

Yelp Data Analysis

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Description:

Yelp is becoming more & more popular these days; one can easily find what someone wants & see others' reviews to make a decision. Datasets used for this poster can be downloaded from [Yelp public dataset](#). The datasets used for the analysis are mentioned below:

- Yelp_business_attributes
- Yelp_business_hours
- Yelp_business
- Yelp_checkin
- Yelp_review
- Yelp_tip
- Yelp_user

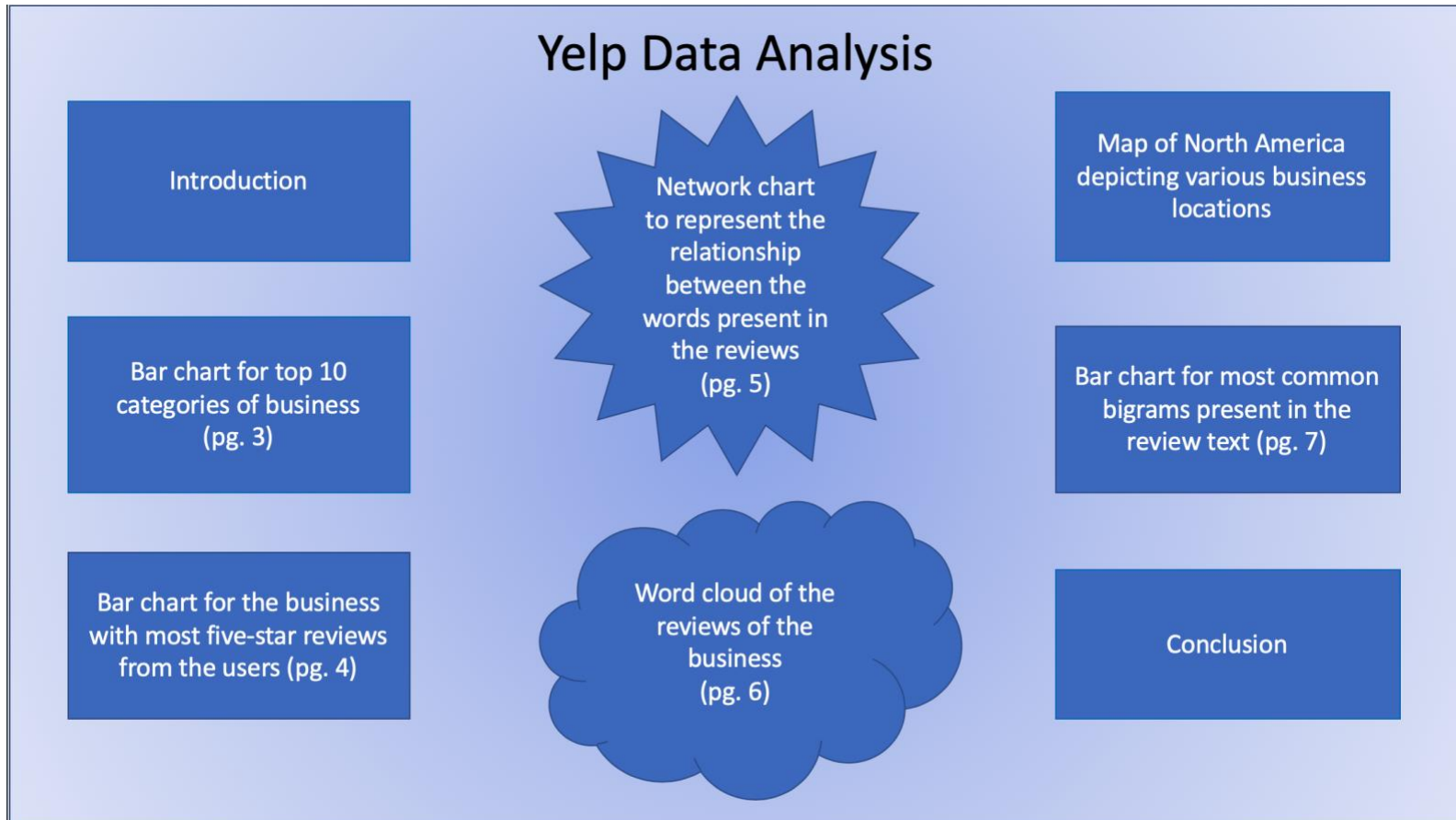
Based on the customer ratings, this poster solves the problem of selecting a business service out of a vast number of available options. Looking at the ratings of a specific business type one could decide whether to use the service of the same or not. Also, using this analysis business could enhance the customer experience & ultimately customer retention (audience can be the business owner). For a business I'm doing the following analysis:

- Word Cloud of the reviews of the business
- Top Ten most common Words reviews of the business
- Negative Reviews
- Positive Reviews
- Calculate Sentiment for the reviews
- Most Common Bigrams (*a collection of Two words*) in the review text
- Relationship among words
- Relationship of words with an important word in the review such as steak, crab, food
- Topic Modelling of the reviews

Questions:

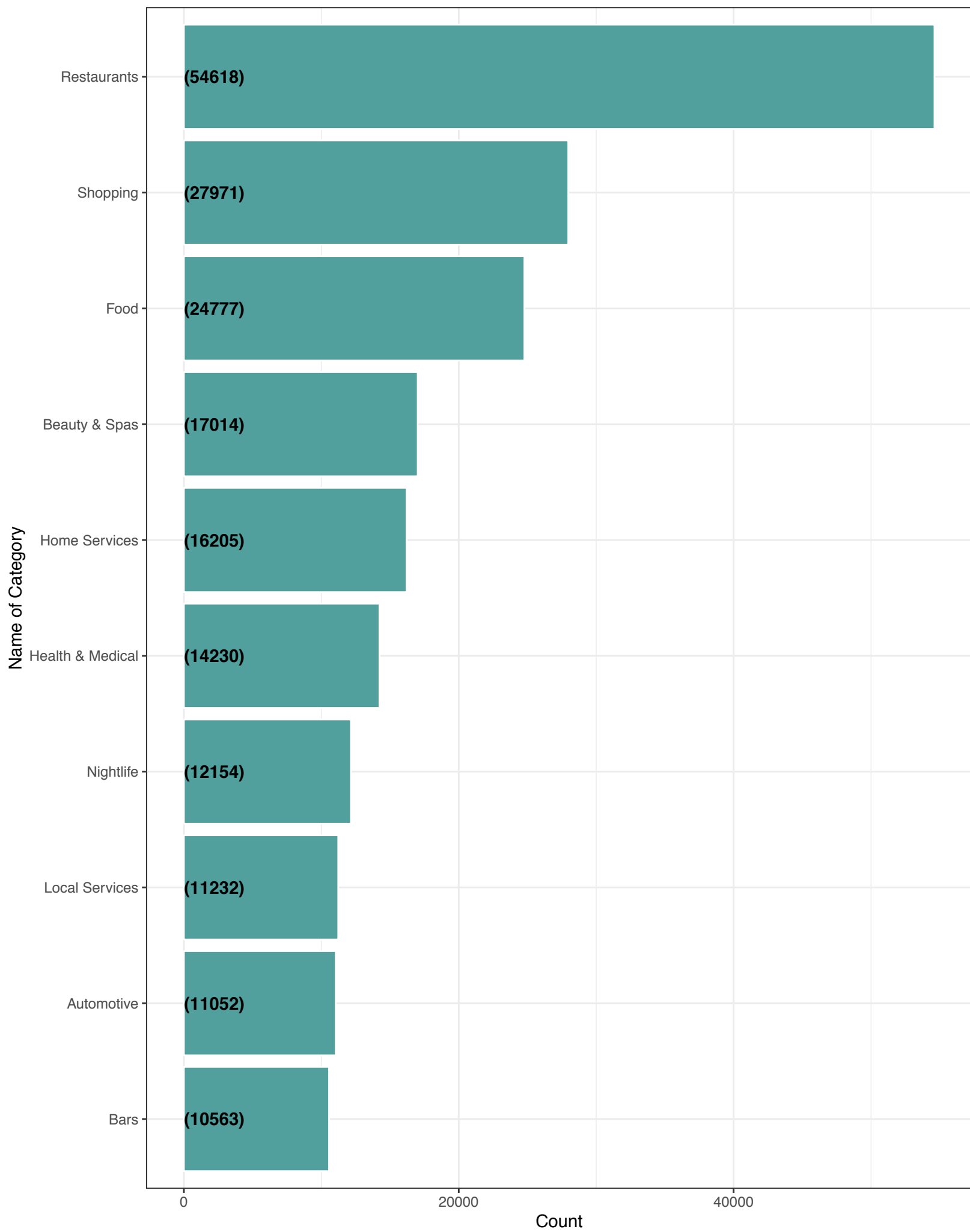
- Most popular/ top 10 categories of business
- Business with most five-star reviews from users
- Relationship between the words present in the reviews
- Most common words used for the most popular restaurants from the Yelp reviews with the highest number of five-star ratings
- Which bigrams were present in most of the review text?

Poster Sample Sketch

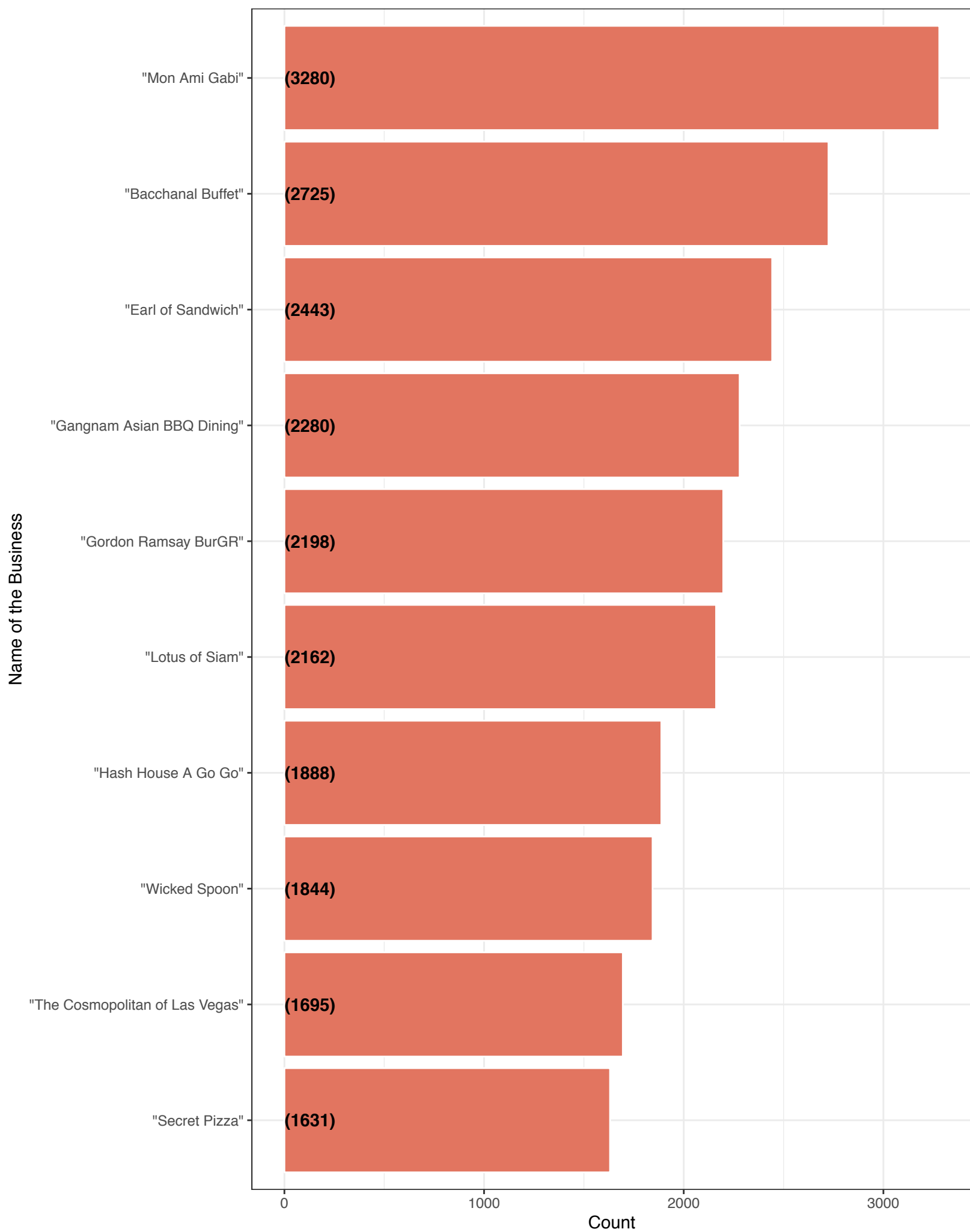


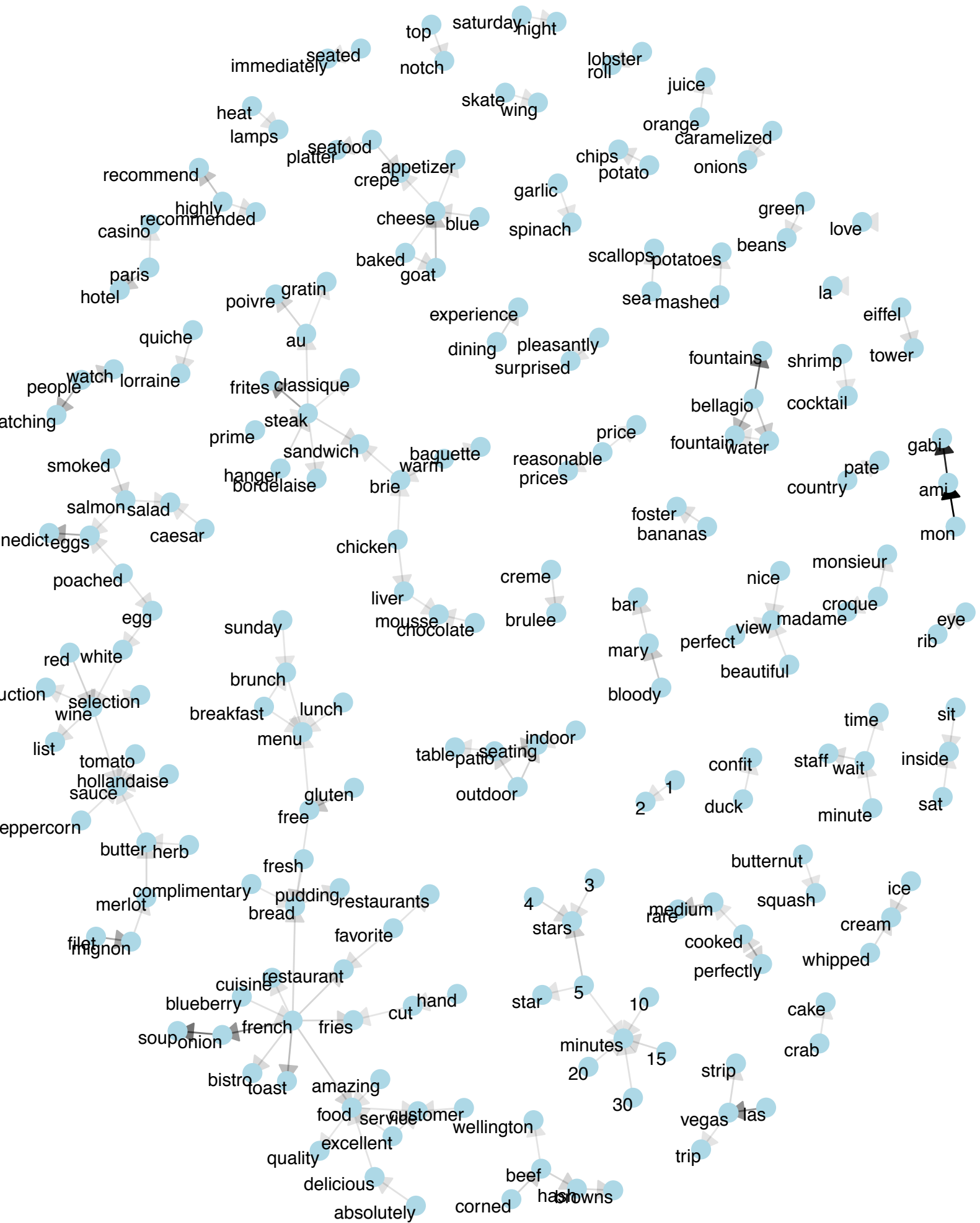
(The above mentioned blue print of the poster shows how I would like to go ahead designing the poster)

Top 10 Categories of Business



Name of the Business and Count





steak french
restaurant
dinner
gabi fountains
bellagio table bread
nice ami breakfast menu soup view
meal frites strip
people
service mon
wait time
vegas sauce
cheese
amazing patio
food delicious

Bigram and Count

