

Pythons 'R' Us



Christian
Bourdeau



PJ
Villasista



Jason
Vo



Alexander
Resendiz



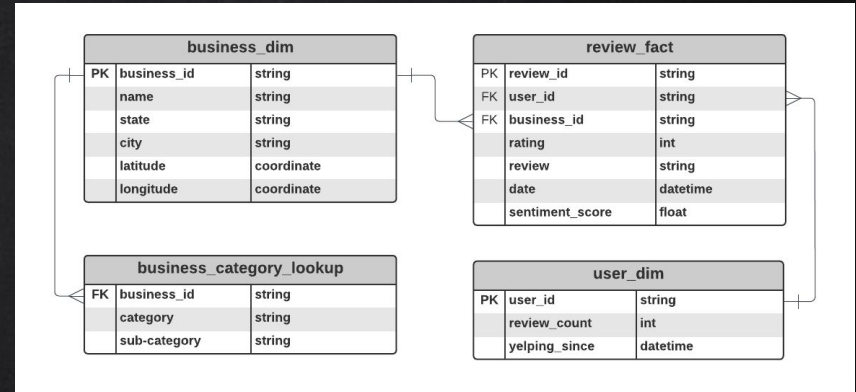
Hunter
Vazirian

PROBLEM STATEMENT

Design a **dashboard** that showcases leading Yelp businesses in each category on an **interactive map** based on a ranking **algorithm** that utilizes ratings, review frequency, and review sentiment

SOLUTION APPROACH

Entity Relationship Diagram



1. Collect Data & Clean
2. Conduct Sentiment Analysis
3. Create Business Ranking Algorithm
4. Visualize Findings

Algorithm

Constants to adjust the relative importance of each factor

$0.3 * \text{MIN}(\text{review_count} / 100, 1) +$ # review_weight * normalized_num_reviews

$0.4 * (\text{AVG}(\text{rating}) - 1) / 4 +$ # rating_weight * normalized_rating

$0.4 * (\text{AVG}(\text{sentiment_score}) + 1) / 2$ # sentiment_weight * normalized_sentiment_score



THE TOP 100 BUSINESSES IN PHILADELPHIA

FILTER

Date Filter

2/16/2005

1/19/2022



Top N Businesses

100

Category

Restaurants

Subcategory

(All)

Avg Star Rating

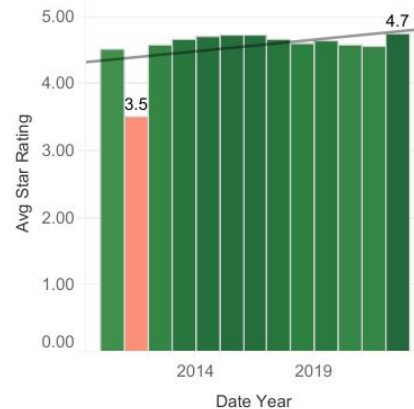
1.00 5.00



Cafe La Maude

Avg Rating: 4.63

of Ratings: 1,530



INTERACT WITH OUR WEB APP HERE: bit.ly/python-r-us