

Be a Better Yelp(er)

Team: The sccwrptions



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You want to join the Yelp Elite Squad™.
We are here to help you Yelp.



49% of the market. It will be YOUR market.

Big data. Data science. Text analysis.

Cutting edge techniques drive our insight:

Entertain: Be **FUNNY** ... **USEFUL** ... **COOL** !

What makes an engaging review?

 Useful 17

 Funny 8

 Cool 18

AFINN sentiment analysis

Total Sentiment Score = Sum of sentiment per word.

Engagement = Sum of Useful, Funny, and Cool reactions.

LASSO Model

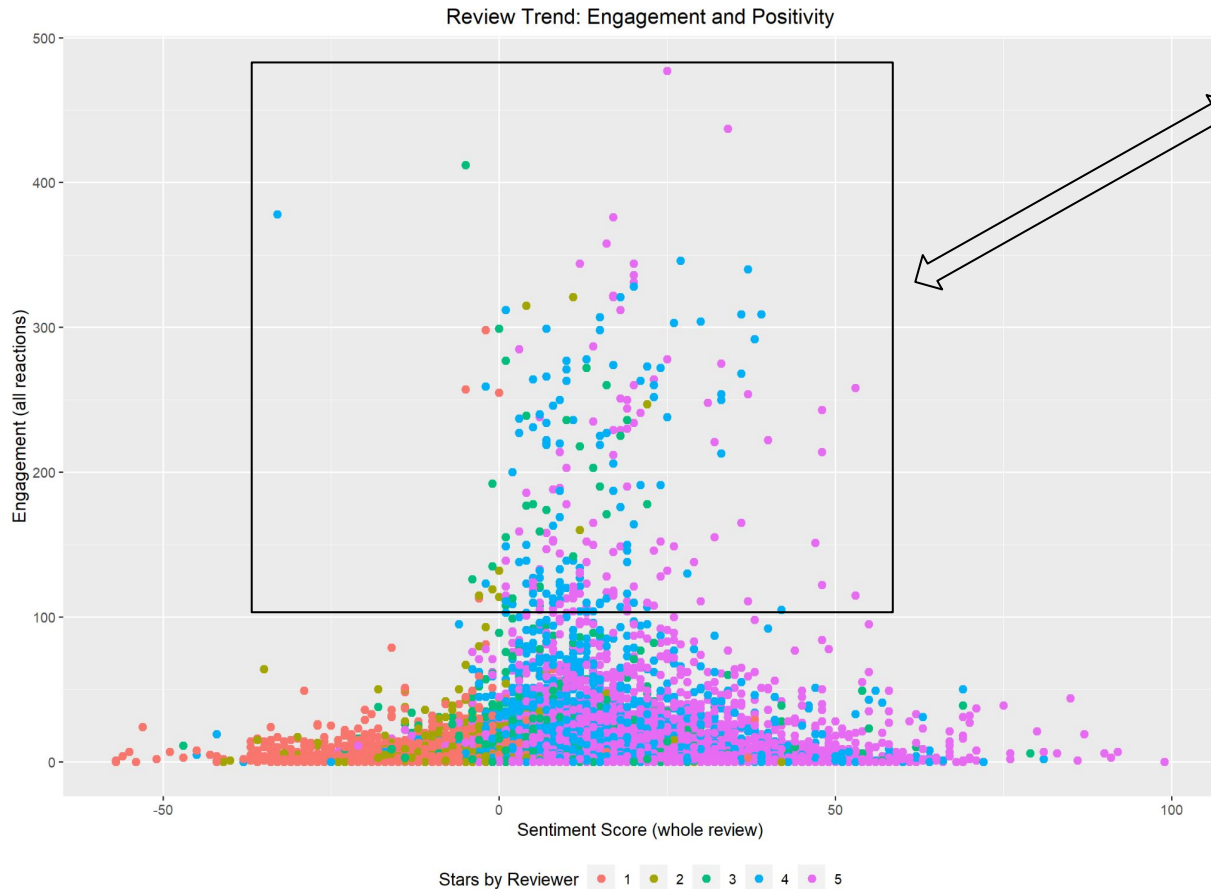
We predicted engagement per day using text analysis.

Catastrophic, Lethargic, and Accomplishes are the top predictors/words.

General Trends

More reactions = greater engagement. Language choices can determine reactions.

Work your way to YES with positivity.



Top Words:

“Fresh”, “perfect”, “beautiful”,
“generous”, “enjoy”



Positive reviews get more
engagement

Well-placed negative words get
even more engagement