SoCal RUG Hackathon

Team Name: Data Dynamo

Name: Ninh Nguyen, Kidus Joseph, Kathy Trieu, Ray Min, JC

Current Problems

Lack of Yelp Review Trust

- Unreliable Reviewers
- Unstandardized Reviews

Current Yelp Elite Program

Yelp's version of verified/trusted users

- Most seen comments
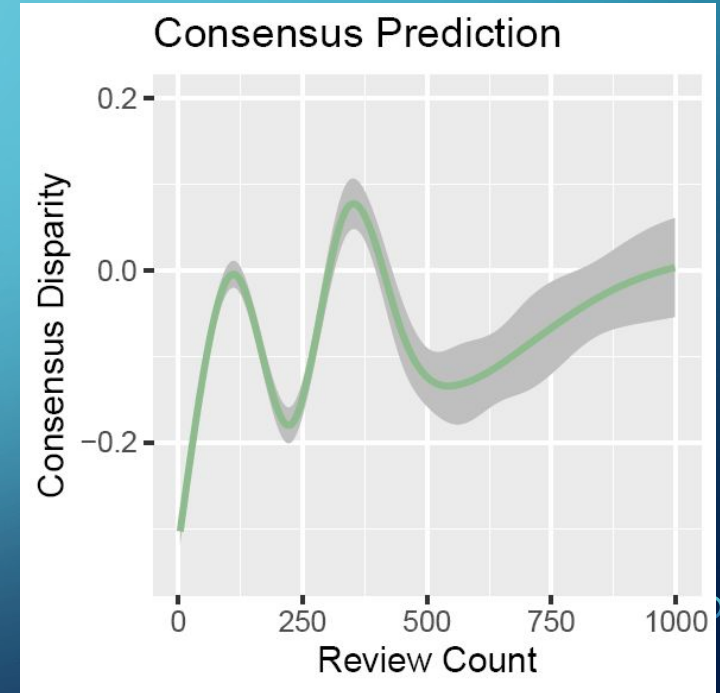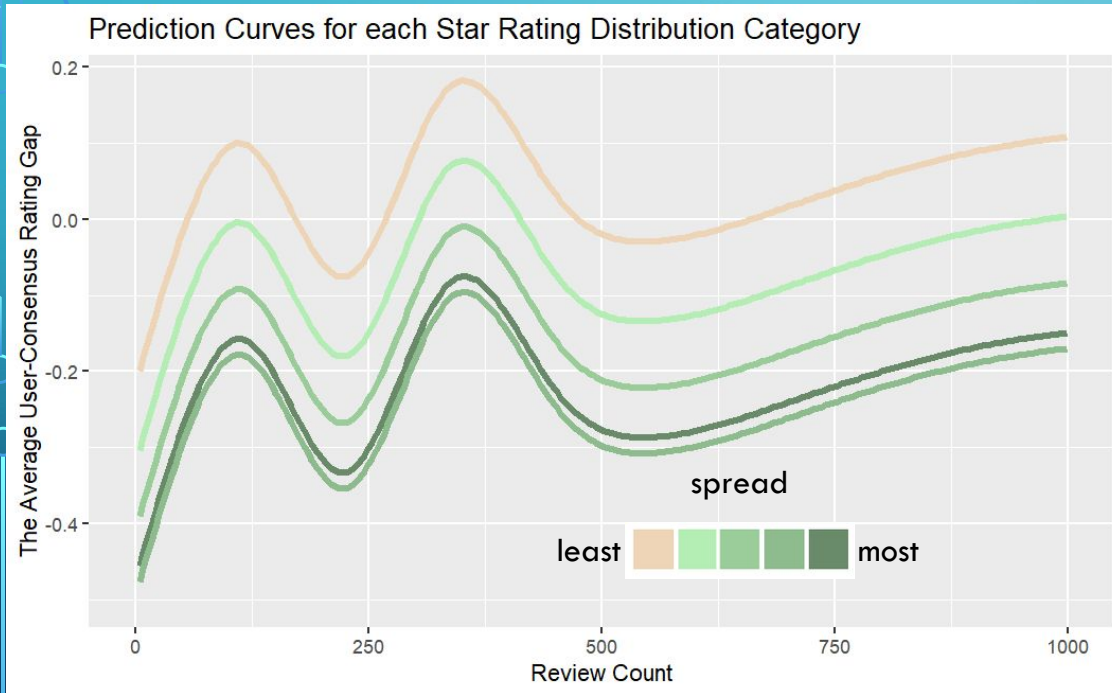- Skewed opinions

Target Audience

Yelp User Experience Team

- 5 years to review a Yelp Elite candidate
- Unknown Metric

https://www.yelp-support.com/article/What-is-Yelps-Elite-Squad?l=en_US

Analysis of which users are most reliable

Predictors: review count, review length, star rating distribution, account age, and useful reactions received.

Prediction Curves for each Star Rating Distribution Category

Consensus Prediction

Impact and Conclusion

01 **Yelp User Experience Team** Our model streamlines the Yelp Elite selection process.

02 **Users** Have more trust in reviews from the Yelp Elite community.

03 **Businesses** Enhanced customer satisfaction.