

Yelp Restaurant Review Analytics Project



DC-DAT-10

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The Motive and Research Question

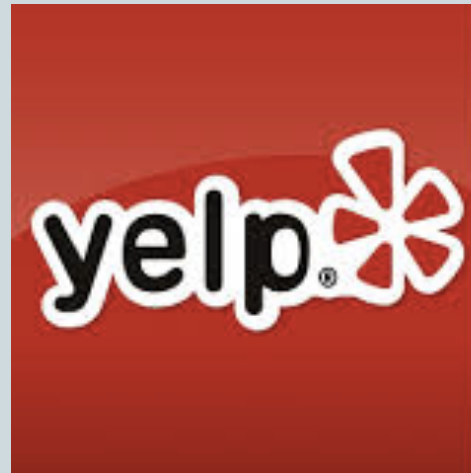


- DC Resident for ~1.5 years
- Always looking for new restaurants, bars, etc. to try
- Can we predict an individual's restaurant preferences and future restaurant visits based on data from Yelp (Past reviews, demographics, etc.)?

The Data and Ensuing Issues



- Original approach
 - Scrape API, get necessary data, perform analysis
- Yelp
 - Research on API
 - Limitations
- Available datasets
 - Academic dataset
 - Challenge dataset

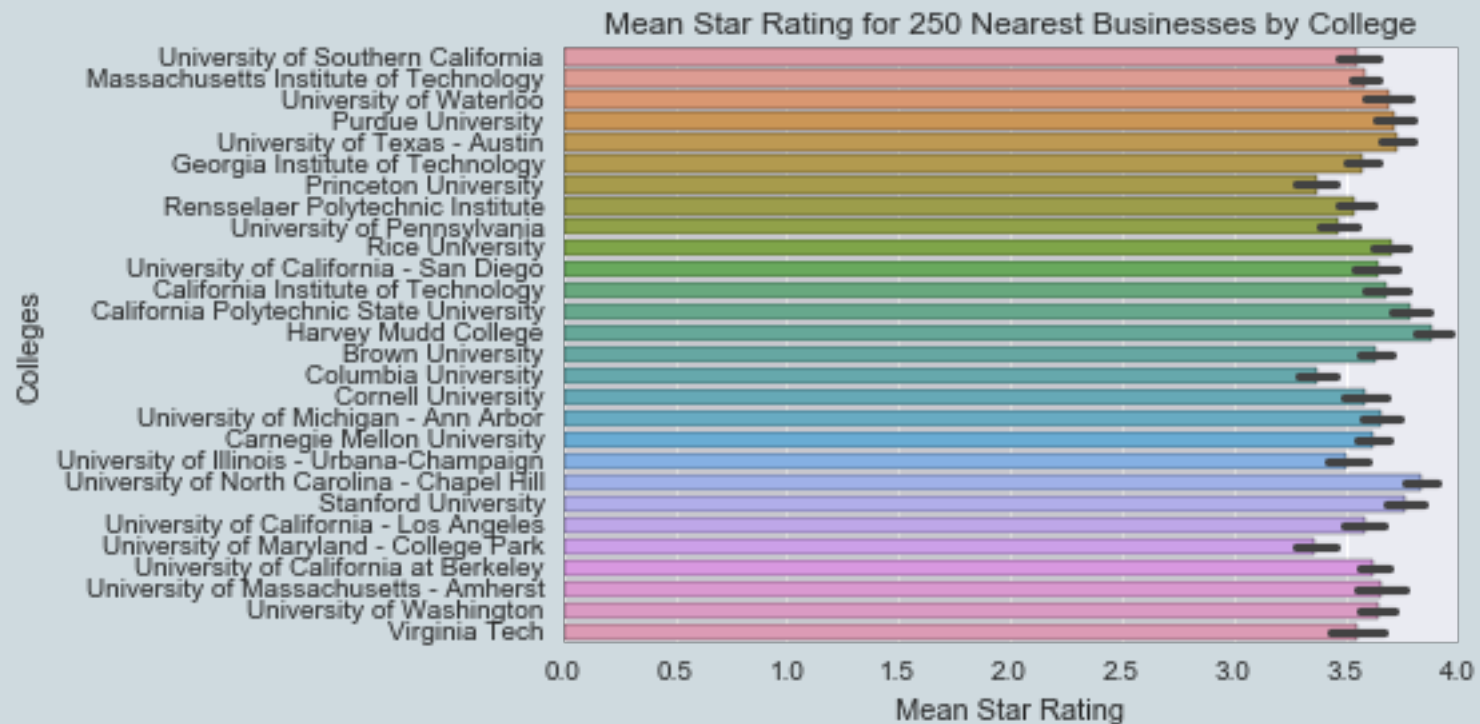


Data Exploration and Structure

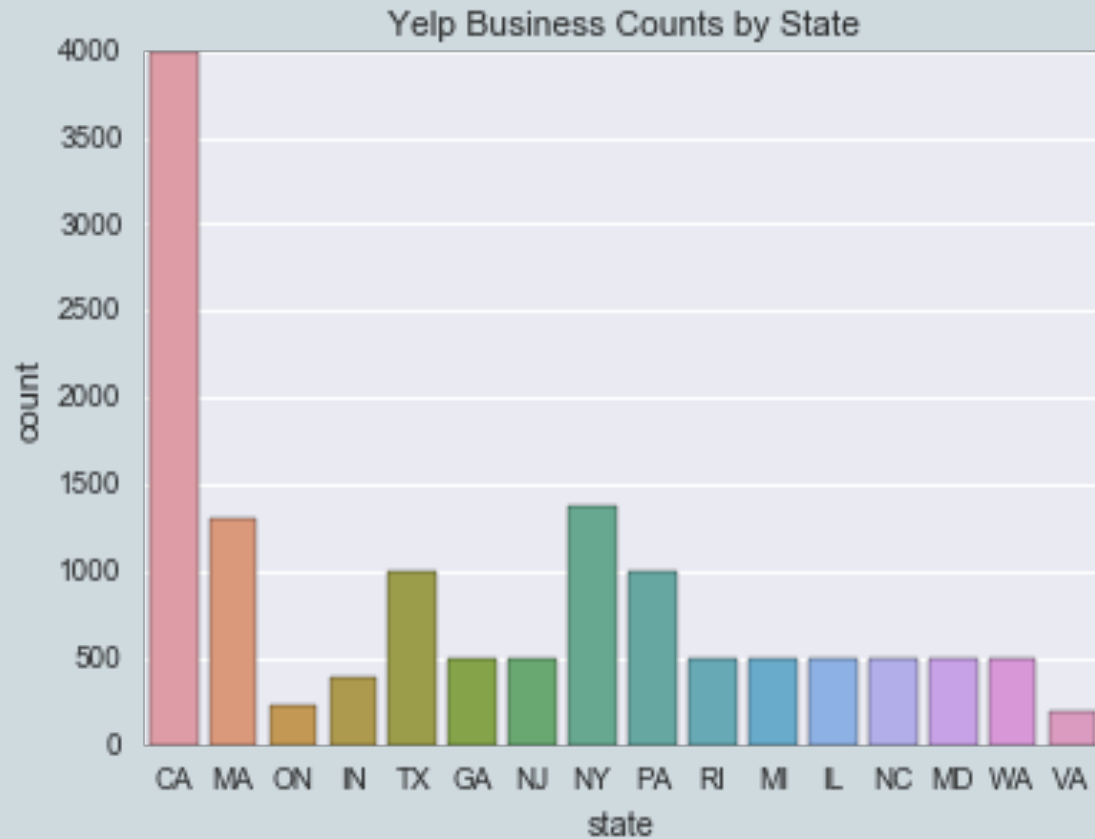


- Academic Dataset
 - 250 closest businesses for 30 universities
 - Businesses, users and reviews
- Challenge Dataset
 - Businesses, users, reviews, check-in's and tips
- Loaded data in and examined structure

Visualizations by College



Visualizations by State



Next Steps



- Joining data frames together
- Analyze variables and relationships to each other
- Create more complex visualizations
- Other ideas:
 - Web scraping for additional variables, information about users

Questions, Comments, Suggestions

