



Project: Yelp Data Visualization for Analytics

CSE6242 (Data and Visual Analytics): Team 145

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Yelp Data Visualization for analytics

Purpose of the project



Using very large dataset from Yelp(~8.6GB) to provide meaningful visualizations and dashboards

Key audience



Business / restaurants: guiding on investments and resource assignment based on customer feedback



Economic policy: County / state data overlaid with review data is useful to gauge food diversity and availability, as well as to monitor diseases, infections or violations.



Academic: the project will lay out a more visual approach to value addition from existing, publicly-available datasets

Yelp Data Visualization for Analytics

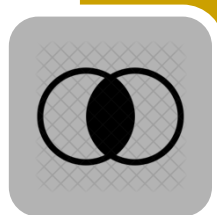
Yelp data insights

- Average restaurant rating per county
- Restaurant rating over a period of time and factors impacting the rating
- Type of cuisines (ethnic / healthy / chains / ...) in each geographic location



Cross-referenced insights

- Poverty data vs number of restaurants vs ratings per county
- Mapping restaurant & review frequency by geography
- Food diversity / popular attributes / other available data



Text analytics insights

- Text analysis of reviews to provide actual insights on reviewers sentiment
- Attempt to differentiate between fake and genuine reviews
- Text triggers for diseases, infections or law violations

