CIS9760_Project2_Yaheng Wu(Phoebe)

Analysis of Yelp Business Intelligence Data

Big Idea:

In this project, I analyzed a subset of the Yelp's business, reviews and user data.

Data Source:

The three datasets originally come from Kaggle and they have been uploaded into an S3 bucket for the use of this project.

s3://yelpreviewdataset/yelp_academic_dataset_business.json\

s3://yelpreviewdataset/yelp_academic_dataset_review.json\

s3://yelpreviewdataset/yelp_academic_dataset_user.json

Part I: Installation and Initial Setup

1. Install Packages

```
In [1]: from pyspark.sql import SparkSession
    my_spark = SparkSession.builder.getOrCreate()
    sc.install_pypi_package("pandas==1.0.3")
    sc.install_pypi_package("matplotlib==3.2.1")
    sc.install_pypi_package("seaborn==0.10.0")
    sc.list_packages()
```

```
Starting Spark application
            YARN Application ID
                                 Kind State Spark UI Driver log Current session?
   application_1606276836552_0002 pyspark
                                       idle
                                                Link
                                                          Link
SparkSession available as 'spark'.
Collecting pandas==1.0.3
  Using cached https://files.pythonhosted.org/packages/4a/6a/94b219b8ea0f2d580169e85ed1e
dc0163743f55aaeca8a44c2e8fc1e344e/pandas-1.0.3-cp37-cp37m-manylinux1 x86 64.whl
Requirement already satisfied: pytz>=2017.2 in /usr/local/lib/python3.7/site-packages (f
rom pandas==1.0.3)
Requirement already satisfied: numpy>=1.13.3 in /usr/local/lib64/python3.7/site-packages
(from pandas==1.0.3)
Collecting python-dateutil>=2.6.1 (from pandas==1.0.3)
  Using cached https://files.pythonhosted.org/packages/d4/70/d60450c3dd48ef87586924207ae
8907090de0b306af2bce5d134d78615cb/python_dateutil-2.8.1-py2.py3-none-any.whl
Requirement already satisfied: six>=1.5 in /usr/local/lib/python3.7/site-packages (from
python-dateutil>=2.6.1->pandas==1.0.3)
Installing collected packages: python-dateutil, pandas
Successfully installed pandas-1.0.3 python-dateutil-2.8.1
Collecting matplotlib==3.2.1
  Using cached https://files.pythonhosted.org/packages/b2/c2/71fcf957710f3ba1f09088b3577
6a799ba7dd95f7c2b195ec800933b276b/matplotlib-3.2.1-cp37-cp37m-manylinux1_x86_64.whl
Requirement already satisfied: python-dateutil>=2.1 in /mnt/tmp/1606280528823-0/lib/pyth
on3.7/site-packages (from matplotlib==3.2.1)
Collecting pyparsing!=2.0.4,!=2.1.2,!=2.1.6,>=2.0.1 (from matplotlib==3.2.1)
```

Using cached https://files.pythonhosted.org/packages/8a/bb/488841f56197b13700afd5658fc

279a2025a39e22449b7cf29864669b15d/pyparsing-2.4.7-py2.py3-none-any.whl

Collecting cycler>=0.10 (from matplotlib==3.2.1)

Using cached https://files.pythonhosted.org/packages/f7/d2/e07d3ebb2bd7af696440ce7e754 c59dd546ffe1bbe732c8ab68b9c834e61/cycler-0.10.0-py2.py3-none-any.whl

Requirement already satisfied: numpy>=1.11 in /usr/local/lib64/python3.7/site-packages (from matplotlib==3.2.1)

Collecting kiwisolver>=1.0.1 (from matplotlib==3.2.1)

Using cached https://files.pythonhosted.org/packages/d2/46/231de802ade4225b76b96cffe41 9cf3ce52bbe92e3b092cf12db7d11c207/kiwisolver-1.3.1-cp37-cp37m-manylinux1 x86 64.whl Requirement already satisfied: six>=1.5 in /usr/local/lib/python3.7/site-packages (from python-dateutil>=2.1->matplotlib==3.2.1)

Installing collected packages: pyparsing, cycler, kiwisolver, matplotlib Successfully installed cycler-0.10.0 kiwisolver-1.3.1 matplotlib-3.2.1 pyparsing-2.4.7

Collecting seaborn==0.10.0

Using cached https://files.pythonhosted.org/packages/70/bd/5e6bf595fe6ee0f257ae49336dd 180768c1ed3d7c7155b2fdf894c1c808a/seaborn-0.10.0-py3-none-any.whl

Requirement already satisfied: pandas>=0.22.0 in /mnt/tmp/1606280528823-0/lib/python3.7/ site-packages (from seaborn==0.10.0)

Requirement already satisfied: numpy>=1.13.3 in /usr/local/lib64/python3.7/site-packages (from seaborn==0.10.0)

Collecting scipy>=1.0.1 (from seaborn==0.10.0)

Using cached https://files.pythonhosted.org/packages/dc/7e/8f6a79b102ca1ea928bae8998b0 5bf5dc24a90571db13cd119f275ba6252/scipy-1.5.4-cp37-cp37m-manylinux1 x86 64.whl

Requirement already satisfied: matplotlib>=2.1.2 in /mnt/tmp/1606280528823-0/lib/python 3.7/site-packages (from seaborn==0.10.0)

Requirement already satisfied: pytz>=2017.2 in /usr/local/lib/python3.7/site-packages (f rom pandas>=0.22.0->seaborn==0.10.0)

Requirement already satisfied: python-dateutil>=2.6.1 in /mnt/tmp/1606280528823-0/lib/py thon3.7/site-packages (from pandas>=0.22.0->seaborn==0.10.0)

Requirement already satisfied: pyparsing!=2.0.4,!=2.1.2,!=2.1.6,>=2.0.1 in /mnt/tmp/1606 280528823-0/lib/python3.7/site-packages (from matplotlib>=2.1.2->seaborn==0.10.0)

Requirement already satisfied: cycler>=0.10 in /mnt/tmp/1606280528823-0/lib/python3.7/si te-packages (from matplotlib>=2.1.2->seaborn==0.10.0)

Requirement already satisfied: kiwisolver>=1.0.1 in /mnt/tmp/1606280528823-0/lib/python 3.7/site-packages (from matplotlib>=2.1.2->seaborn==0.10.0)

Requirement already satisfied: six>=1.5 in /usr/local/lib/python3.7/site-packages (from python-dateutil>=2.6.1->pandas>=0.22.0->seaborn==0.10.0)

Installing collected packages: scipy, seaborn

Successfully installed scipy-1.5.4 seaborn-0.10.0

| Package | Version |
|---|---|
| Package beautifulsoup4 boto click cycler jmespath joblib kiwisolver lxml matplotlib mysqlclient nltk nose numpy pandas pip py-dateutil pyparsing python-dateutil python37-sagemaker-pyspark | 4.9.1 2.49.0 7.1.2 0.10.0 0.10.0 0.16.0 1.3.1 4.5.2 3.2.1 1.4.2 3.5 1.3.4 1.16.5 1.0.3 9.0.1 2.2 2.4.7 2.8.1 |
| | |
| pytz | 2020.1 |
| PyYAML | 5.3.1 |
| regex scipy | 2020.7.14 |
| | |

```
      seaborn
      0.10.0

      setuptools
      28.8.0

      six
      1.13.0

      soupsieve
      1.9.5

      tqdm
      4.48.2

      wheel
      0.29.0

      windmill
      1.6
```

2. Importing

```
import numpy as np
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
import pyspark.sql.functions as F
from pyspark.sql.functions import explode, split, desc, col, avg, udf, when
from pyspark.sql.types import IntegerType, StringType, DoubleType
```

3. Loading Data

```
In [3]: business_df = spark.read.json('s3://yelpreviewdataset/yelp_academic_dataset_business.js
```

4. Overview of Data

```
In [4]:
         print(f'Columns: {len(business_df.columns)} | Rows: {business_df.count():,}')
        Columns: 14 | Rows: 209,393
         business df.printSchema()
In [5]:
        root
          -- address: string (nullable = true)
          -- attributes: struct (nullable = true)
               |-- AcceptsInsurance: string (nullable = true)
               |-- AgesAllowed: string (nullable = true)
               |-- Alcohol: string (nullable = true)
               |-- Ambience: string (nullable = true)
               |-- BYOB: string (nullable = true)
               -- BYOBCorkage: string (nullable = true)
               |-- BestNights: string (nullable = true)
               -- BikeParking: string (nullable = true)
               |-- BusinessAcceptsBitcoin: string (nullable = true)
               |-- BusinessAcceptsCreditCards: string (nullable = true)
               |-- BusinessParking: string (nullable = true)
               |-- ByAppointmentOnly: string (nullable = true)
               |-- Caters: string (nullable = true)
               |-- CoatCheck: string (nullable = true)
               -- Corkage: string (nullable = true)
               -- DietaryRestrictions: string (nullable = true)
               |-- DogsAllowed: string (nullable = true)
               |-- DriveThru: string (nullable = true)
               |-- GoodForDancing: string (nullable = true)
               -- GoodForKids: string (nullable = true)
               |-- GoodForMeal: string (nullable = true)
```

```
|-- HairSpecializesIn: string (nullable = true)
     |-- HappyHour: string (nullable = true)
     |-- HasTV: string (nullable = true)
     |-- Music: string (nullable = true)
     |-- NoiseLevel: string (nullable = true)
     -- Open24Hours: string (nullable = true)
     |-- OutdoorSeating: string (nullable = true)
     |-- RestaurantsAttire: string (nullable = true)
     |-- RestaurantsCounterService: string (nullable = true)
     |-- RestaurantsDelivery: string (nullable = true)
     |-- RestaurantsGoodForGroups: string (nullable = true)
     |-- RestaurantsPriceRange2: string (nullable = true)
     |-- RestaurantsReservations: string (nullable = true)
     |-- RestaurantsTableService: string (nullable = true)
     |-- RestaurantsTakeOut: string (nullable = true)
     |-- Smoking: string (nullable = true)
     |-- WheelchairAccessible: string (nullable = true)
     |-- WiFi: string (nullable = true)
-- business id: string (nullable = true)
-- categories: string (nullable = true)
-- city: string (nullable = true)
-- hours: struct (nullable = true)
     |-- Friday: string (nullable = true)
     |-- Monday: string (nullable = true)
    |-- Saturday: string (nullable = true)
     |-- Sunday: string (nullable = true)
     |-- Thursday: string (nullable = true)
     |-- Tuesday: string (nullable = true)
     |-- Wednesday: string (nullable = true)
-- is open: long (nullable = true)
-- latitude: double (nullable = true)
-- longitude: double (nullable = true)
-- name: string (nullable = true)
|-- postal_code: string (nullable = true)
|-- review_count: long (nullable = true)
-- stars: double (nullable = true)
|-- state: string (nullable = true)
```

Display the first 5 rows with the following columns:

- business_id
- name
- city
- state
- categories

```
In [6]: busi_df = business_df.select('business_id', 'name', 'city', 'state', 'stars', 'categori
busi_df.show(5)
```

```
------
      business id
                        name
                                  city|state|stars|
                                                   categor
ies
     ------
|f9NumwFMBDn751xgF...|The Range At Lake...|
                              Cornelius | NC | 3.5 | Active Life, Gu
|Yzvjg0SayhoZgCljU...| Carlos Santo, NMD|
                              Scottsdale | AZ | 5.0 | Health & Medica
1, ... |
|XNoUzKckATkOD1hP6...|
                      Felinus
                                Montreal
                                       QC | 5.0 | Pets, Pet Servic
e...
```

Part II: Analyzing Categories

Let's now answer: How many unique categories are represented in this dataset?

Essentially, we have the categories per business as a list - this is useful to quickly see what each business might be represented as but it is difficult to easily answer the following questions such as:

- How many businesses are categorized as Active Life?
- What are the top 20 most popular categories available?

1. Association Table

We need to "break out" these categories from the business ids? One common approach to take is to build an association table mapping a single business id multiple times to each distinct category.

For instance, given the following:

| business_id | categories |
|-------------|------------|
| abcd123 | a,b,c |

We would like to derive something like:

| business_id | category |
|-------------|----------|
| abcd123 | a |
| abcd123 | b |
| abcd123 | C |

What this does is allow us to then perform a myriad of rollups and other analysis on this association table which can aid us in answering the questions asked above.

Display the first 5 rows of the association table below

```
only showing top 5 rows
```

2. Total Unique Categories

Finally, we are ready to answer the question: what is the total number of unique categories available?

```
In [8]: associ_table_one.select('category').distinct().count()
```

1336

3. Top Categories By Business

Now let's find the top categories in this dataset by rolling up categories.

Counts of Businesses / Category

```
In [9]: category_count = associ_table_one.select('category').groupby(associ_table_one.category)
category_count.show()
```

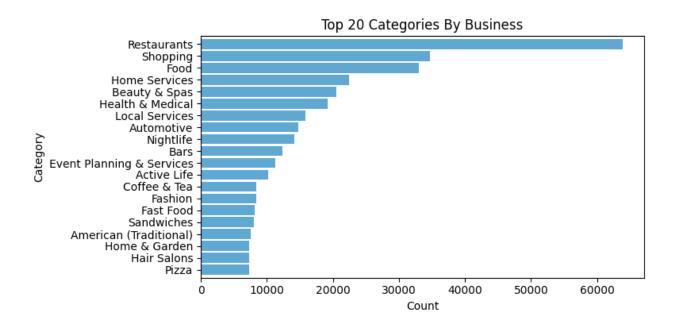
```
category|count|
         -----+
      Dermatologists | 341|
      Paddleboarding|
                       36 l
        Aerial Tours
                       28
         Hobby Shops
                       828
          Bubble Tea
                       720
             Embassy|
                        13
            Handyman |
                       682
             Tanning|
                       938
      Aerial Fitness
                        29
             Tempura|
                         1
             Falafel|
                       159
       Outlet Stores
                       399
        Summer Camps
                       318
     Clothing Rental
                        55
      Sporting Goods | 2311
     Cooking Schools
                       118
  College Counseling
                        15
  Lactation Services
                        50
Ski & Snowboard S...
                        50
             Museums
                       359
only showing top 20 rows
```

Bar Chart of Top Categories

With this data available, let us now build a barchart of the top 20 categories

```
ax.set_xlabel("Count")
ax.set_ylabel("Category")
ax.set_title("Top 20 Categories By Business")
ax.get_legend().remove()

plt.tight_layout()
%matplot plt
```



Clears the entire current figure with all its axes

```
In [11]: plt.clf()
    plt.cla()
    plt.close()
```

Part III. Do Yelp Reviews Skew Negative?

Oftentimes, it is said that the only people who write a written review are those who are extremely dissatisfied or extremely satisfied with the service received.

How true is this really? Let's try and answer this question.

1. Loading Review Data

Begin by loading the review data set from S3 and printing schema to determine what data is available

```
review_df = spark.read.json('s3://yelpreviewdataset/yelp_academic_dataset_review.json')
review_df.printSchema()

root
    |-- business_id: string (nullable = true)
    |-- cool: long (nullable = true)
    |-- date: string (nullable = true)
```

```
|-- funny: long (nullable = true)
|-- review_id: string (nullable = true)
|-- stars: double (nullable = true)
|-- text: string (nullable = true)
|-- useful: long (nullable = true)
|-- user id: string (nullable = true)
```

Let's begin by listing the business_id and stars columns together for the user reviews data

```
In [13]: business_stars = review_df.select('business_id', 'stars')
business_stars.show(5)
```

Now, let's aggregate along the stars column to get a resultant dataframe that displays average stars per business as accumulated by users who **took the time to submit a written review**

Now the fun part - let's join our two dataframes (reviews and business data) by business_id

```
In [15]: user_review = review_df.groupby(review_df.business_id).agg(avg(col("stars")))
# inner join
joined_written_review = business_df.join(written_review, on=['business_id'])
joined_user_review = business_df.join(user_review,on=['business_id'])
```

Let's see a few of these:

```
In [16]: joined_written_review.select("""avg(stars)""","stars","name","city","state").sort(desc(
```

Compute a new dataframe that calculates what we will call the skew (for lack of a better word) between the avg stars accumulated from written reviews and the actual star rating of a business (ie: the average of stars given by reviewers who wrote an actual review and reviewers who just provided a star rating).

The formula you can use is something like:

```
(row['avg(stars)'] - row['stars']) / row['stars']
```

If the **skew** is negative, we can interpret that to be: reviewers who left a written response were more dissatisfied than normal. If **skew** is positive, we can interpret that to be: reviewers who left a written response were more satisfied than normal.

```
avg(stars)|stars|
                                                     city|state|
                     1.0 | Mikado Sushi Robata
                                                            ON | 1.333333333333335 |
12.333333333333333
                                                 Toronto
3.333333333333335
                     1.5 Black Brook Golf ...
                                                  Mentor
                                                            OH 1.2222222222222
               2.0
                     1.0 Torrey Pines Reha...
                                               Las Vegas
                                                            NV
                                                                              1.0
                                                                              1.0
               2.0
                     1.0 DollarPlus Discou...
                                               Las Vegas
                                                            NV
                     1.0
               2.0
                                   StorageOne
                                               Las Vegas
                                                            NV
                                                                              1.0
                     1.0 Foothills Primary...
                                                Chandler
               2.0
                                                            ΑZ
                                                                              1.0
               2.0
                                   H&R Block
                     1.0
                                                 Calgary|
                                                            AB
                                                                              1.0
                     1.0 Children's Campus...
                                                 Phoenix|
               2.0
                                                            AΖ
                                                                              1.0
               2.0
                     1.0 Affordable Decks ... Bethel Park
                                                            PA
                                                                              1.0
               2.0
                     1.0 Convenient Food M...
                                                  Elyria|
                                                            OH
                                                                              1.0
                     1.0 | Golden West Pool ... |
               2.0
                                                Las Vegas
                                                            NV
                                                                              1.0
               2.0
                     1.0
                                     Water Dr
                                                 Calgary|
                                                            AB |
                                                                              1.0
               2.8
                     1.5 RideNow Powerspor...
                                                 Phoenix|
                                                            AZ | 0.866666666666666
1.8333333333333333
                     1.0 | Tri-County Snow P...|
                                                  Medina
                                                            1.0 Colangelo's no Fr...
                                                 Oakville|
               1.8
                                                            ON
                                                                              0.8
               1.8
                     1.0 Mr. Transmission/...
                                                Matthews|
                                                            NC |
                                                                              0.8
               1.8
                     1.0 | Mathis Towing and...
                                                Charlotte|
                                                            NC |
                                                                              0.8
               1.8
                     1.0
                             1-2-3 Automotive
                                               Henderson
                                                            NV
                                                                              0.8
                                                            OH|
               1.8
                     1.0
                                    Euro Gyro
                                                   Akron
                                                                              0.8
                     1.0 | The Continental A... |
                                                  Phoenix|
                                                            AZ|
               1.8
                                                                              0.8
```

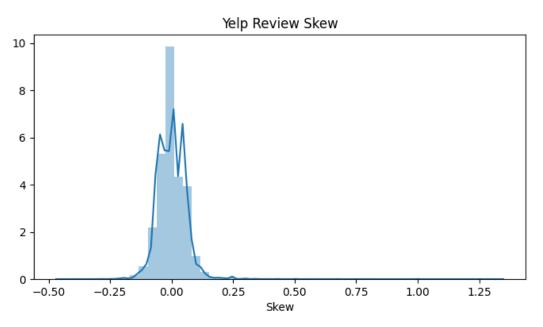
only showing top 20 rows

```
In [18]: fv_df = fv_df.toPandas()
```

And finally, graph it!

```
In [19]: plt.figure(figsize=(8,4))
    ax = sns.distplot(fv_df["skew"])
    ax.set_xlabel('Skew')
    plt.title("Yelp Review Skew")

%matplot plt
```



Clears the entire current figure with all its axes

```
In [20]: plt.clf()
    plt.cla()
    plt.close()
```

So, do Yelp (written) Reviews skew negative? Does this analysis actually prove anything? Expound on implications / interpretations of this graph.

The distribution of skew appears to be normal, but skewed a little bit to the right. The implications of the above graph are that the satisfaction level of reviewers who left positively skewed reviews is greater than the dissatisfaction level of reviewers who left negatively skewed reviews.

Part IV. Should the Elite be Trusted?

How accurate or close are the ratings of an "elite" user (check Users table schema) vs the actual business rating

It takes a special Yelper to become an Elite. Frequent, quality reviews and photos are important in the application of the elite status on Yelp. Elite candidates need to meet the criteria below for the consideration.

To become Elite, Yelpers agree that they

- Are using their real name on Yelp.
- Have a clear photo of themself on their profile page.
- Are of legal drinking age where they live.

They also agree that they are NOT

- A business owner.
- Closely affiliated with a business owner.
- Managing a Yelp Business Account.
- Working for one of Yelp's competitors.

It's important to know that accepting compensation or freebies in exchange for reviews or leveraging the Elite Squad for personal or commercial gain will result in Elite status being revoked or account closure.

1. Loading User Data

```
In [21]: user_df = spark.read.json('s3://yelpreviewdataset/yelp_academic_dataset_user.json')
```

2. Overview of Data

```
In [22]:
          user_df.printSchema()
          print(f'User Dataset Columns: {len(user df.columns)} | Rows: {user df.count():,}')
          review df.printSchema()
          print(f'Review Dataset Columns: {len(review df.columns)} | Rows: {review df.count():,}'
         root
           -- average stars: double (nullable = true)
           -- compliment_cool: long (nullable = true)
           -- compliment_cute: long (nullable = true)
           -- compliment_funny: long (nullable = true)
           -- compliment hot: long (nullable = true)
           -- compliment list: long (nullable = true)
           -- compliment_more: long (nullable = true)
           |-- compliment note: long (nullable = true)
           -- compliment_photos: long (nullable = true)
           -- compliment_plain: long (nullable = true)
           -- compliment_profile: long (nullable = true)
           -- compliment_writer: long (nullable = true)
           -- cool: long (nullable = true)
           -- elite: string (nullable = true)
           -- fans: long (nullable = true)
           -- friends: string (nullable = true)
           -- funny: long (nullable = true)
           -- name: string (nullable = true)
           -- review count: long (nullable = true)
           -- useful: long (nullable = true)
           |-- user id: string (nullable = true)
           |-- yelping since: string (nullable = true)
         User Dataset Columns: 22 | Rows: 1,968,703
           -- business id: string (nullable = true)
           |-- cool: long (nullable = true)
```

```
|-- date: string (nullable = true)
          |-- funny: long (nullable = true)
          |-- review id: string (nullable = true)
          -- stars: double (nullable = true)
          -- text: string (nullable = true)
          -- useful: long (nullable = true)
          |-- user id: string (nullable = true)
         Review Dataset Columns: 9 | Rows: 8,021,122
         user_df.select('user_id','elite').show(5)
In [23]:
              user_id|
                                          elite
         |ntlvfPzc8eglqvk92...|
         FOBRP1BHa3WPHFB5q... | 2008, 2009, 2010, 20...
         zZUnPeh2hEp0WydbA...
         |QaELAmRcDc5TfJEyl...|
         |xvu8G900tezTzbbfq...|2009,2010,2011,20...|
         only showing top 5 rows
        3. Split Elite column
         user_elite_split = user_df.select('user_id', explode(split(user_df.elite, ',')).alias('
In [24]:
         user elite split = user elite split.withColumn('elite', user elite split.elite.cast(Int
         user elite split.show(5)
         print(f'User Elite Split Dataset Columns: {len(user elite split.columns)} | Rows: {user
         +----+
             user_id|elite|
         +----+
         |ntlvfPzc8eglqvk92...| null|
         |FOBRP1BHa3WPHFB5q...| 2008|
         |FOBRP1BHa3WPHFB5q...| 2009|
         |FOBRP1BHa3WPHFB5q...| 2010|
         |FOBRP1BHa3WPHFB5q...| 2011|
         +----+
         only showing top 5 rows
         User Elite Split Dataset Columns: 2 | Rows: 2,125,315
         user elite split.select("elite").distinct().sort('elite', ascending=False).show()
In [25]:
         +----+
         |elite|
           2018
          2017
          2016
           2015
           2014
          2013
          2012
          2011
           2010
           2009
          2008
```

```
| 2007|
| 2006|
| null|
+----+
In [26]: Elite_or_Not = user_elite_split.select('user_id',
```

```
-----+
            user_id|Elite or Not|
     -----+
|ntlvfPzc8eglqvk92...|
                       Not Elite
|FOBRP1BHa3WPHFB5q...|
                           Elite
FOBRP1BHa3WPHFB5q...
                           Elite
FOBRP1BHa3WPHFB5q...
                           Elite
FOBRP1BHa3WPHFB5q...
                           Elite
                           Elite
FOBRP1BHa3WPHFB5q...
FOBRP1BHa3WPHFB5q...
                           Elite
zZUnPeh2hEp0WydbA...
                           Elite
QaELAmRcDc5TfJEy1...
                           Elite
                           Elite
xvu8G900tezTzbbfq...
xvu8G900tezTzbbfq...
                           Elite
xvu8G900tezTzbbfq...
                           Elite
xvu8G900tezTzbbfq...
                           Elite
                           Elite|
xvu8G900tezTzbbfq...
xvu8G900tezTzbbfq...
                           Elite
xvu8G900tezTzbbfq...
                           Elite
xvu8G900tezTzbbfq...|
                           Elite
xvu8G900tezTzbbfq...
                           Elite|
z5 82komKV3mI4ASG...
                           Elite
|ttumcu6hWshk_EJVW...|
                       Not Elite
only showing top 20 rows
```

In [27]: unique_user_df = Elite_or_Not.dropDuplicates(['user_id'])
 unique_user_df.show()

```
-----+
            user id|Elite or Not|
---RfKzBwQ8t3wu-L...
                       Not Elite
--1UpCuUDJQbqiuFX...
                       Not Elite
--AGAPpP1pgp1afbq...
                       Not Elite
--C-42rr7hPSsUROJ...
                       Not Elite
--ChzqcPs4YFWlw1j...
                       Not Elite
--ET3paBtrThD95dk...
                       Not Elite
--GLTFzU93A40YB56...
                       Not Elite
--I4wRDhmM2J2VLzK...
                       Not Elite
-- RquisWmBzcezXZr...
                       Not Elite
--UizzbnQlZg7bEv2...
                       Not Elite
--cd gA-9Q8gM9P2c...
                       Not Elite
--dhSVoOFDBiMCCwD...
                       Not Elite
--fpTdHQOGWGbAjk9...
                       Not Elite
--ju6XpRd0dY1Swmf...
                       Not Elite
--oVdTxVd70Vr8Y0U...
                       Not Elite
                       Not Elite
--pWqE-KOwDWo5ADG...
                       Not Elite
--t6W1JHbStaCp5R0...
--tmwndDOZJwfRvvt...
                       Not Elite
--yrdC1dIR6VYsW6k...
                       Not Elite
|-06viLTmtlRTHxxDg...|
                       Not Elite
```

```
only showing top 20 rows
```

4. Join "Unique User" Dataset with Review Dataset

```
User Join Review Dataset Columns: 10 | Rows: 8,021,122
```

5. Clean Data

Combined Dateset which includes elite and non-elite

```
In [29]: combine_df = user_join_review.select('review_id','business_id','stars','user_id','Elite
combine_df.show()
```

```
review_id| business_id|stars|
                                                         user id|Elite or Not|
|rv2EaVEP_cs0Yzc-z...|Z3ZSar8IVAR2qIupq...| 5.0|---RfKzBwQ8t3wu-L...|
                                                                     Not Elite
HVR4EWzZMlyPrdbzE...|kJhQq1BFz7l0YLve7...| 1.0|--1UpCuUDJQbqiuFX...|
                                                                     Not Elite
uy83M2YEnInksqsKX...|EpPOZAG0u7qHP-jv5...|
                                          5.0 -- 1UpCuUDJQbqiuFX...
                                                                     Not Elite
EHsBHPADGf1102Zm5...|OLmcIJ7VBCxaYhZSN...|
                                          5.0 -- AGAPpP1pgp1afbq...
                                                                     Not Elite
xtHcnwOx-27sunclu...|WoiOpMEcbAfOqNYXq...|
                                          5.0 -- AGAPpP1pgp1afbq...
                                                                     Not Elite
pFq8ijDeB-Gz1HXsS...|L-_-9JNAb6UDyq7wa...|
                                           4.0 | -- C-42rr7hPSsUROJ... |
                                                                     Not Elite
V4nVpftxljW4sF0g0...|6pG7n8Rx_7ZXeQQk6...|
                                           2.0 -- ChzqcPs4YFWlw1j...
                                                                     Not Elite
SI ONkbwzN i38Gvg... 4KmrrhtfnngTVFa2d...
                                           4.0 -- ChzqcPs4YFWlw1j...
                                                                      Not Elite
fHqAyF58eC6vC4 BP... AMTNJbYbu00MMAkx4...
                                           4.0 -- ChzqcPs4YFWlw1j...
                                                                      Not Elite
bQkvjkpLZmtFYaYdO...|KVsv8wRGnLX8QWoNZ...|
                                           3.0 -- ChzqcPs4YFWlw1j...
                                                                      Not Elite
YSW-S2XUyCKR3jUtW...|F9CcIFltPDXiOkCCF...|
                                           4.0 -- ChzqcPs4YFWlw1j...
                                                                      Not Elite
mfqVYzvoeiZREW8bs...|QZV9hW3WP9o9SmmV2...|
                                           5.0 -- ET3paBtrThD95dk...
                                                                      Not Elite
99Vpr7r8dGR0txvL3...|pT6baSMzC6rZfwhp ...|
                                          5.0 -- GLTFzU93A40YB56...
                                                                      Not Elite
YQN6mfSAX12LFsn6r...|JmI9nslLD7KZqRr__...|
                                          2.0 | -- I4wRDhmM2J2VLzK... |
                                                                      Not Elite
cqrmoHebDTzgc5hj0...|XNFA-aJFX8IQjo18D...|
                                          4.0 | -- RquisWmBzcezXZr...|
                                                                      Not Elite
ubpg7b5NJUih A 2d...|W2Vis19kUa7kP6GkS...|
                                          5.0 -- RquisWmBzcezXZr...
                                                                      Not Elite
X2sbxAYTM9KYjyP0e...|HW7JPZBImm3tyEpDg...|
                                          5.0 -- RquisWmBzcezXZr...
                                                                      Not Elite
Bz KEvFEyKL1QtbFe...|hDD6-yk1yuuRIvfdt...|
                                                                     Not Elite
                                           2.0 -- UizzbnQlZg7bEv2...
PR0lxlQOsrxmQ8TIu...|9Eghhu LzEJgDKNgi...|
                                          4.0 -- cd gA-9Q8gM9P2c...
                                                                     Not Elite
|CtO3r0f40jz05T1jm...|fQwB9Z98YEhkJit7c...| 3.0|--cd_gA-9Q8gM9P2c...|
                                                                     Not Elite
only showing top 20 rows
```

Combined (Elite and Non-Elite) Average Ratings Grouped by Business ID

```
In [30]: combine_stars_df = combine_df.groupBy("business_id").agg(F.mean('stars').alias('Stars')
combine_stars_df.show()
```

```
| business_id| Stars|
| RtUvSWO_UZ8V3Wpj0...| 4.133498145859085|
| oFsufzhFo0QUlgkXd...| 3.0|
| uC3qwaxsOkdJzpOc0...| 3.368948247078464|
| VmSrPPO2WXmOKjUW7...| 3.227906976744186|
| --9e10NYQuAa-CB_R...| 4.11784140969163|
| eKznX8VTfcQrjCqXp...| 4.3584905660377355|
| 13V86Z6oAzpnwe1VY...| 3.1710526315789473|
| 35X1ZV9tSEqB__yJE...| 3.0316742081447963|
```

```
|ifdUtdkXogP2kiK5K...|3.6323529411764706|
         11CxryWr8j1S39tus...| 4.43839541547278
         cz5vz-893D3LNH3TM...| 3.803514376996805
         iOhHDavGdswJOlPW5...|2.0508474576271185
         xusE x84Q0EDaRZ8r... 3.7096774193548385
         oVTvVdJiaRAwBLy6H... | 4.15909090909090909
         G58YATMKnn-M-RUDW...|3.5725806451612905
         31FUdYf2zfFxrm8LI... | 1.7096774193548387 |
         N3J76CRP2H52NUo4V...
                                         4.24
         umwULmdsxx8aTsoRQ... | 2.388888888888889
         |VHsNB3pdGVcRgs6C3...| 3.411764705882353|
        +-----
        only showing top 20 rows
        Elite Only Dataset
         elite_df = combine_df.filter(col("Elite or Not") == "Elite")
In [31]:
         elite df.show()
         review_id| business_id|stars| user_id|Elite or Not|
         |TJDpUewi8F1E9eUgi...|qalkZ4AQDWzYrFvQV...| 5.0|-1 RJoRLeoDK3h gN...|
                                                                              Elite
         ygfb-2RWSKtI3jVC3...|0gXYLVPNWz0WT8wXQ...| 4.0|-1 RJoRLeoDK3h gN...|
                                                                              Elite
         84GE9SrQCw-Yv-qpM...|W2CzAePJakvARgoQu...|
                                                 3.0 | -1_RJoRLeoDK3h_gN...|
                                                                              Elite
         3QvS6Ued-M 5Wjln...|fE9SP84G6TZrv36FL...|
                                                 3.0 -1 RJoRLeoDK3h gN...
                                                                              Elite
         ITIUKGvnRE3u6RLns...|7FvDsYqtij BbaGVt...|
                                                 3.0 -1 RJoRLeoDK3h gN...
                                                                              Elite
         W4FCaD23 CzAoC28j... A4zLP5AyKEEHQr dW...
                                                 4.0 -1 RJoRLeoDK3h gN...
                                                                              Elite
         6aNCF2uoLILz27pWS...|90bL34o2KEes9pUnC...|
                                                 4.0 -1 RJoRLeoDK3h gN...
                                                                              Elite
         tyTkxTaNh1sL8t9XK...|iCQpiavjjPzJ5 3gP...|
                                                 4.0 -1 RJoRLeoDK3h gN...
                                                                              Elite
         bAd_-cPcZNsVfhFgN...|_w5hBpkjHs5_Hv3pL...|
                                                 4.0 -1 RJoRLeoDK3h gN...
                                                                              Elite
         kKuzCM7kpGqCUe3iD...|Yl05MqCs9xRzrJFkG...|
                                                 5.0 -1 RJoRLeoDK3h gN...
                                                                              Elite
         EIKPUavToyh-dz2eE...|WYw3Uf56DT5IwpaLN...|
                                                 5.0 -1 RJoRLeoDK3h gN...
                                                                              Elite
         yUWEX8m3DnwI3YnNW...|MBekdd f7S1ezEzZb...|
                                                 5.0 -1xh43lAhmrByuMzc...
                                                                              Elite
         X JpVPD3EoPF8YRpb...|LYNKKnl4jAiU1-U-9...|
                                                 4.0 -1xh43lAhmrByuMzc...
                                                                              Elite
         qIhEdr18 bLGuaiRL...|TqUVH70x 3qEkCxCC...|
                                                 4.0 -1xh43lAhmrByuMzc...
                                                                              Elite
         cH2NQPJo0LxVwc5IJ...|XVjTeFc18ihrT06SU...|
                                                 2.0 - 1xh43lAhmrByuMzc...
                                                                              Elite
         0fWB1f-2BK9fMgYTA...|M4vh_kzppP1nsxo7h...|
                                                 3.0 -1xh43lAhmrByuMzc...
                                                                              Elite
         my4UdVCrQ9dITsWRO...|mz9ltimeAIy2c2qf5...|
                                                 5.0 -1xh43lAhmrByuMzc...
                                                                              Elite
         23fDyVgPz7-gHvNvx...|deL9fV4Jw3XhS0WqG...|
                                                 4.0 -1xh43lAhmrByuMzc...
                                                                              Elite
         wF- nw2kG vQ0079N...|deL9fV4Jw3XhS0WqG...| 4.0|-1xh431AhmrByuMzc...|
                                                                              Elite
         gJeVSSm1CQ6XOLh0v...|KdQM64AQ5 ppgs6Ro...| 4.0|-1xh431AhmrByuMzc...|
                                                                              Elite
        +----+
        only showing top 20 rows
        Elite Average Rating Grouped by Business ID
In [32]:
         elite stars df = elite df.groupBy("business id").agg(F.mean('stars').alias('Stars rated
         elite stars df.show()
                 business id Stars rated by elite
           -----+
         eKznX8VTfcQrjCqXp... | 4.268817204301075
                             4.156193895870736
         RtUvSWO_UZ8V3Wpj0...
         rtwojGcYuhbLbQ9D1... | 3.3636363636363638
         --9e1ONYQuAa-CB R...
                              4.1916058394160585
         X6jKCn5FoRiJ1t7y4...
         SjgeuBlgKER9yegpo...
                              3.8938775510204082
         jfdUtdkXogP2kjK5K...
                              3.3846153846153846
```

3.6745562130177514

uC3qwaxsOkdJzpOc0...

11/25/2020

```
Analysis
         vJGr280XuMk2bCKY1...
                                           3.125
         f4mh1Y0rnvbJRfQ3j...|
                                           3.875
         cz5vz-893D3LNH3TM...
                              3.8587570621468927
         MEoDTsA3Af6TLzB7Z...
                              3.2142857142857144
         qtsrM6Xxh1LqxG0X6...
                                            4.5
         OjuzFQpprqmuapKh6...
                                             3.6
         VmSrPPO2WXmOKjUW7...
                              3.423076923076923
         Rxb7oKtKyDUwuFNc2... 3.4285714285714284
         4iY gyKX2ogbem7ra...
                               4.44444444444445
         mx0Pjm0erpv1CqsRI...
                                            3.8
         VHsNB3pdGVcRgs6C3...
                                            4.0
         |LCRdP3m826-Df52-x...|
                                            1.0
        +----+
        only showing top 20 rows
        Non-Elite Dataset
         non_elite_df = combine_df.filter(col("Elite or Not") == "Not Elite")
In [33]:
         non elite df.show()
          -----+
                  review_id| business_id|stars| user_id|Elite or Not|
         |rv2EaVEP cs0Yzc-z...|Z3ZSar8IVAR2qIupq...| 5.0|---RfKzBwQ8t3wu-L...|
                                                                            Not Elite
         uy83M2YEnInksqsKX...|EpPOZAG0u7qHP-jv5...| 5.0|--1UpCuUDJQbqiuFX...|
                                                                            Not Elite
         HVR4EWzZMlvPrdbzE...|kJh0q1BFz7l0YLve7...| 1.0|--1UpCuUDJ0bqiuFX...|
                                                                            Not Elite
         EHsBHPADGf1102Zm5...|OLmcIJ7VBCxaYhZSN...|
                                                  5.0 -- AGAPpP1pgp1afbq...
                                                                            Not Elite
         xtHcnwOx-27sunclu...|WoiOpMEcbAfOqNYXq...|
                                                  5.0 -- AGAPpP1pgp1afbq...
                                                                            Not Elite
         pFq8ijDeB-Gz1HXsS...|L- -9JNAb6UDyq7wa...|
                                                  4.0 -- C-42rr7hPSsUROJ...
                                                                            Not Elite
                                                  4.0 -- ChzqcPs4YFWlw1j...
         fHqAyF58eC6vC4 BP... AMTNJbYbu00MMAkx4...
                                                                            Not Elite
         bQkvjkpLZmtFYaYdO... | KVsv8wRGnLX8QWoNZ... |
                                                  3.0 -- ChzqcPs4YFWlw1j...
                                                                            Not Elite
                                                  4.0 -- ChzqcPs4YFWlw1j...
                                                                            Not Elite
         YSW-S2XUyCKR3jUtW...|F9CcIFltPDXiOkCCF...|
         V4nVpftxljW4sF0g0...|6pG7n8Rx 7ZXeQQk6...|
                                                  2.0 -- ChzqcPs4YFWlw1j...
                                                                            Not Elite
         SI ONkbwzN i38Gvg... | 4KmrrhtfnngTVFa2d... |
                                                                            Not Elite
                                                  4.0 -- ChzqcPs4YFWlw1j...
         mfqVYzvoeiZREW8bs...|QZV9hW3WP9o9SmmV2...|
                                                  5.0 -- ET3paBtrThD95dk...
                                                                            Not Elite
         99Vpr7r8dGR0txvL3...|pT6baSMzC6rZfwhp_...|
                                                                            Not Elite
                                                  5.0 -- GLTFzU93A40YB56...
         YQN6mfSAX12LFsn6r...|JmI9nslLD7KZqRr__...|
                                                  2.0 -- I4wRDhmM2J2VLzK...
                                                                            Not Elite
         X2sbxAYTM9KYjyP0e...|HW7JPZBImm3tyEpDg...|
                                                                            Not Elite
                                                  5.0 -- RquisWmBzcezXZr...
         ubpg7b5NJUih_A_2d...|W2Vis19kUa7kP6GkS...|
                                                  5.0 -- RquisWmBzcezXZr...
                                                                            Not Elite
         cqrmoHebDTzgc5hj0...|XNFA-aJFX8IQjo18D...|
                                                  4.0 -- RquisWmBzcezXZr...
                                                                            Not Elite
         Bz KEvFEyKL1QtbFe...|hDD6-yk1yuuRIvfdt...|
                                                  2.0 -- UizzbnQlZg7bEv2...
                                                                            Not Elite
         sZR9FQeM1cO7UKhTD...|eNFubUPJR7yIQah-N...| 4.0|--cd gA-9Q8gM9P2c...|
                                                                            Not Elite
         |yhgRUG0ctQ0aEaaIi...|uPa5hrWmHm0n114MS...| 4.0|--cd gA-9Q8gM9P2c...|
                                                                            Not Elite
         +----+
        only showing top 20 rows
        Non-Elite Average Rating Grouped by Business ID
In [34]:
         non elite stars df = non elite df.groupBy("business id").agg(F.mean('stars').alias('Sta
         non elite stars df.show()
                  business id Stars rated by non elite
           -----+
         oFsufzhFo0QUlgkXd...
                                                3.0
                                3.2488372093023257
         uC3qwaxsOkdJzpOc0...
```

```
|uC3qwaxsOkdJzpOc0...|
|VmSrPPO2WXmOKjUW7...|
                           3.201058201058201
--9e1ONYQuAa-CB R...
                             4.08596214511041
eKznX8VTfcQrjCqXp...
                            4.406976744186046
RtUvSWO UZ8V3Wpj0...
                             4.121583411875589
13V86Z6oAzpnwe1VY...
                             3.018181818181818
35X1ZV9tSEqB yJE...
                            3.0080645161290325
```

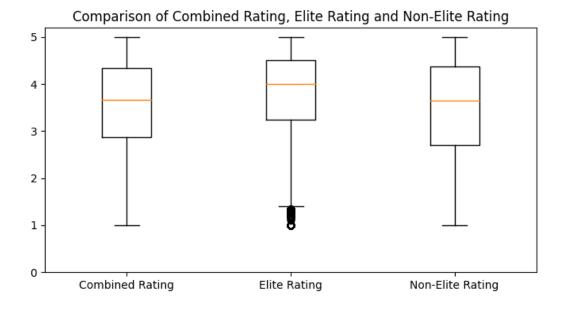
```
3.9655172413793105
|jfdUtdkXogP2kjK5K...|
iOhHDavGdswJQlPW5...
                            1.9545454545454546
xusE x84Q0EDaRZ8r...
                            3.7142857142857144
G58YATMKnn-M-RUDW...
                            3.492063492063492
 iHxdOWFP3iSHbAB4...
                            4.090909090909091
31FUdYf2zfFxrm8LI...
                            1.721311475409836
N3J76CRP2H52NUo4V...
                             4.348837209302325
umwULmdsxx8aTsoRO...
                                          2.25
                            3.279279279279279
VHsNB3pdGVcRgs6C3...
|RMjCnixEY5i12Ciqn...|
                            3.6226415094339623
|llCxryWr8j1S39tus...|
                            4.4627831715210355
ovEkkMjdJJSq0zckb...
                           3.9478260869565216
only showing top 20 rows
```

Prepare data for plotting

```
In [35]: combined_data = combine_stars_df.toPandas()["Stars"].values.tolist()
    elite_data = elite_stars_df.toPandas()["Stars rated by elite"].values.tolist()
    non_elite_data = non_elite_stars_df.toPandas()["Stars rated by non elite"].values.tolis
    data = [combined_data, elite_data, non_elite_data]
```

And finally, graph it!

```
fig = plt.figure(figsize =(8, 4))
plt.boxplot(data)
plt.xticks([1, 2, 3], ['Combined Rating', 'Elite Rating', 'Non-Elite Rating'])
plt.title("Comparison of Combined Rating, Elite Rating and Non-Elite Rating")
y_ticks = np.arange(0, 6, 1)
plt.yticks(y_ticks)
%matplot plt
```



Clears the entire current figure with all its axes

```
In [37]: plt.clf()
  plt.cla()
  plt.close()
```

As we can see from the above boxplot, elite data has more outliers. Additionally, the first, third quantiles and the median of the elite ratings are also higher than the non-elites' ratings. From my point of view, I would say elite should not be trusted.

Part V. Which city has the most 5 star rated restaurants and which restaurants do you recommend?

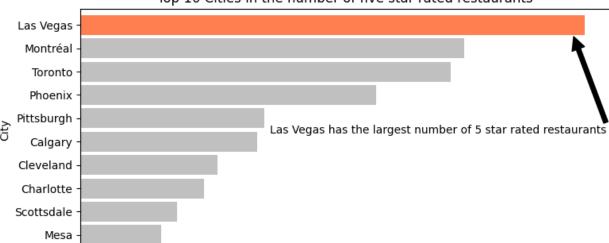
1. Filter business data to collect 5 star rated restaurants

2. Check which city has the largest number of 5 star rated restaurants

```
In [47]: city_count = five_strs_resta_df.select('city').groupby(five_strs_resta_df.city).count()
    city_count.show()
```

```
city|count|
  Las Vegas | 225 |
   Montréal|
               171
     Toronto
               165
    Phoenix|
               132
 Pittsburgh|
                82
     Calgary|
                79
   Cleveland
                61
   Charlotte|
                55
 Scottsdale|
                43
        Mesa
    Madison
|Mississauga|
                27
  Henderson
                22
       Tempe |
                19
     Gilbert
                18
    Chandler
                18
    Glendale|
                16
       Laval
                15
    Brampton|
                13
   Matthews|
only showing top 20 rows
```

3. Plot the top 10 cities that have the largest number of 5 star rated restaurants



100

Count

150

200

Top 10 Cities in the number of five star rated restaurants

Clears the entire current figure with all its axes

50

```
In [58]: plt.clf()
   plt.cla()
   plt.close()
```

4. Deep dive into Las Vegas and check which restaurants has the most reviews

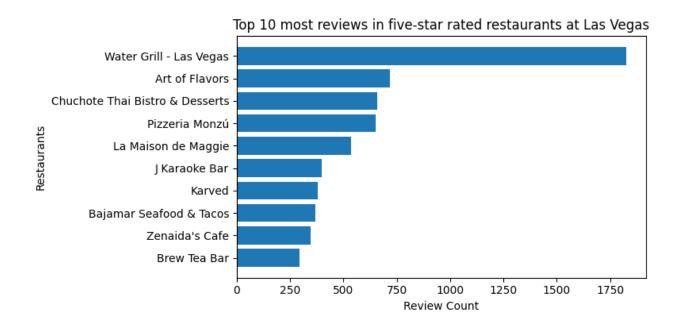
```
categories review count
        Brew Tea Bar Restaurants, Food...
                                                   1827
      Zenaida's Cafe|Cafes, Breakfast ...|
                                                    717
Bajamar Seafood &... | Fast Food, Dive B... |
                                                     658
              Karved | Restaurants, Sand... |
                                                     651
       J Karaoke Bar Nightlife, Bars, ...
                                                     534
La Maison de Maggie Cafes, Creperies,...
                                                     397
      Pizzeria Monzú|Italian, Pizza, B...|
                                                     381
Chuchote Thai Bis... | Comfort Food, Res... |
                                                     370
      Art of Flavors | American (New), I...|
                                                     345
```

```
|Water Grill - Las...|Restaurants, Seafood| 294
```

5. Plot the top 10 five-star rated restaurants at Las Vegas in the number of reviews

```
fig = plt.figure(figsize =(8, 4))
    restaurants_name = Las_Vegas_top_10_most_reviews_resta.toPandas()["name"].values.tolist
    review_count = Las_Vegas_top_10_most_reviews_resta.sort('review_count').toPandas()["rev
    plt.barh(restaurants_name, review_count)
    plt.xlabel("Review Count")
    plt.ylabel("Restaurants")
    plt.title("Top 10 most reviews in five-star rated restaurants at Las Vegas")
    plt.tight_layout()
    plt.show()

%matplot plt
```



6. A glance of what type of restaurants are those top 10

```
Las_Vegas_top_10_most_reviews_resta.select('name','categories').show(truncate = False)
In [77]:
                                         categories
         Brew Tea Bar
                                         Restaurants, Food, Cafes, Tea Rooms, Bubble Tea, Desser
         ts
          Zenaida's Cafe
                                         |Cafes, Breakfast & Brunch, Restaurants
         |Bajamar Seafood & Tacos
                                         |Fast Food, Dive Bars, Bars, Tacos, Seafood, Nightlife,
         Mexican, Restaurants
         Karved
                                         Restaurants, Sandwiches, Fast Food, Salad, American (Ne
         w), American (Traditional), Barbeque
                                         Nightlife, Bars, Restaurants, Asian Fusion, Cocktail Ba
         J Karaoke Bar
         rs, Karaoke, American (New), Korean
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