restaurant types

"Burgers" is a valid popular category, but "Pizza" / "Italian" is twice more popular than "burger

"service", "love", "fresh-order", "time", "cheese", "salad", "delicious", "pasta", "awesome" are the most popular keywords in the 5-star (good) reviews

"service", "minute", "asked", "came", "went", "location", "price", "really", "server" are the most popular keywords in the 3-or-less-star (bad) reviews