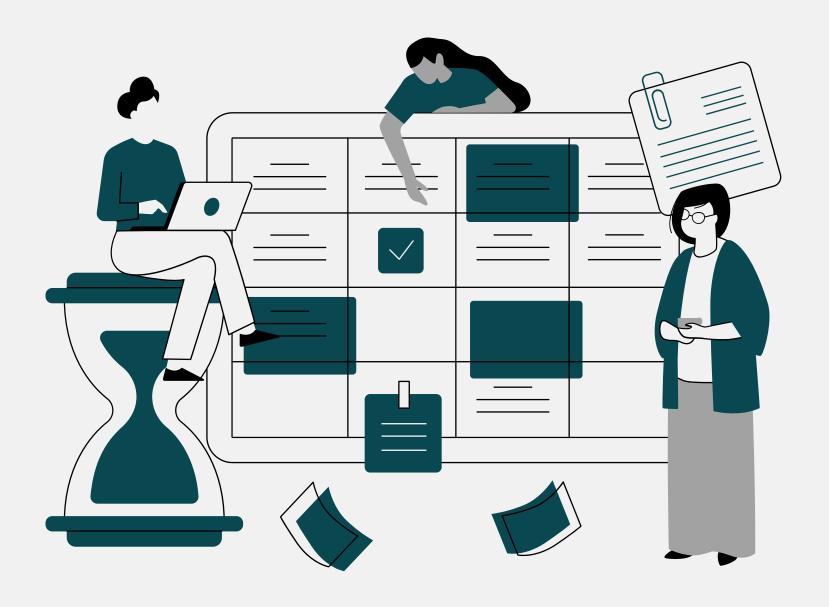
### Tripadvisor European Restaurants Analysis and Rating Prediction

**Group 18:** 

Sushmitha Jogula | 001546751 Gowtham Rajsimha Pulipati | 001572342



#### Contents



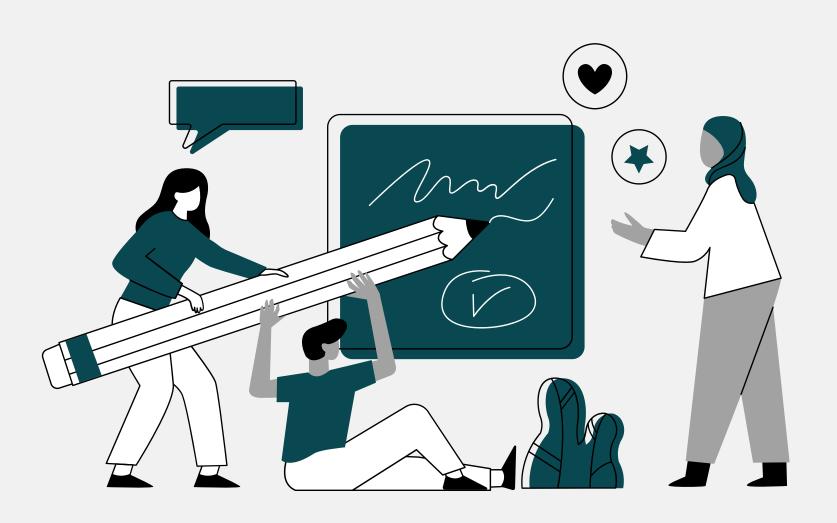
- Motivation and Goal
- Dataset Information
- Exploratory Data Analysis
- Data Preprocessing
- Data Cleaning
- Machine Learning Models
- Comparative Analysis and Performance Measurement
- **08** Results and Conclusion

#### Motivation



- Being avid travelers and frequent users of the Tripadvisor website, we thought this would be the apt dataset to explore for our project.
- To identify and analyze various factors that contribute to making a restaurant successful and appreciated by the users, while performing a comparative analysis of features.
- Every company wants to know if it will be successful or not, with the restaurant rating being one of the most essential factors in deciding that.
- Also, it is imperative to consider some factors here such as an area's demographics, degree of influence of people that live in the area, restaurant's theme.

#### Goals



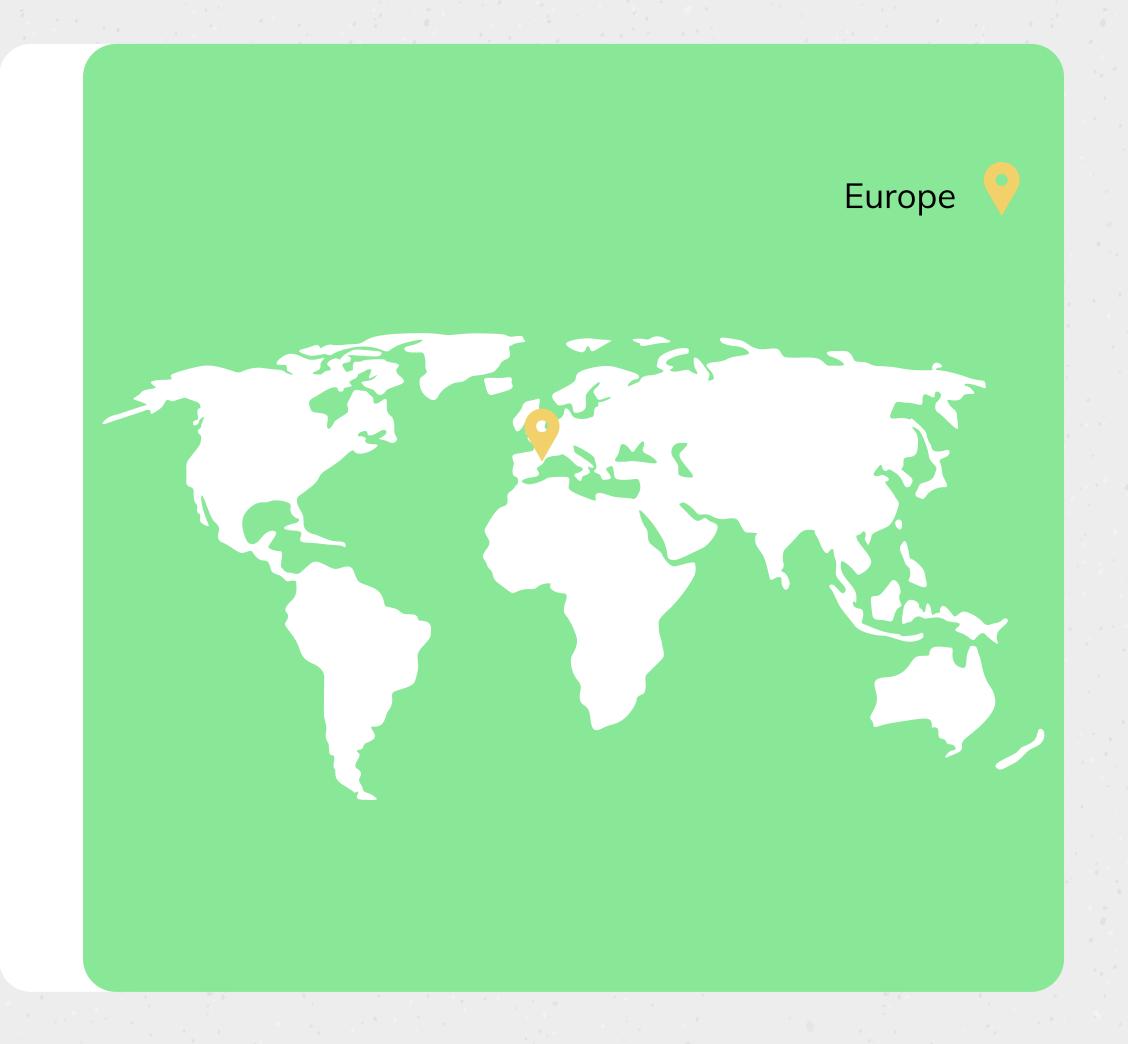
- Our goal is to analyze and predict the performance and success of a restaurant based on various factors such as cuisine types, location, price range, rating for food, service, and value, average rating, popularity index, awards etc. by applying several machine learning models.
- Using machine learning models to predict the rating value of the restaurant.
- Compare the predicted rating value with the true rating value and identify the most efficient algorithm with the highest accuracy rate for our dataset.
- Visualize and analyze the performance and accuracy of all the applied models

#### Dataset Information

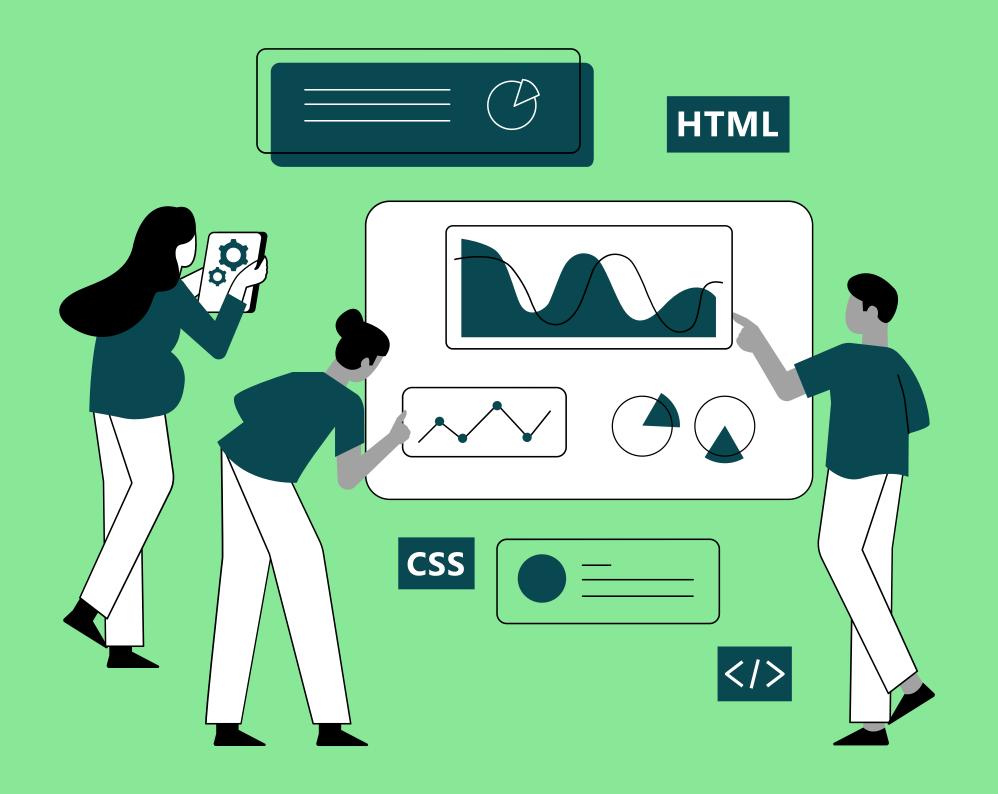


- The Tripadvisor European Restaurants dataset has been taken from Kaggle.
- The data is retrieved from the publicly available Tripadvisor website by scraping the data in early May 2021.
- The dataset consists of information related to restaurants in European countries along with their attributes and features such as average rating, cuisine types, awards, popularity ranking, location information, number of reviews, open working hours, etc.
- The dataset has 1083397 unique restaurant links with 42 columns.
- The size of data is 679.68 MB.

The dataset includes data from all restaurants located across several European countries as recorded on Tripadvisor.



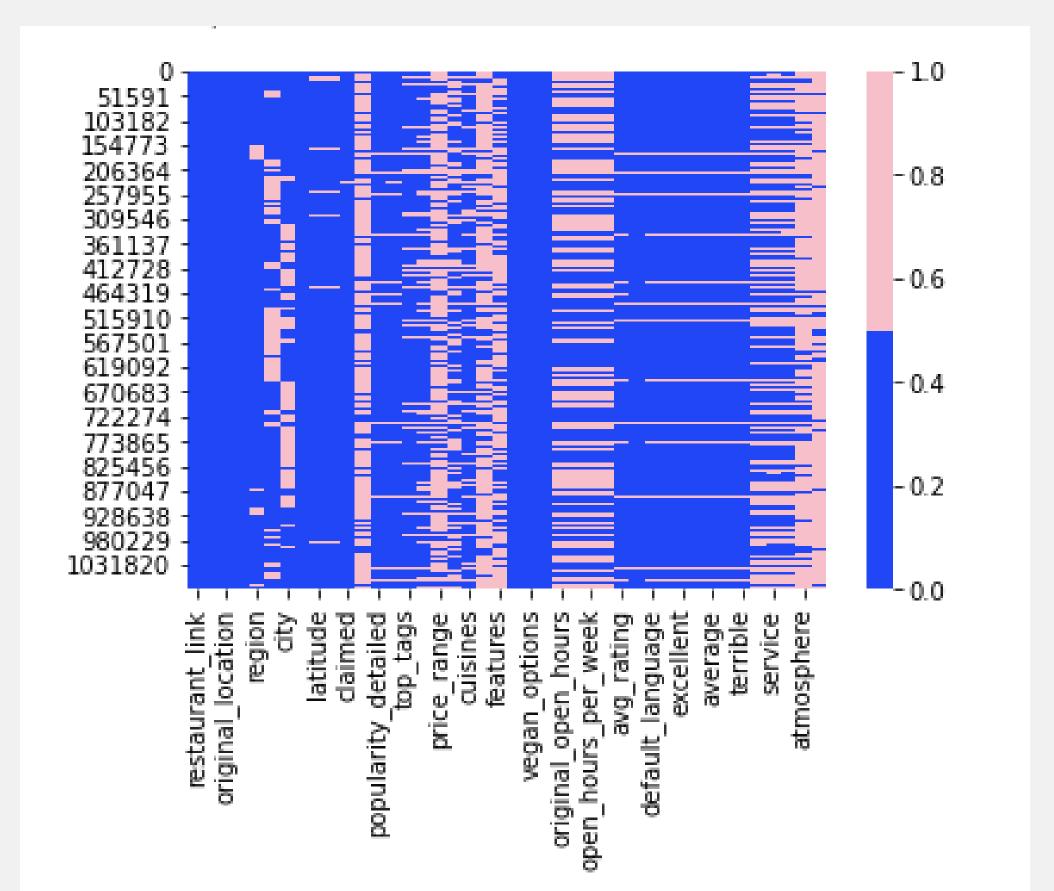
## Graphical Exploratory Data Analysis



### Visualizing Missing Values

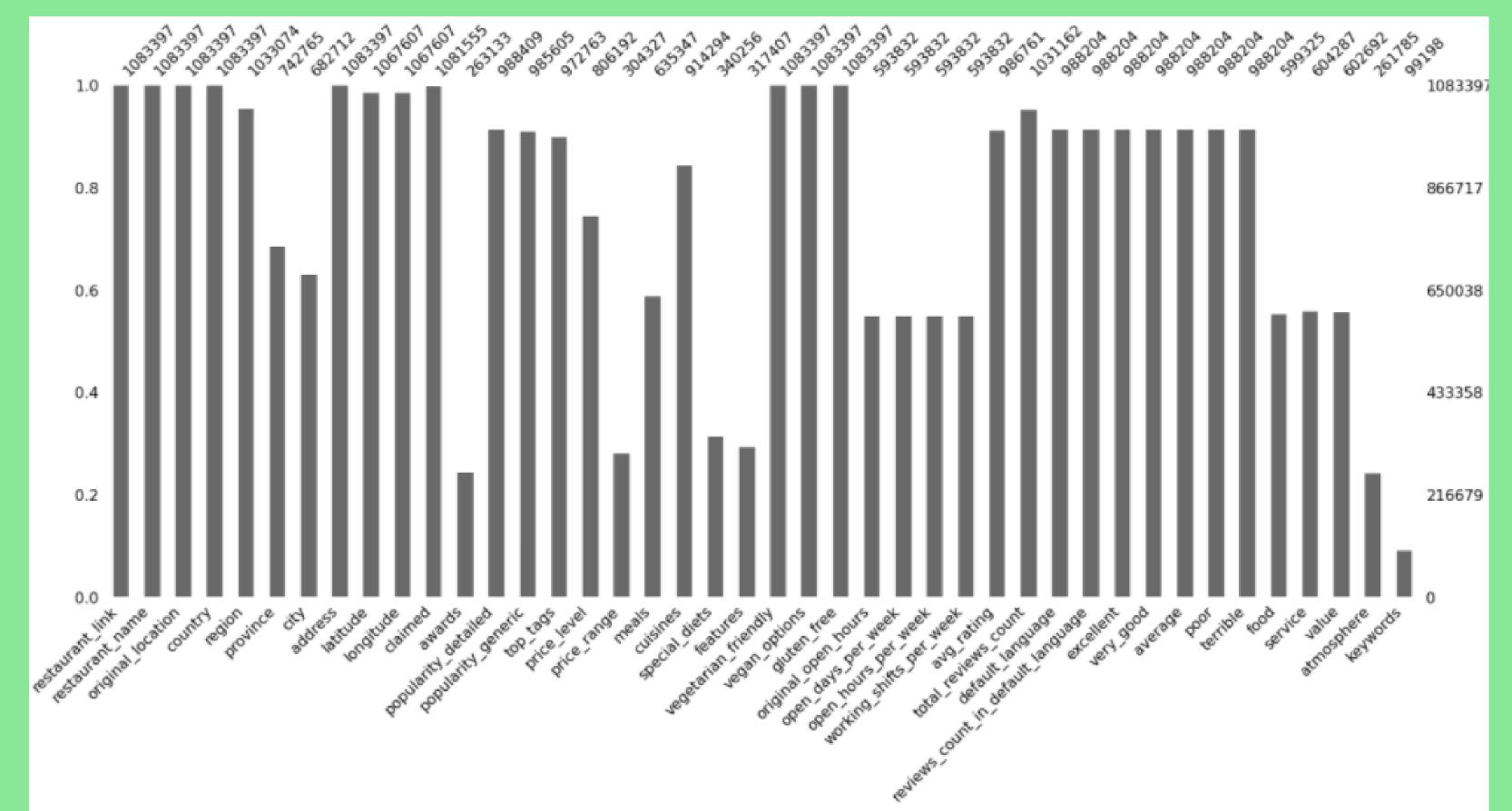
#### **Heatmap:**

Pink indicates missing values.



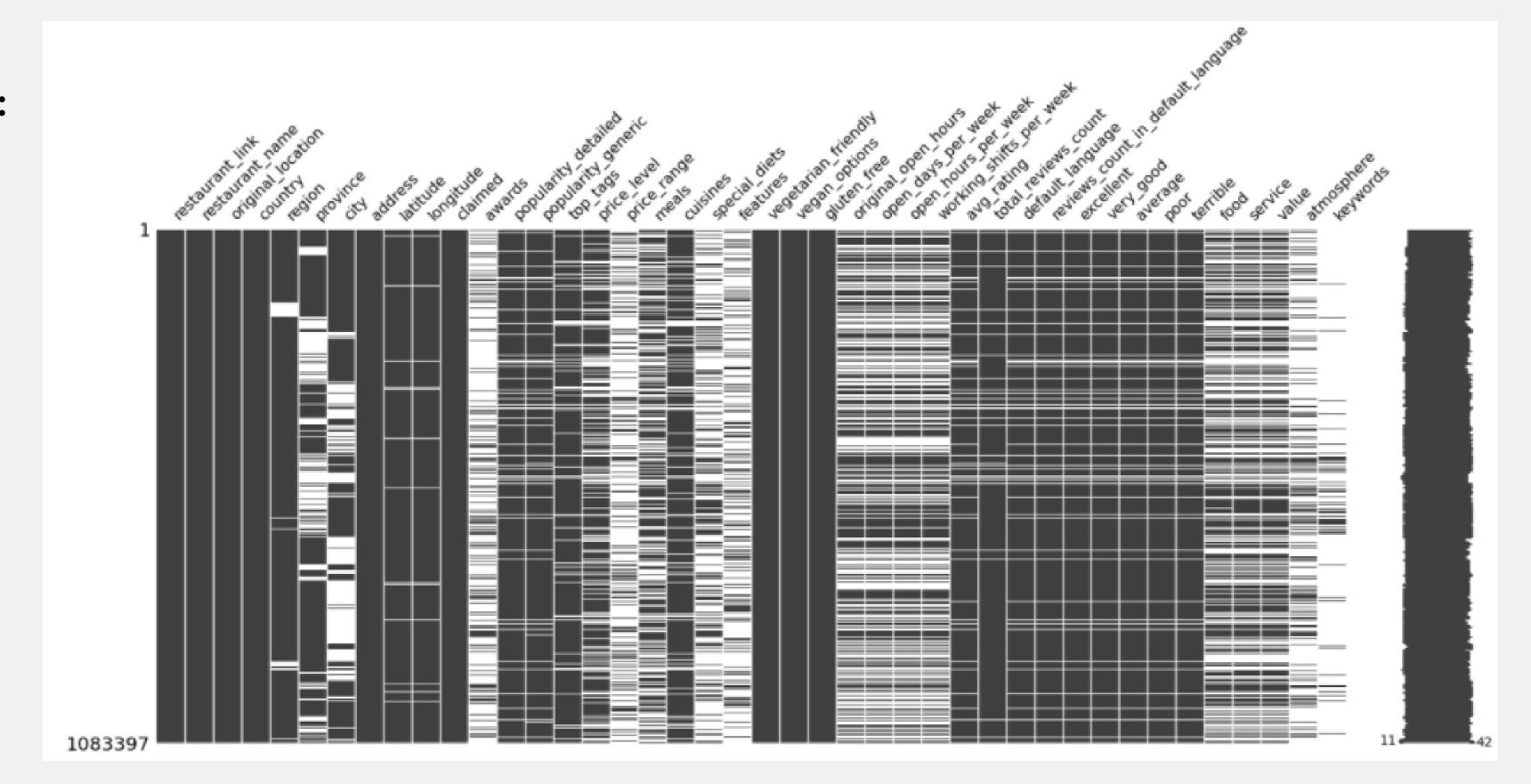
### Visualizing Missing Values

**Bar Plot:** 



### Visualizing Missing Values

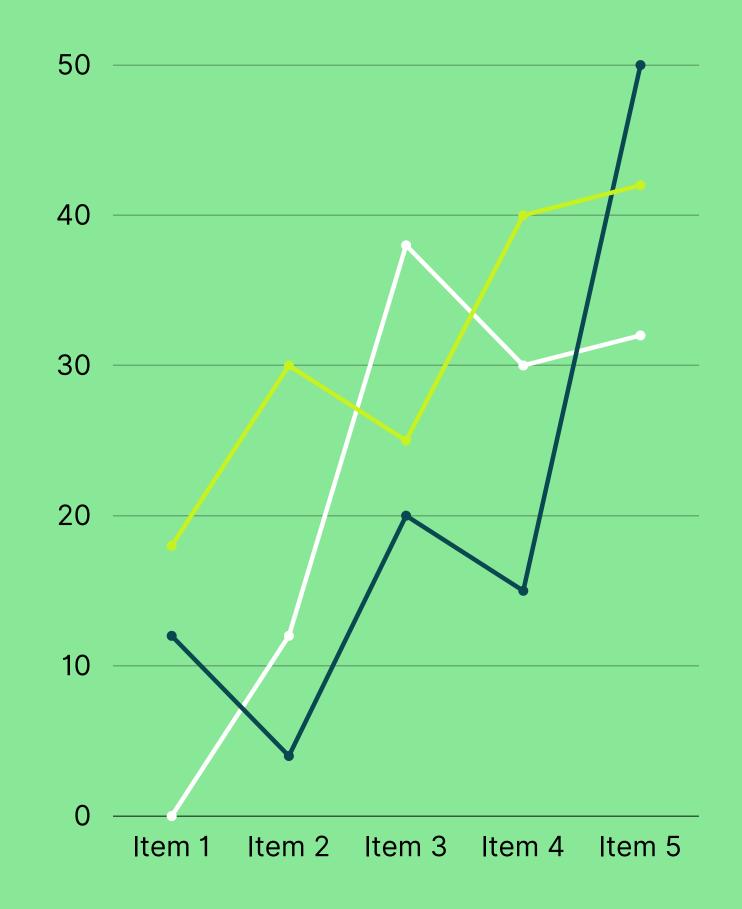
#### **Matrix:**



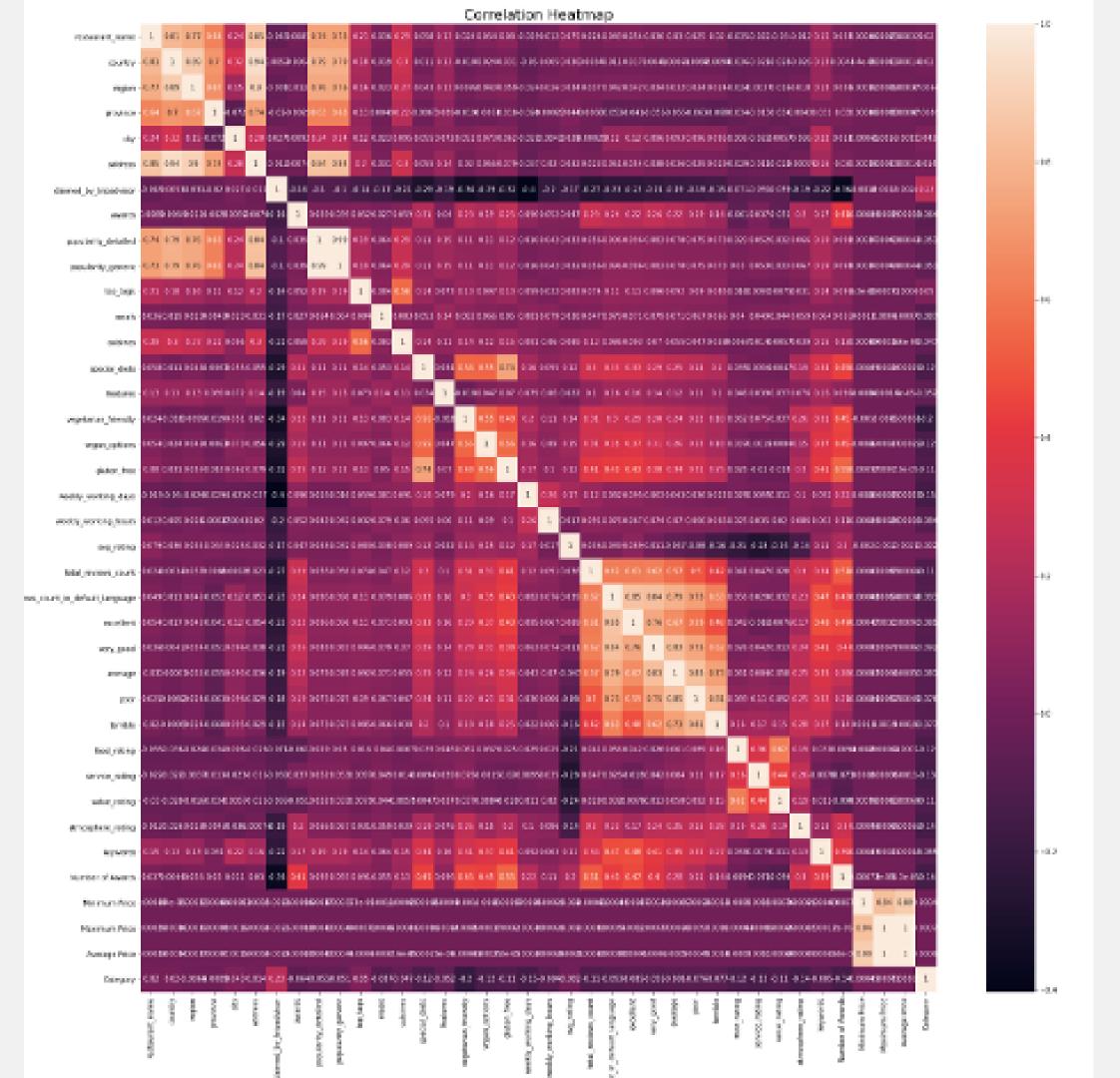
#### New Measures Added

The following measures are created by manipulating existing features for visualization purposes:

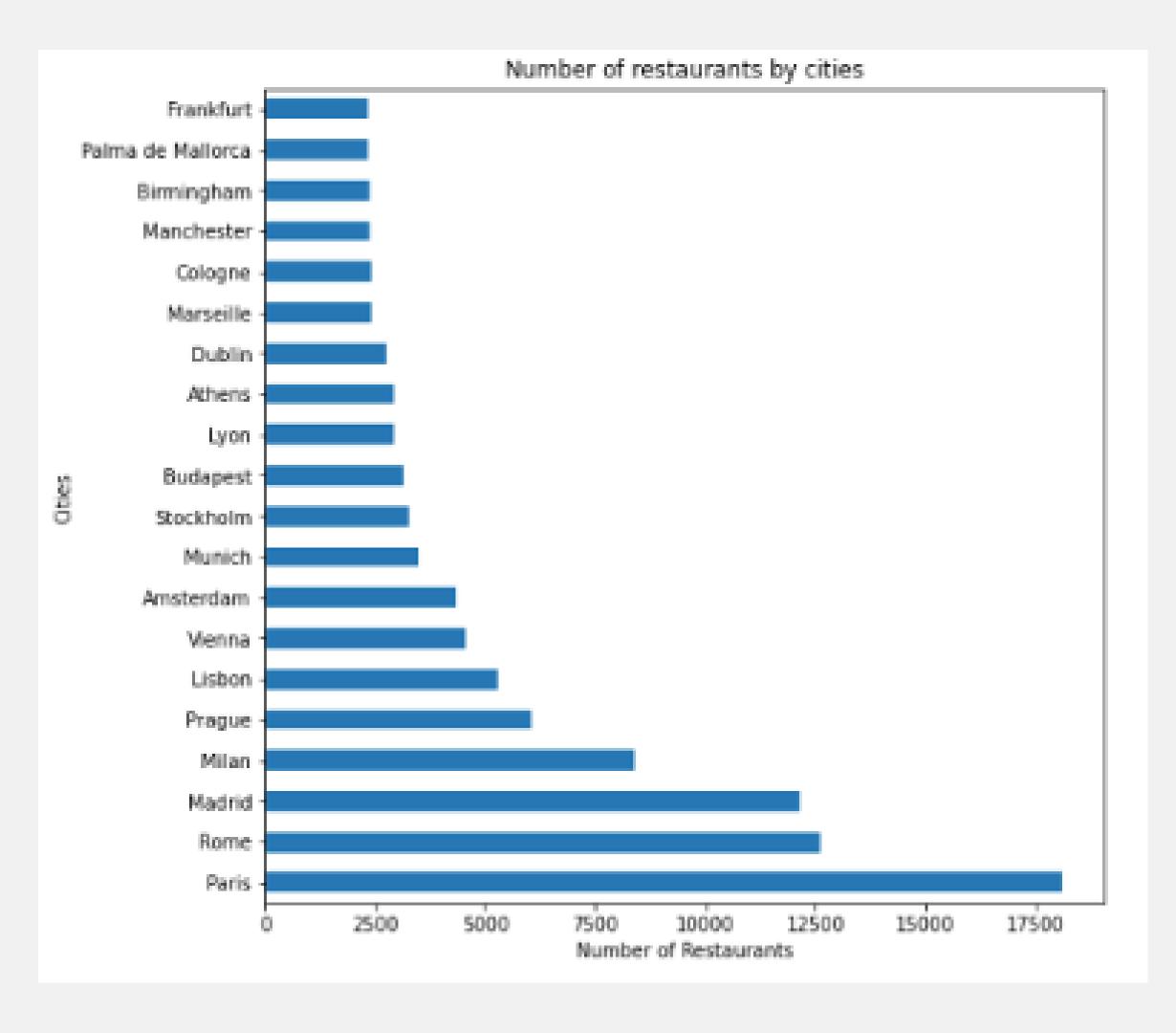
- a) Number of Awards using 'awards' column
- b) Average Price using 'price\_range' column
- c) Restaurant Category using 'top-\_tags' column
- d) Number of Features using 'features' column



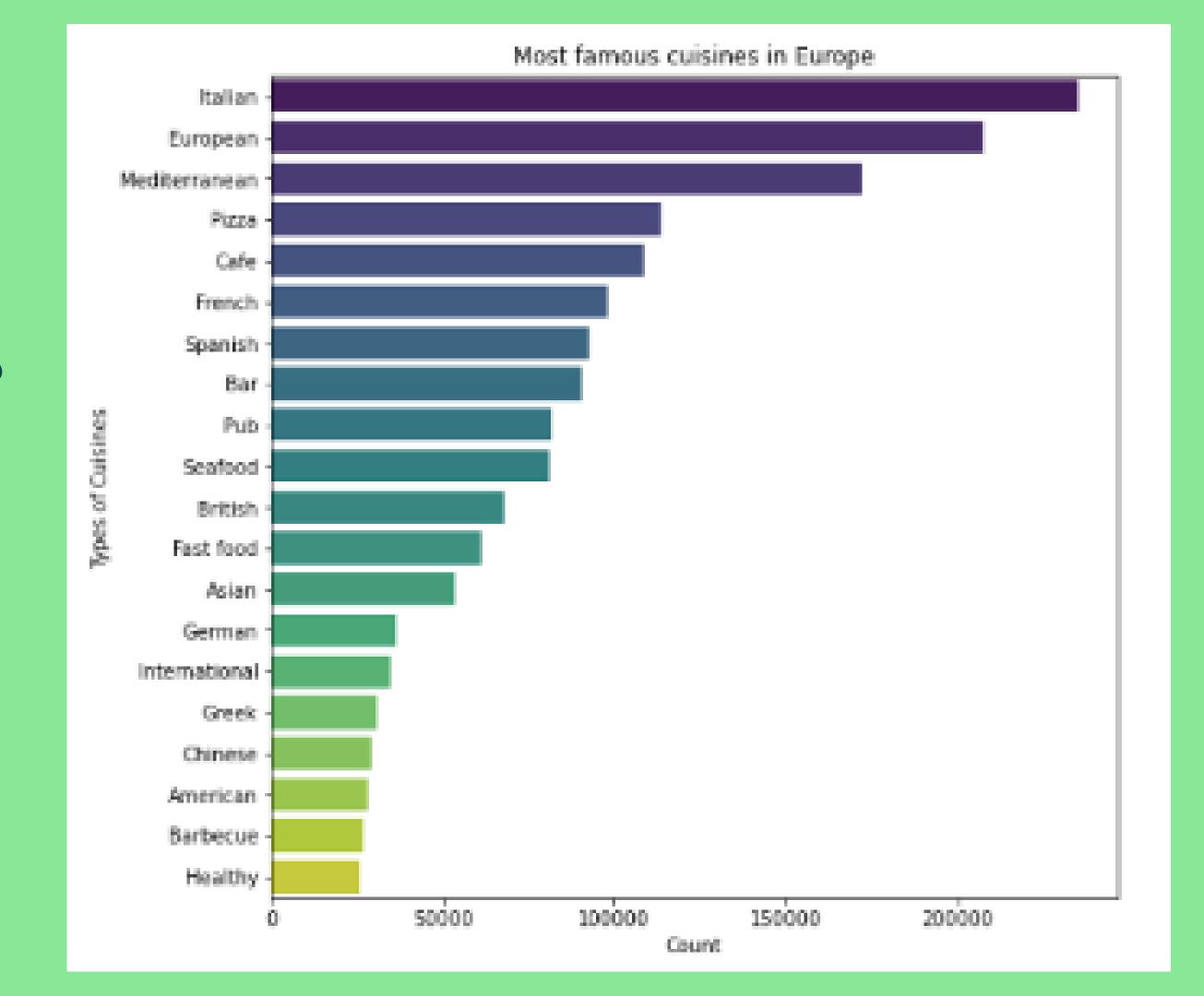
## Correlation Matrix



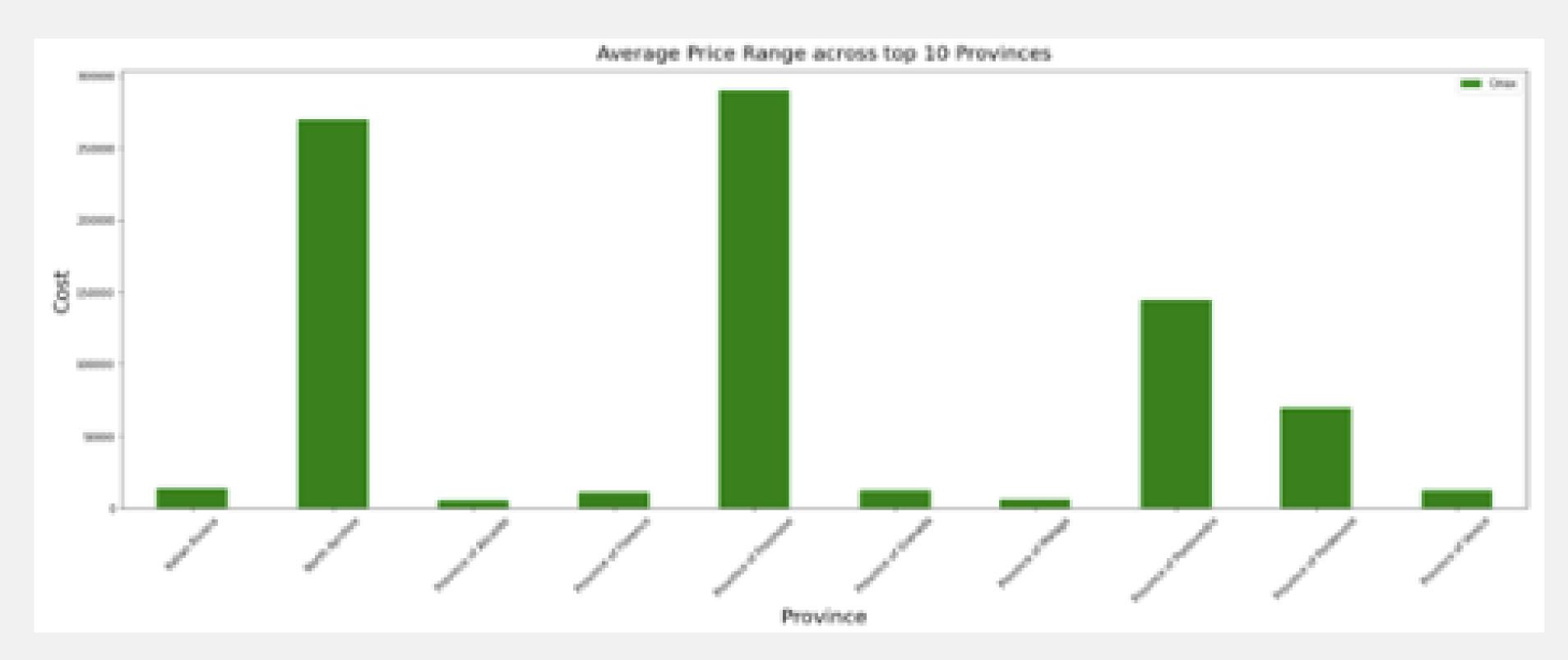
What are the most popular cities in Europe for restaurant business?



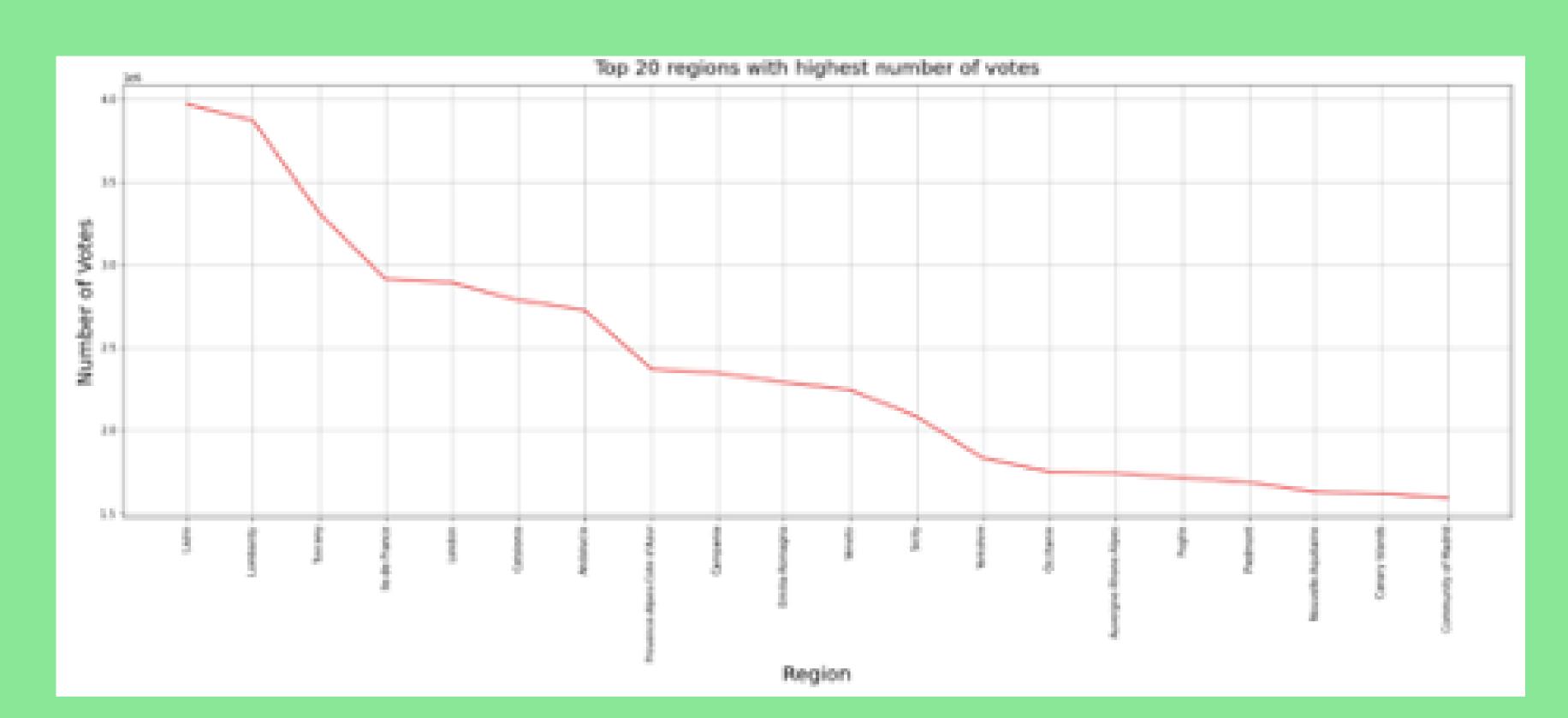
# What are the most favorite cuisines liked by Europeans?



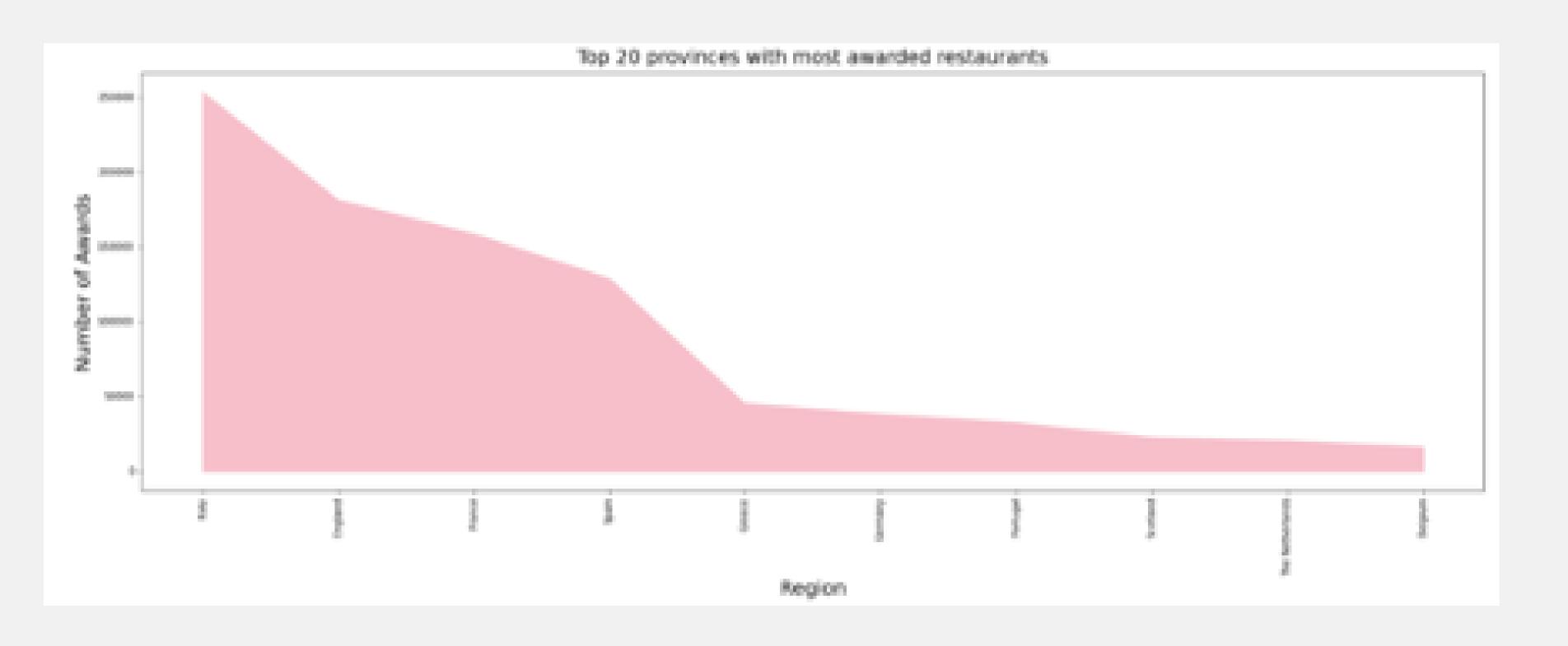
## What are the top IO European provinces with most spending in restaurants?



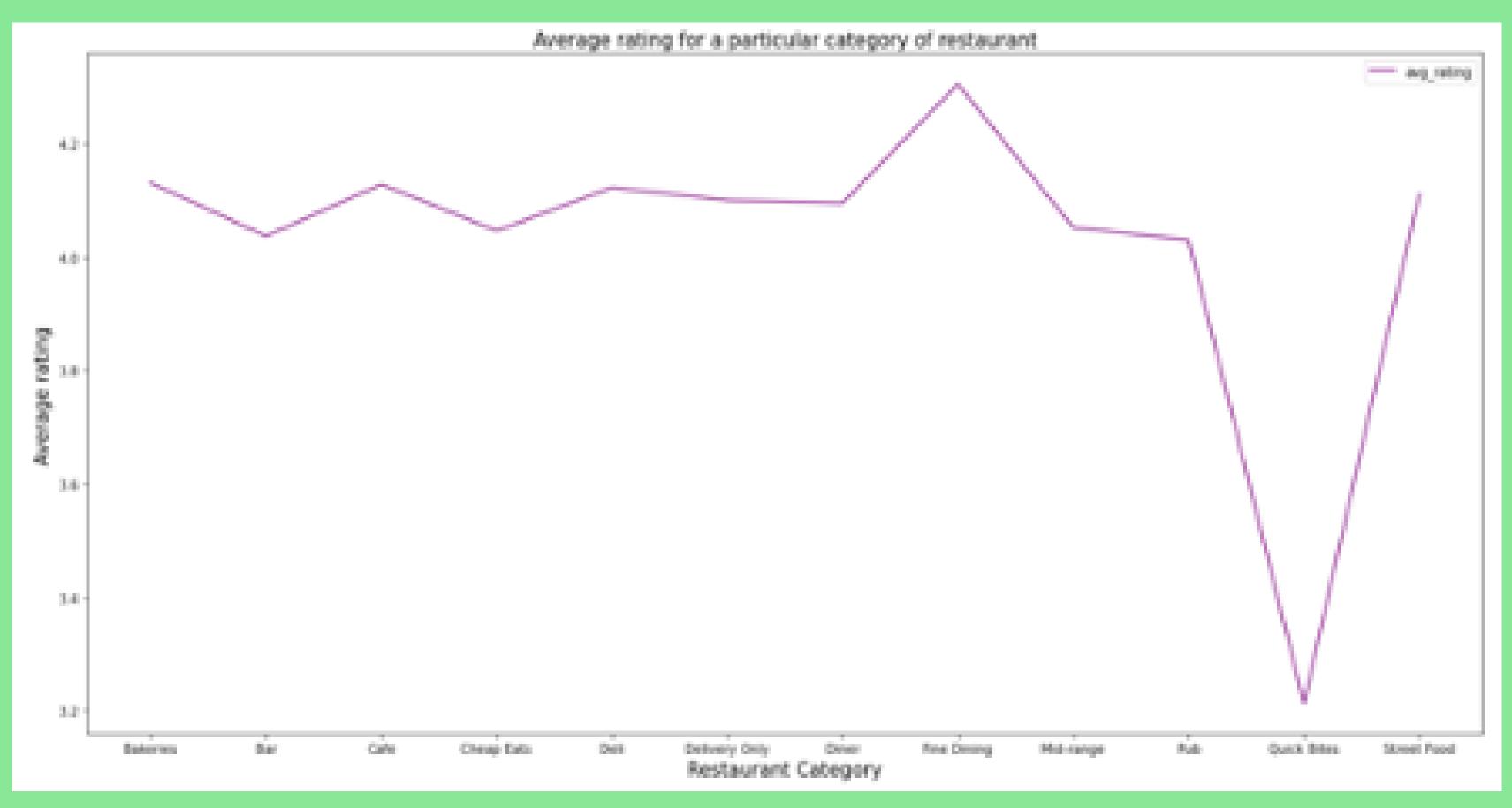
## Regions with highest number of active restaurant customers



## What are the top provinces with most awarded restaurants?



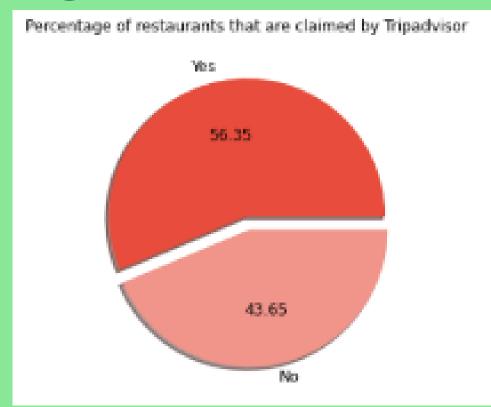
#### Does restaurant category affect its rating?

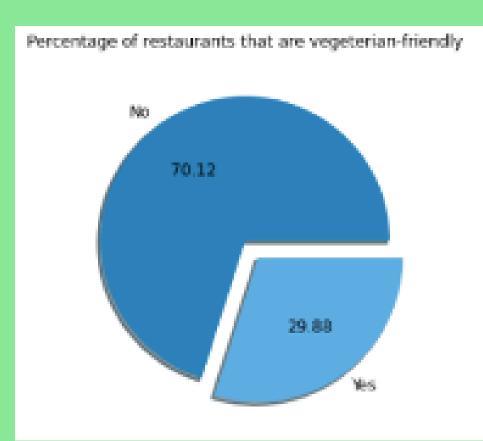


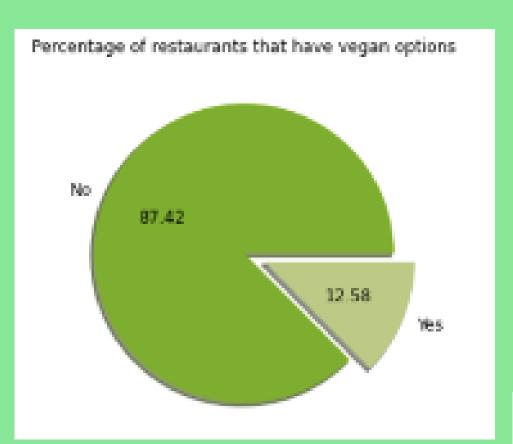
#### Restaurant Category Distribution

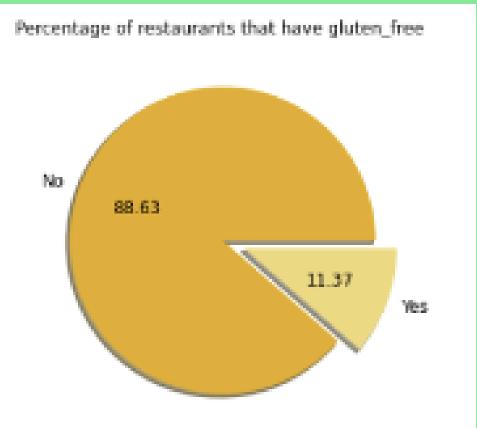


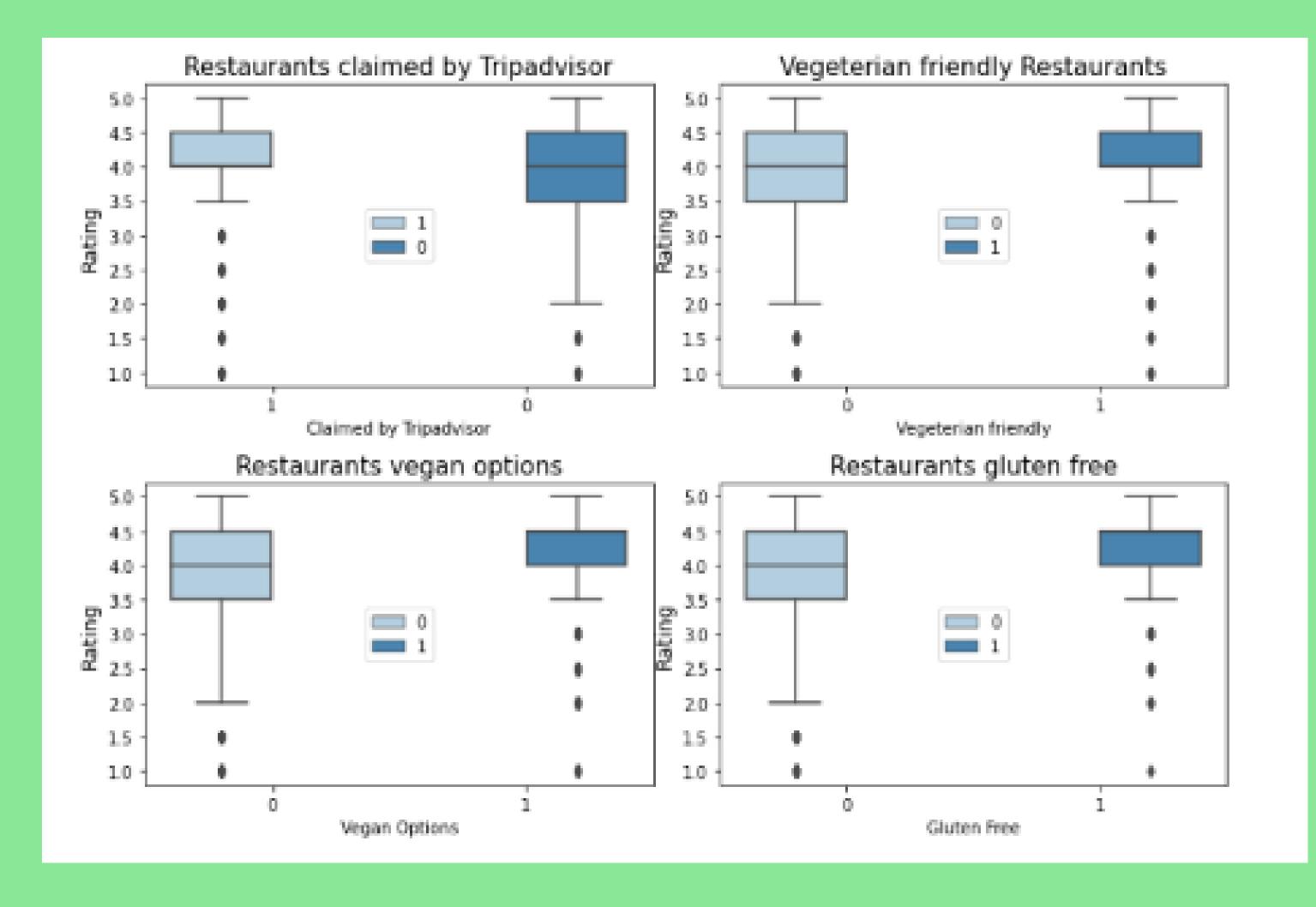
## How do claimed\_by\_tripadvisor, vegan\_options, vegeterian\_friendly, gluten\_free options affect ratings?



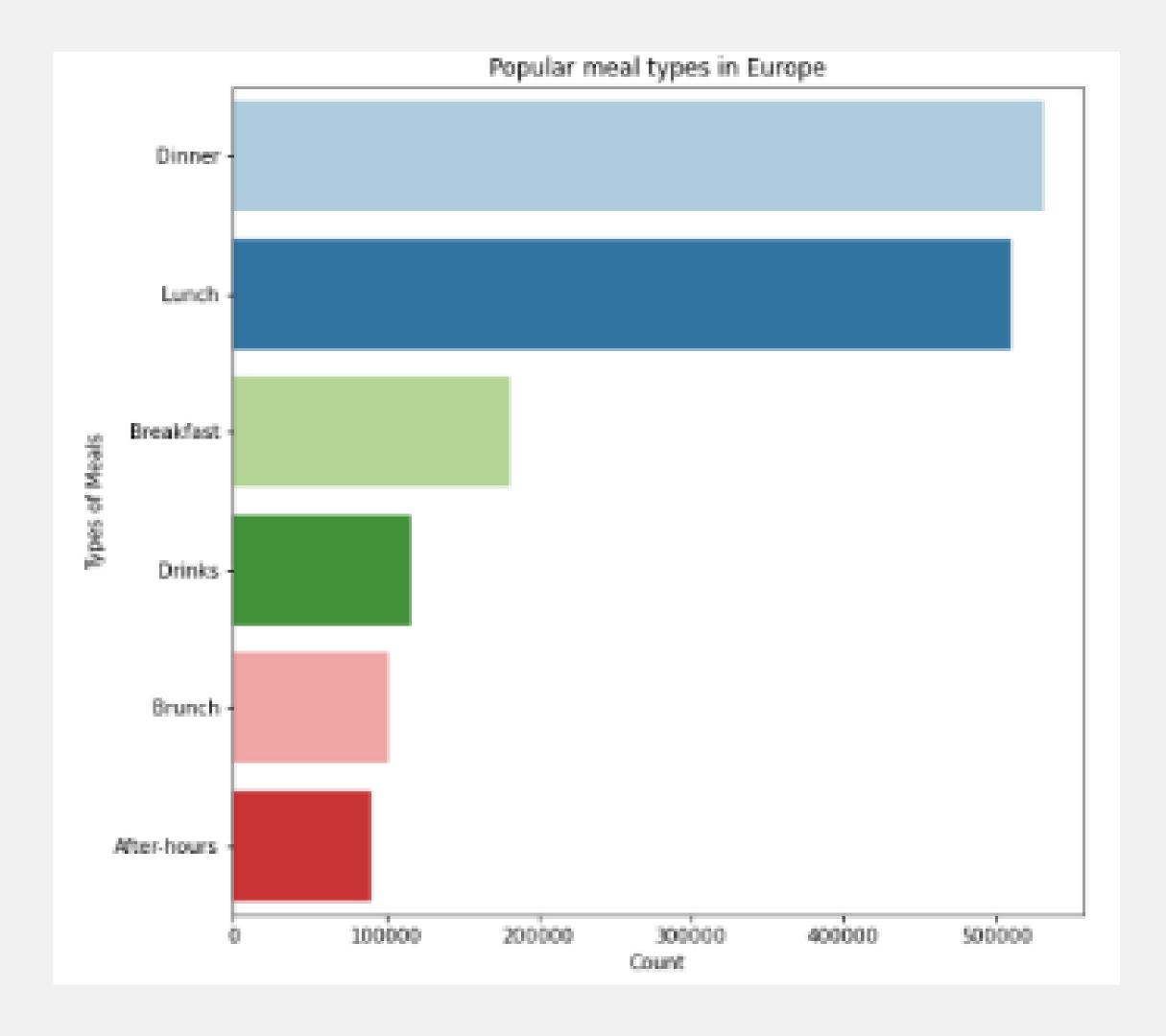




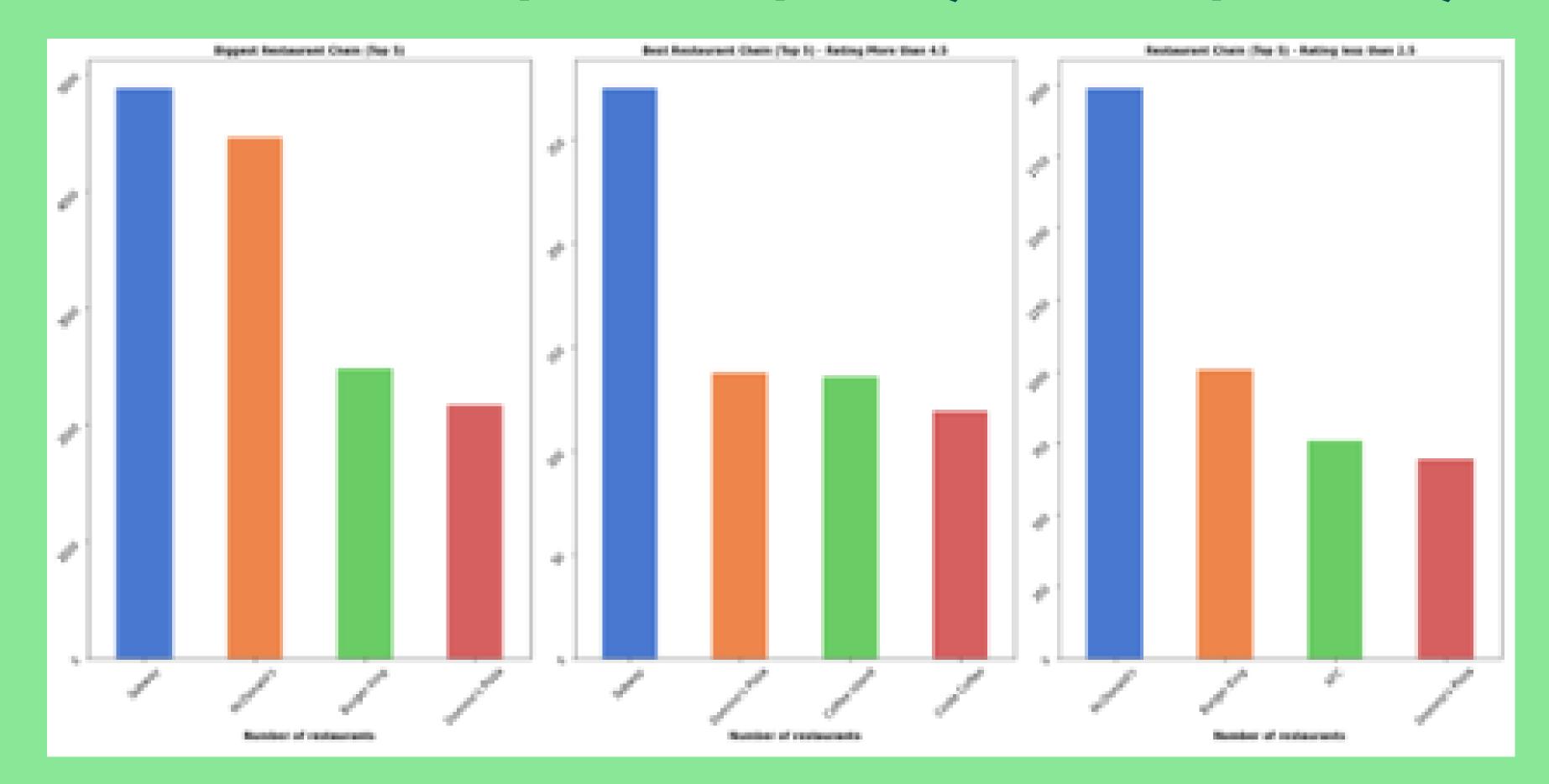




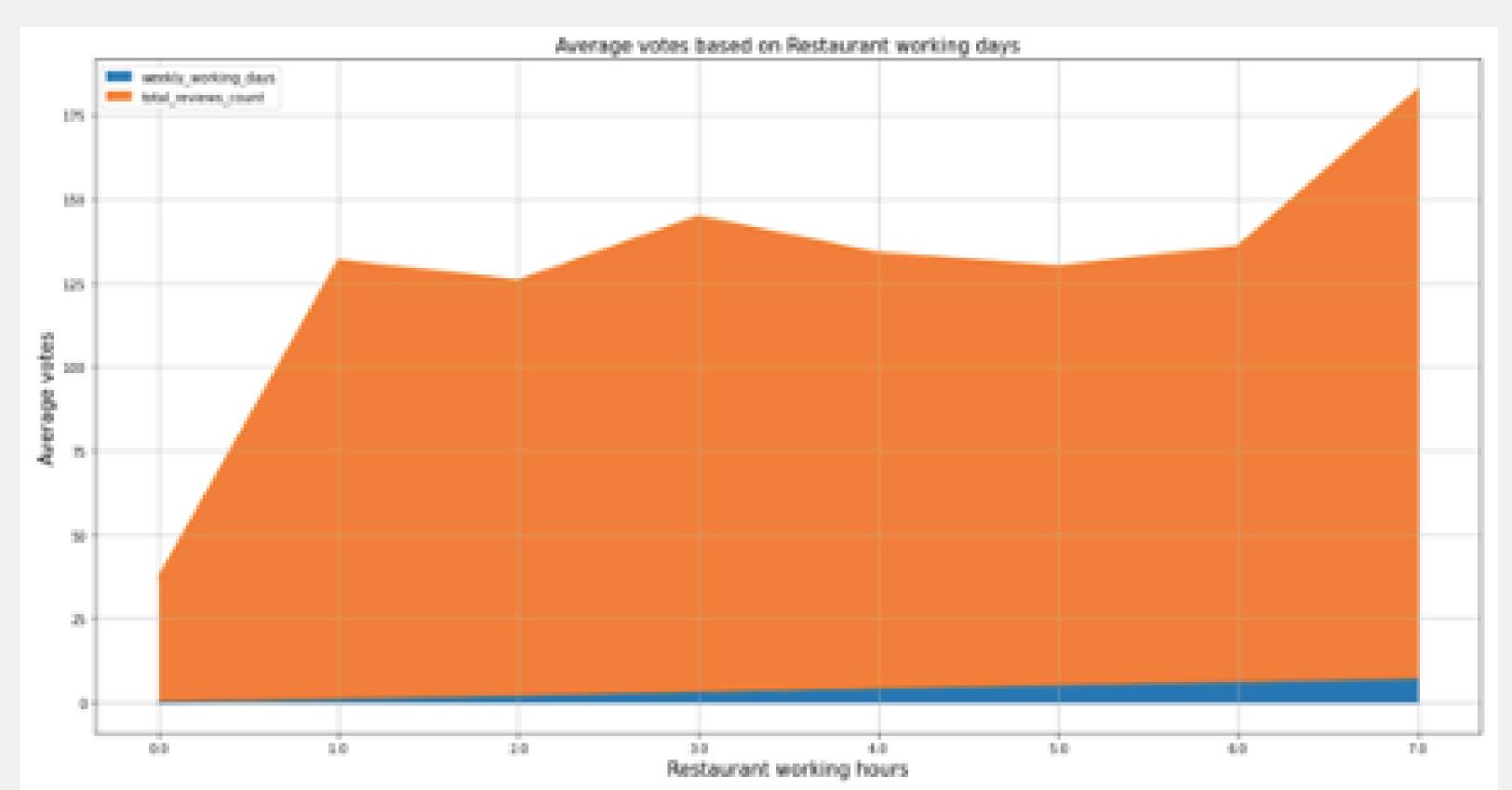
# What are the popular meal types in European restaurants?



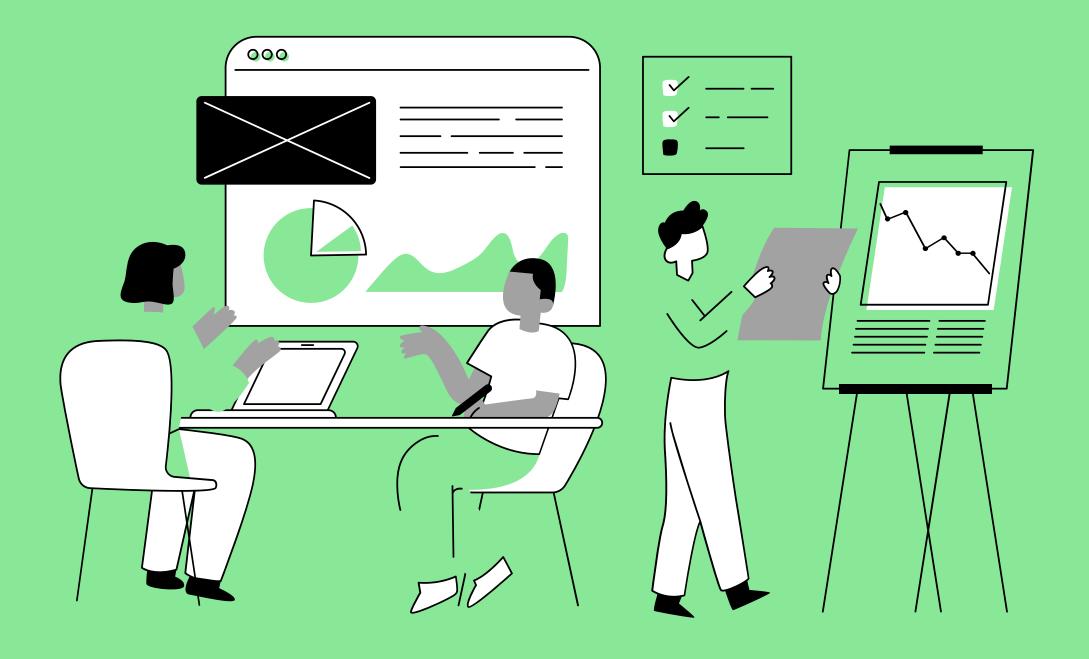
#### Do customers prefer quality over quantity?



## How does number of working days affects number of reviews?



# Machine Learning Models



#### Data Preprocessing

#### I. Dropping the columns not required.

#### 2. Renaming columns for ease of understanding.

#### 3. Cleaning data

```
#Step 3: Cleaning data
restaurants df['region'] = restaurants df['region'].replace('',np.NaN)
restaurants df['province'] = restaurants df['province'].replace('',np.NaN).
restaurants_df['city'] = restaurants_df['city'].replace('',np.NaN)
restaurants_df['claimed_by_tripadvisor'] = restaurants_df['claimed_by_tripadvisor'].replace('',np.NaN)
#restaurants df('awards') = restaurants df('awards').replace('',np.MaN)
restaurants_df['popularity_detailed'] = restaurants_df['popularity_detailed'].replace('',np.NaN);
restaurants_df['popularity_generic'] = restaurants_df['popularity_generic'].replace('',np.NaN);
restaurants df['top tags'] = restaurants df['top tags'].replace('',np.NaN)
#restaurants_df('price_range') = restaurants_df('price_range').replace('',np.NaN)
#restaurants_df('meals') = restaurants_df('meals').replace('',np.WaN)
#restaurants_df('cuisines') = restaurants_df('cuisines').replace('',np.NaW)
#restaurants df/'cuisines' | = restaurants df/'cuisines' | replace('nan', np.WaW)
restaurants_df['special_diets'] = restaurants_df['special_diets'].replace('',np.NaN)
restaurants_df['features'] = restaurants_df['features'].replace('',np.NaN)
#restaurants df['keywords'] = restaurants df['keywords'].replace('',np.NaW).
restaurants_df['food_rating'] = restaurants_df['food_rating'].replace(np.NaM.0)
restaurants_df['service_rating'] = restaurants_df['service_rating'].replace(np.NaN,8)
restaurants_df['value_rating'] = restaurants_df['value_rating'].replace(np.NaN.0).
restaurants df['atmosphere rating'] = restaurants df['atmosphere rating'].replace(np.NaN.0)
restaurants_df['weekly_working_days'] = restaurants_df['weekly_working_days'].replace(np.NaN,0)
restaurants_df['weekly_working_hours'] = restaurants_df['weekly_working_hours'].replace(np.NaN,0).
```

#### Data Preprocessing

#### 4. Changing categorical features for statistical computation

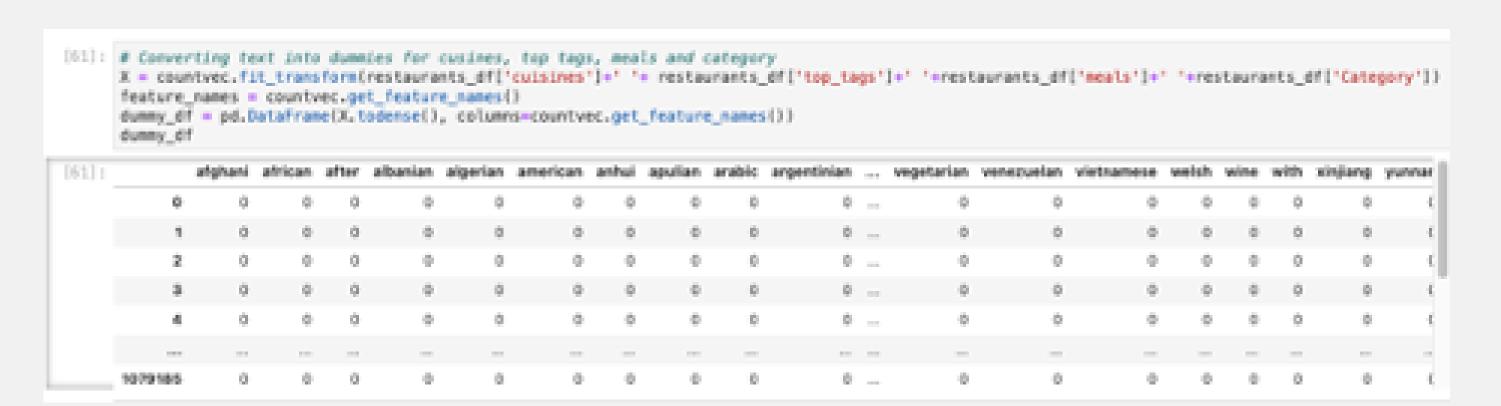
```
#Step d: Changing categorical features for statistical computation
restaurants_df.claimed_by_tripadvisor = restaurants_df.claimed_by_tripadvisor.apply(lambda x: '1' if str(x)=='Claimed' else '8')
restaurants_df.vegetarian_friendly = restaurants_df.vegetarian_friendly.apply(lambda x: '8' if str(x)=='N' else '1')
restaurants_df.vegan_options = restaurants_df.vegan_options.apply(lambda x: '8' if str(x)=='N' else '1')
restaurants_df.gluten_free = restaurants_df.gluten_free.apply(lambda x: '8' if str(x)=='N' else '1')
```

#### Data Cleaning

#### I.Converting Nan values to fit in Count Vectorizer

```
# converting nan values to empty strings to fit in Count Vectorizer
restaurants_df['cuisines'] =restaurants_df['cuisines'].apply{lambda x: x if x is not np.nan else '')
restaurants_df['top_tags'] =restaurants_df['top_tags'].apply{lambda x: x if x is not np.nan else '')
restaurants_df['awards'] =restaurants_df['awards'].apply(lambda x: x if x is not np.nan else '')
restaurants_df['keywords'] =restaurants_df['keywords'].apply{lambda x: x if x is not np.nan else '')
restaurants_df['neals'] =restaurants_df['meals'].apply{lambda x: x if x is not np.nan else '')
restaurants_df['Category'] =restaurants_df['Category'].apply{lambda x: x if x is not np.nan else '')
```

#### 2. Converting text into dummies for cuisines, top tags, meals, and category



#### Data Cleaning

#### 3. Removing unwanted columns

#### 4. Removing dummy columns

```
# Removing columns that were converted into dummies restaurants_df = restaurants_df.drop(['awards','top_tags','meals', 'cuisines','keywords','Category'], axis = 1) restaurants_df
```

#### 5. Dropping null rows and duplicate rows

```
# Dropping nan rows
restaurants_df.dropna(how='any',inplace=True)
restaurants_df.drop_duplicates(keep='first',inplace=True)
```

#### Models Used

Linear Regression

**Decision Tree** 

Support Vector Regressor

Random Forest Regressor

Gradient Boosting Regressor

Gradient Boosting with GridSearch

#### Linear Regression

```
: # Training the data with Linear Regression model
  lr = LinearRegression()
  lr.fit(X_train.head(50000), y_train.head(50000))
: LinearRegression()
y_pred_lr = lr.predict(X_test)
 # R-squared value of Linear Regressor model
  r2_score_lr = r2_score(y_test, y_pred_lr)
 # Mean-squared value of Linear Regressor model
  mse_score_lr = mean_squared_error(y_test, y_pred_lr)
  print("R squared score:", r2_score_lr,
        " Mean Squared Error : ", mse_score_lr)
 R squared score: 0.31124859868099397 Mean Squared Error: 2.59976117938593
```

#### Results

The accuracy score of the Linear Regression is 31% and not the accuracy score of the Linear Regression is 31% and not the

```
: top_pred_lr = lr.predict(X_test.iloc[0:10, :])
  print("Predictions of the first 10 examples from the test dataset \n")
  for idx, v in enumerate(top_pred_lr):
     print("Rating: ",
           y_test.iloc[idx],
           ", Predicted Rating :", v)
  Predictions of the first 10 examples from the test dataset
 Rating: 3.5 , Predicted Rating: 3.5349621772766113
 Rating: 0.0 , Predicted Rating: 1.3042984008789062
 Rating: 1.7142857142857142 , Predicted Rating: 2.0751829147338867
 Rating: 4.915254237288136 , Predicted Rating: 3.0514559745788574
 Rating: 4.7368421052631575 , Predicted Rating: 4.230720520019531
 Rating: 3.75 , Predicted Rating: 2.0357627868652344
 Rating: 0.0 , Predicted Rating: 1.396428108215332
 Rating: 4.5 , Predicted Rating: 3.191941261291504
 Rating: 3.8260869565217392 , Predicted Rating: 2.9474897384643555
  Rating: 4.235294117647059 , Predicted Rating: 2.504594326019287
```

#### Decision Tree

```
# initializing Grid Search for Decision tree
dt_ds = GridSearchCV(estimator=DecisionTreeRegressor(),
                     param_grid=("criterion":
                                 ["mse", "friedman_mse", "mae"],
                                 "splitter": ["best"]})
training the model with 50000 rows as it almost takes 6 hours to train on full data
dt_ds.fit(X_train.head(50000), y_train.head(50000))
GridSearchCV(estimater=DecisionTreeRegressor(),
             param_grid={'criterion': ['mse', 'friedman_mse', 'mae'],
                         'solitter': ['best']))
dt_ds.cv_results_
('mean_fit_time': array([ 8.46316023, 8.47864733, 461,2406775 ]),
 'std_fit_time': array([3,19795384e-82, 3,58639232e-82, 6,93517611e+81]),
 'mean_score_time': array([0.00428562, 0.01239271, 0.032903 ]),
 'std_score_time': array([0.00111473, 0.01578472, 0.01191598]),
 'param_criterion': masked_array(data=['mse', 'friedman_mse', 'mae'],
              mask-(False, False, False).
        fill value='?'.
             dtype=object).
 'param_splitter': masked_array[data=['best', 'best', 'best'],
              mask=[False, False, False].
        fill_value="f",
             dtype=object),
 'params': [('criterion': 'mse', 'splitter': 'best'),
  ('criterion': 'friedman mse', 'splitter': 'best').
  ('criterion': 'mae', 'splitter': 'best')],
 'splite_test_score': array([0.5643567 , 0.5565077 , 0.48653268]),
 'split1_test_score': array([0.57220305, 0.56426 , 0.46920663]),
 'split2_test_score': array([0.5664681 , 0.58888717, 0.47413967]),
 'split3_test_score': array([0.58278717, 0.59307618, 0.48699693]),
 'split4 test score': array([0,55138388, 0,53856819, 0,44761837]).
 'mean_test_score': array([0.56742378, 0.57064225, 0.47291486]),
 'std_test_score': array(00.0102374 , 0.01409327, 0.014410590),
```

```
dt_ds.best_parans_
('criterion': 'friedman_mse', 'splitter': 'best')

y_pred_dt = dt_ds.best_estimator_.predict(X_test.iloc[:, :])

# R-squared value of Decision Tree model
r2_score_dt = r2_score(y_test, y_pred_dt)

# R-squared value of Decision Tree model
mse_score_dt = mean_squared_error(y_test, y_pred_dt)

print("R square score:",
    r2_score_dt, " Mean Squared Error: ",
    mse_score_dt)

R square score: 0.6035227674664361 Mean Squared Error: 0.2135210150674068
```

#### Results

The accuracy score of the Decision Tree is 60% and this is not the accuracy score of the Decision Tree is 60% and this is not the

looking at the r square value and MSE, we can conclude that this model fits fairly well, and the value is almost 0.81 when trained with full dataset

```
top pred dt = dt ds.predict(X test.iloc[:10, :])
 print("Predictions of the first 10 examples from the test dataset \n")
 for idx, v in enumerate(top_pred_dt):
     print("Rating : ", y_test.iloc[idx],
           ", Predicted Rating :", v)
 Predictions of the first 10 examples from the test dataset
 Rating: 3.5 , Predicted Rating: 4.5
 Rating : 5.0 , Predicted Rating : 5.0
 Rating: 1.5 , Predicted Rating: 1.5
 Rating: 5.0 , Predicted Rating: 4.5
 Rating: 5.0 , Predicted Rating: 4.5
 Rating : 5.0 , Predicted Rating : 5.0
 Rating : 4.5 , Predicted Rating : 4.0
 Rating: 4.5 , Predicted Rating: 4.5
 Rating: 4.0 , Predicted Rating: 4.0
 Rating : 4.5 , Predicted Rating : 4.5
```

As we did not train on the entire data, some of the predictions have a higher error margin

#### Support Vector Regression

```
# initializing and training the model
swr = SWR(kernel = 'rbf')
svr.fit(X_train.head(75000), y_train.head(75000))
SM9.03
we used 75000 rows instead of the full dataset as the results were almost same and training the entire dataset takes a lot of
time
y_pred_svr = svr.predict(X_test.iloc[:, :])
# A-squared value of SVR
r2_score_svr = r2_score(y_test, y_gred_svr)
# Mean-squared value of SVR
mse_score_svr = mean_squared_error(y_test, y_pred_svr)
print("R square scores",
      r2_score_syr, " Mean Squared Error: ",
      mse_score_svr)
R square score: 0.3188946401003809 Mean Squared Error: 0.36723703829158993
```

#### Results

#### The accuracy score of the Support Vector Regression is 32% and this is not the accurate model for the dataset.

similar to Linear Regression, we can see that this model does not fit well, but has a better MSE compared to Linear Regression

```
top_pred_svr = svr.predict(X_test.ilocl:10, :1)
print("Predictions of the first 18 examples from the test dataset \n")
for idx, v in enumerate(top_pred_svr):
    print("True Rating : ", y_test.iloc[idx],
          ", Predicted Rating :", v)
Predictions of the first 10 examples from the test dataset
True Rating : 3.5 , Predicted Rating : 3.952648312329949
True Rating : 5.0 , Predicted Rating : 4.1004416816223515
True Rating : 1.5 , Predicted Rating : 1.3851788986589793
True Rating : 5.0 , Predicted Rating : 4.500310259589886
True Rating : 5.0 , Predicted Rating : 5.136619268359779
True Rating : 5.0 , Predicted Rating : 4.491788563325329
True Rating: 4.5 , Predicted Rating: 4.250660094329148
True Rating : 4.5 , Predicted Rating : 4.4236017495890785
True Rating : 4.8 , Predicted Rating : 4.02782454495266
True Rating: 4.5 , Predicted Bating: 4.357434298646382
```

We can see the measure of error above for some of the predictions

#### Random Forest Regression

```
X train, X test, y train, y test-train test split(x select,
                                                   Y_unscaled,
                                                   test_size = 0.05,
                                                   random state = 42)
# initializing and training the model
rf_ds = RandonForestRegressor(randon_state=42)
rf_ds.fit(X_train, y_train)
RandomForestRegressor(random_state=42)
We use the full dataset for this model as it gives fast and best results
y_pred_rf = rf_ds.predict(X_test.iloc[:, :])
# R-squared value of Random Forest model
r2_score_rf = r2_score(y_test, y_pred_rf)
# Mean-squared value of Random Forest model
mse_score_rf = mean_squared_error(y_test, y_pred_rf);
print("R square score:",
      r2_score_rf,
      "Mean Squared Error:",
      mse_score_rf}
R square score: 0.813802756826671 Mean Squared Error: 0.1802756886767116
```

The r squared value of this model proves that this model fits perfectly

#### Results

The accuracy score of the Random Forest Regression is 81% and as of now, this is the best performing model for the dataset.

```
top_pred_rf = rf_ds.predict(X_test.iloc[:10, :])
print("Predictions of the first 10 examples from the test dataset \n")
for idx, v in enumerate(top_pred_rf):
    print("True Rating : ", y_test.iloc[idx],
          ", Predicted Rating :", v)
Predictions of the first 10 examples from the test dataset
True Rating : 3.5 , Predicted Rating : 4.195
True Rating: 5.0 , Predicted Rating: 5.0
True Rating : 1.5 , Predicted Rating : 1.68
True Rating: 5.0 , Predicted Rating: 4.66
True Rating : 5.0 , Predicted Rating : 4.845
True Rating : 5.0 , Predicted Rating : 5.0
True Rating : 4.5 , Predicted Rating : 4.185
True Rating : 4.5 , Predicted Rating : 4.385
True Rating : 4.0 , Predicted Rating : 4.145
True Rating : 4.5 , Predicted Rating : 4.575
```

We can see the measure of error above for some of the predictions which is marginal

#### Gradient Boosting Regressor

```
# initializing and trainig using gradient boosting
gbr = GradientBoostingRegressor(loss="huber")
gbr.fit(X_train, y_train)
GradientBoostingRegressor(loss='huber')
y_pred_gbr = gbr.predict(X_test.iloc[:, :1)
# R-squared value of gradient boosting
r2\_score\_gbr = r2\_score(y\_test, y\_pred\_gbr)
# Mean-squared value of gradient boosting
nse_score_gbr = mean_squared_error(y_test, y_pred_gbr);
print("R square score:",
      r2_score_gbr, " Mean Squared Error is", mse_score_gbr).
R square score: 0.7128986090862084 Mean Squared Error is 0.15461715171750579
judging by the r square value above, this model fits good with the dataset but not as good as Random Forest is
```

#### Results

The accuracy score of the Gradient Boosting Regressor is 71% and this is a good performing model for the dataset.

```
[97]: top_pred_gbr = gbr.predict(X_test.iloc[:10, :])
      print("Predictions of the first 10 examples from the test dataset \n")
      for idx, v in enumerate(top_pred_gbr):
         print("True Rating : ",
               y_test.iloc[idx],
                ", Predicted Rating :", v)
      Predictions of the first 10 examples from the test dataset
      True Rating: 3.5 , Predicted Rating: 4.249036326286708
      True Rating: 5.0 , Predicted Rating: 4.796715276992027
      True Rating : 1.5 , Predicted Rating : 1.779283002532051
      True Rating: 5.0 , Predicted Rating: 4.625801516108199
      True Rating: 5.0 , Predicted Rating: 4.6711137713254995
      True Rating : 5.0 , Predicted Rating : 4.789387960756944
      True Rating: 4.5 , Predicted Rating: 4.256920296707539
      True Rating: 4.5 , Predicted Rating: 4.36493101331207
      True Rating: 4.0 , Predicted Rating: 3.9148926232893158
      True Ratino : 4.5 .Predicted Ratino : 4.451888907418005
```

We can see the measure of error above for some of the predictions which is marginal

## Gradient Boosting Regressor with GridSearch

```
: # initializing and trainig using gradient boosting with GridSearch
  gb_ds = GridSearchCV(estimator=GradientBoostingRegressor(),
                       param_grid={"loss": ["ls", "lad", "huber"],
                                   "n_estimators": [100, 200]})
  qb_ds.fit(X_train.head(50000), y_train.head(50000))

    GridSearchCV(estimator=GradientBoostingRegressor(),

               param_grid={'loss': ['ls', 'lad', 'huber'],
                            'n estimators': [100, 200]})
  smaller dataset is used to save time as it gives similar results
: y_pred_gb_ds = gb_ds.predict(X_test.iloc[:, :])
  # R-squared value of gradient boosting with gridsearch
  r2_score_gb_ds = r2_score(y_test, y_pred_gb_ds)
  # Mean-squared value of gradient boosting with gridsearch
  mse_score_gb_ds = mean_squared_error(y_test, y_pred_gb_ds)
  print("R square score:", r2_score_gb_ds, "Mean Squared Error: ", mse_score_gb_ds)
  R square score: 0.7754377364408056 Mean Squared Error: 0.12093698837280555
```

#### Results

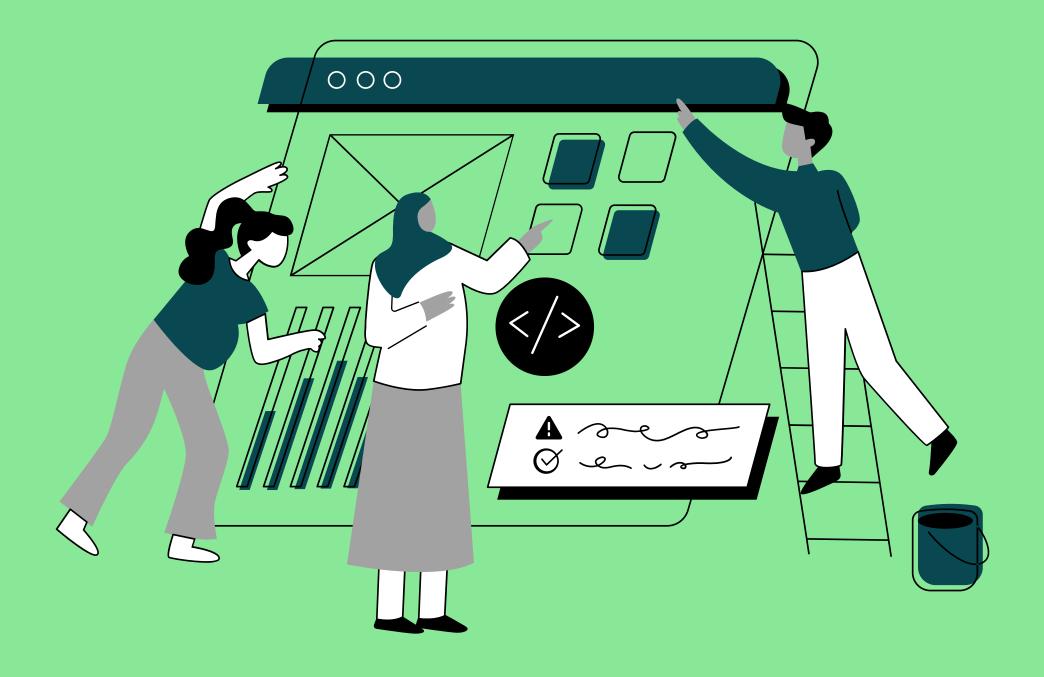
The accuracy score of the Gradient Boosting Regressor with GridSearch is 77% which is a significant improvement over traditional Gradient Boosting Regressor method and this is the second best performing model for the dataset.

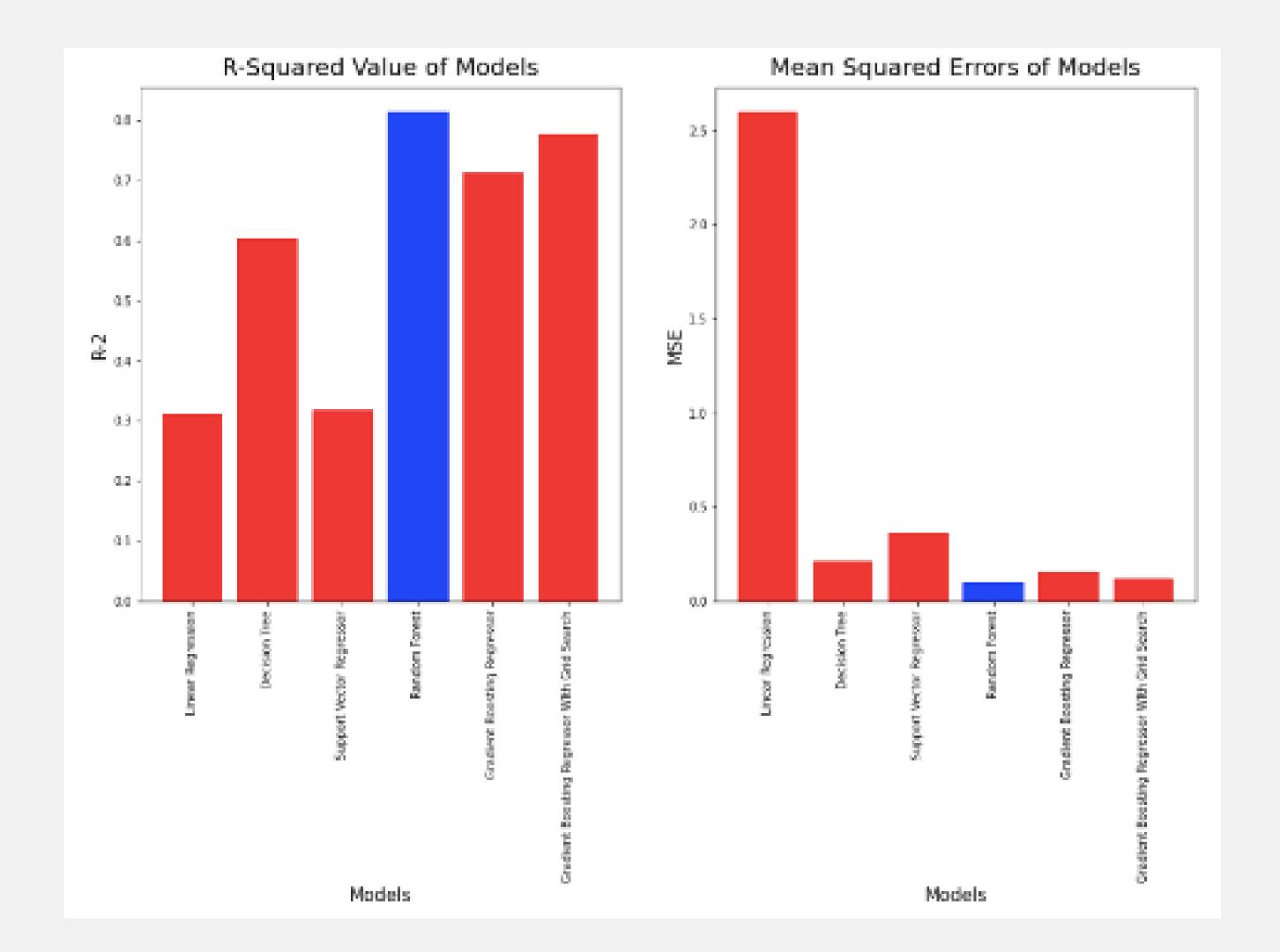
judging by the r square value above, we can see an improvement from the normal Gradient Boosting model and this fits well with the given dataset

```
top_pred_gb_ds = gb_ds.predict(X_test.iloc[:10, :])
print("Predictions of the first 10 examples from the test dataset \n")
for idx, v in enumerate(top pred qb ds):
   print("True Rating : ", y_test,ilec[idx],
         ", Predicted Rating :", v)
Predictions of the first 10 examples from the test dataset
True Rating : 3.5 , Predicted Rating : 4.191758448142788
True Rating: 5.0 , Predicted Rating: 4.7986695389628535
True Rating: 1.5 , Predicted Rating: 1.6027770797424241
True Rating: 5.0 , Predicted Rating: 4.616324117345453
True Rating : 5.0 , Predicted Rating : 4.6825220746041225
True Rating : 5.0 , Predicted Rating : 4.824986116826986
True Rating: 4.5 , Predicted Rating: 4.274514921463149
True Rating: 4.5 , Predicted Rating: 4.39866475145666
True Rating: 4.0 , Predicted Rating: 3.983315747465896
True Rating: 4.5 , Predicted Rating: 4.456872790775197
```

We can see the measure of error above for some of the predictions which is marginal

## Comparative Analysis of Models





#### Conclusion

We can see that Random Forest Regression gives the best accuracy rate for the dataset with R2 score of 81%, followed by Gradient Boosting Regressor with GridSearch with an accuracy rate of 77%. The worst performing model in this case is Linear Regression with an accuracy rate of 31% which does not provide an accurate fit for the given dataset.



## Thank You

