



Yelp Data Analyse - Part II

Nov 19, 2019

GROUP 5

Xici Luan, Bi Qing Teng

Yuhang Lan, Hongwei Pan



LAST TIME

Attributes

If possible, please provide:

Restaurant Delivery

Business Parking

Bike Parking

Free WIFI

Outdoor Seating

Table for Group of People

Service

Pay attention to:

Staff Training

- **Be Friendly**
- **Serve Food FAST**

Great Environment

- **Floor**
- **Restroom/Soap**
- **Table/Napkin**

Food

Please provide:

Gluten Free Food

Fresh Food

Suggestions on FOOD

What to include in your menu?

Tailor-made Advices

What's happening in your restaurant?

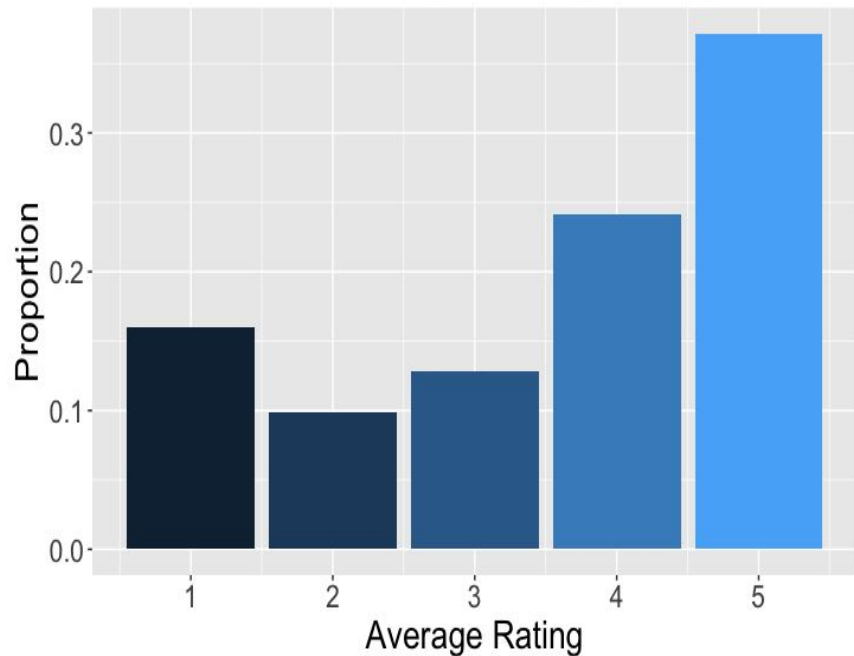
- SHINY APP

Menu

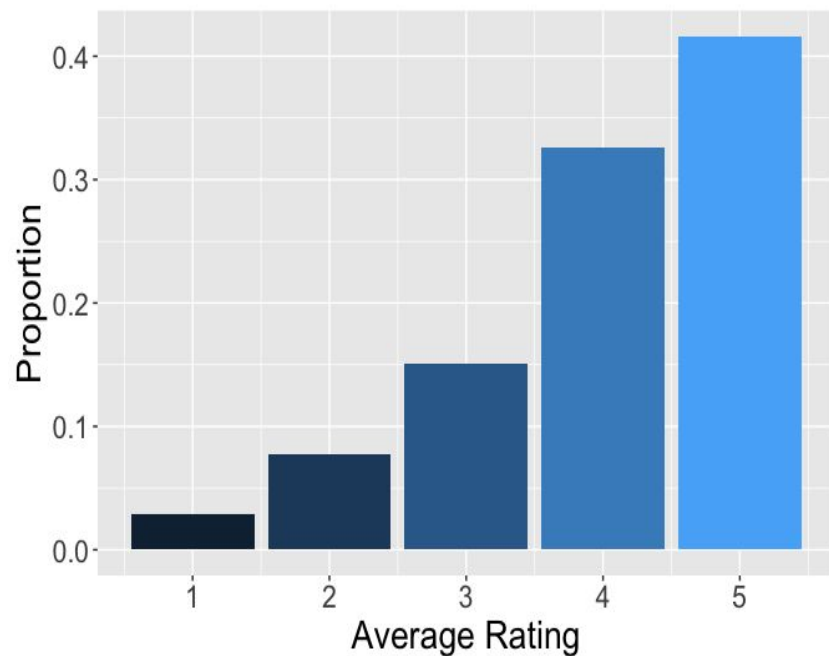


- ❖ Fries
- ❖ Desserts
- ❖ Drinks
- ❖ Burgers
- ❖ Ingredients
- ❖ Others

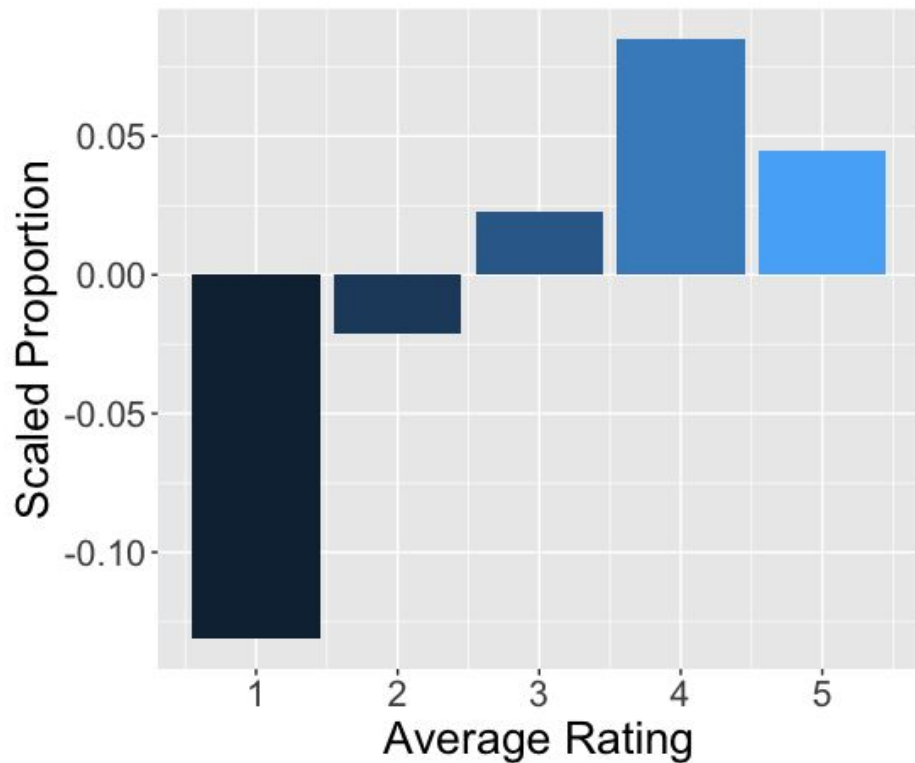
Proportion of Reviews



Truffle Fries



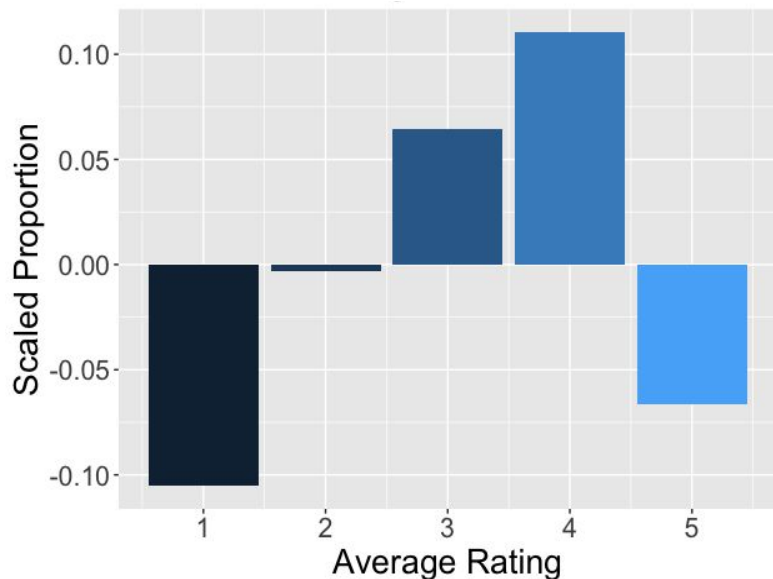
Truffle Fries (Scaled Proportion)



# of positive words nearby (good, great etc.)	# of negative words nearby (bad, terrible etc.)
2149	101

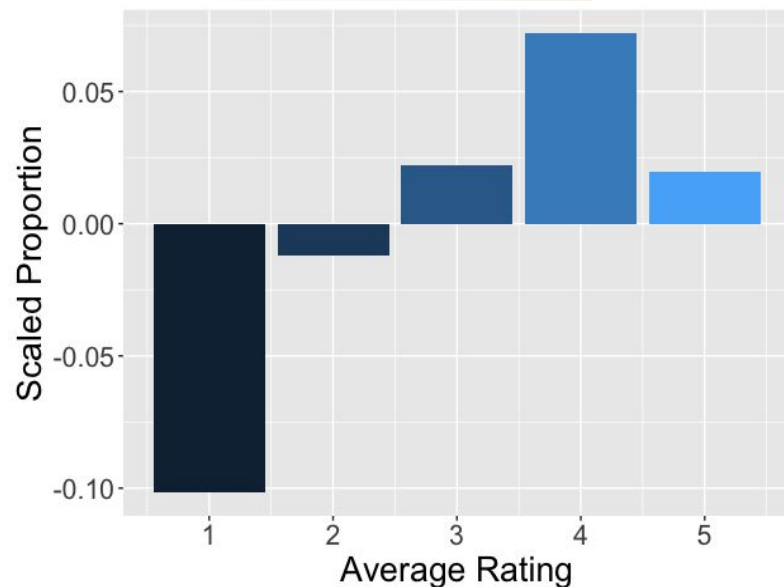
95% positive words nearby!

Cajun Fries



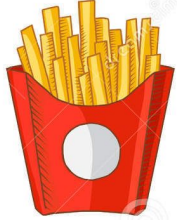
# of positive words nearby (good, great etc.)	# of negative words nearby (bad, terrible etc.)
418	31

Garlic Fries



# of positive words nearby (good, great etc.)	# of negative words nearby (bad, terrible etc.)
943	52

Tips



- Truffle fries
- Cajun fries
- Garlic fries



- Muffin
- Pancake
- Red velvet cake



- Impossible Burger
- Veggie Burger



- Smoothie
- Sparkling water
- Root Beer



- Salmon
- Tuna
- Avocado
- Mushroom
- Pepper Jack Cheese
- Blue Cheese



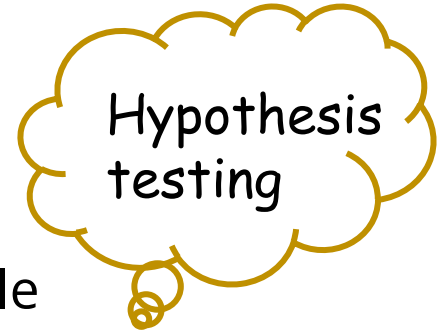
- Homemade food
- Organic food
- Gluten free food

Advice for each restaurant



- ❖ Attributes
- ❖ Reviews

Advice for each restaurant



Attributes : Refine them as complete as possible



Parking



Delivery



Free WiFi

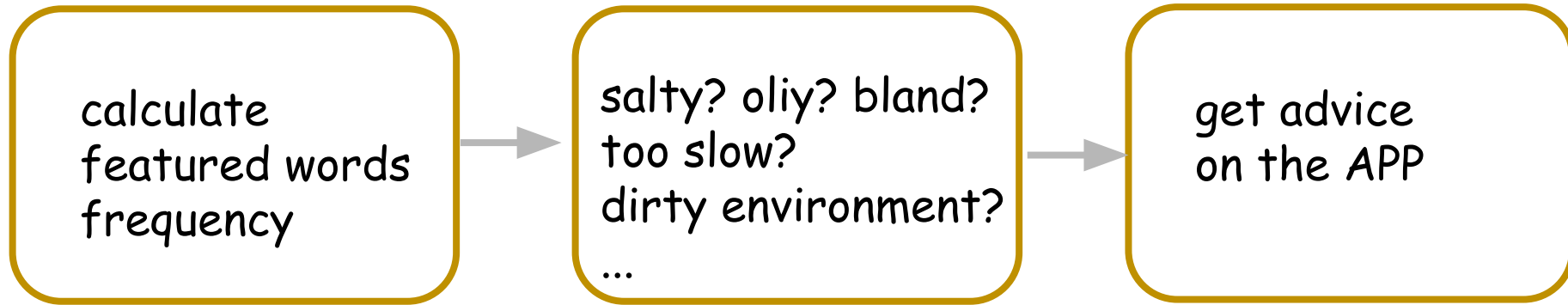


Outdoor seating

...

Advice for each restaurant

Reviews : Avoid high frequency words from the negative reviews



Shiny APP

Suggestions for Fast Food Restaurants(Yelp)

Please type in your restaurant name.

sub

Subway

Sub' Bro

Submarinos

Subs N Such

Subs N More

Subwich Alley

Submarinos Pizzeria

Sub Corral Sandwich Shop

all

Get suggestions!

If you have any problem, please contact us! Our email:
hpan55@wisc.edu; xluan5@wisc.edu; bteng2@wisc.edu;
ylan27@wisc.edu

Suggestions

Location

Ratings

Suggestions for Fast Food Restaurants(Yelp)

Please type in your restaurant name.

Subway

Please type in your state.

WI

Please type in your city.

all

Please type in your address.

all

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bteng2@wisc.edu; ylan27@wisc.edu

Suggestions

Location

Ratings

name	location	pros	cons
Subway	1429 W Main St Sun Prairie WI, 53590	Good to have a takeout service! WOW! Great to find that you can serve food FAST! Congrats! Your service is nearly perfect! WOW! Seldom do people blame your food! People are having great experience given your nice environment!	More people will come if you can solve the parking problem! Your rating will improve a lot if you have the delivery service! Can you solve many people's concern for no free WIFI?
Subway	11 Glacier Edge Sq Cross Plains WI, 53528	Customers will enjoy your outdoor seating! Good to have a takeout service! Congrats! Your service is nearly perfect! WOW! Seldom do people blame your food! People are having great experience given your nice environment!	Your rating will improve a lot if you have the delivery service! Can you solve many people's concern for no free WIFI? Too many complaints about waiting time!
Subway	2602 Allen Blvd Middleton WI, 53562	Customers will enjoy your outdoor seating! Good to have a takeout service! Customers are happy with your free WiFi. Keep it! You can serve groups of people, great! WOW! Seldom do people blame your food! People are having great experience given	More people will come if you can solve the parking problem! Your rating will improve a lot if you have the delivery service! Too many complaints about waiting time! Urgency! Plz improve your service ASAP!

Suggestions for Fast Food Restaurants(Yelp)

Please type in your restaurant name.

Subway

Please type in your state.

WI

Please type in your city.

Madison

Please type in your address.

6602 Mineral Point Rd

2015 N Sherman Ave

4416 Pflaum Rd, Unit A

4692 Cottage Grove Rd

5551 Eastpark Blvd

6000 Monona Dr, Ste 100

652 N High Point Rd

6602 Mineral Point Rd

7011 Watts Rd

Suggestions			
Location		Ratings	
name	location	pros	cons
Subway	6602 Mineral Point Rd Madison WI, 53705	Good to have a takeout service! Congrats! Your service is nearly perfect! WOW! Seldom do people blame your food! People are having great experience given your nice environment!	More people will come if you can solve the parking problem! Your rating will improve a lot if you have the delivery service! Can you solve many people's concern for no free WIFI? Too many complaints about waiting time!

Suggestions for Fast Food Restaurants(Yelp)

Please type in your restaurant name.

Subway

Please type in your state.

WI

Please type in your city.

Madison

Please type in your address.

6000 Monona Dr, Ste 100

Get suggestions!

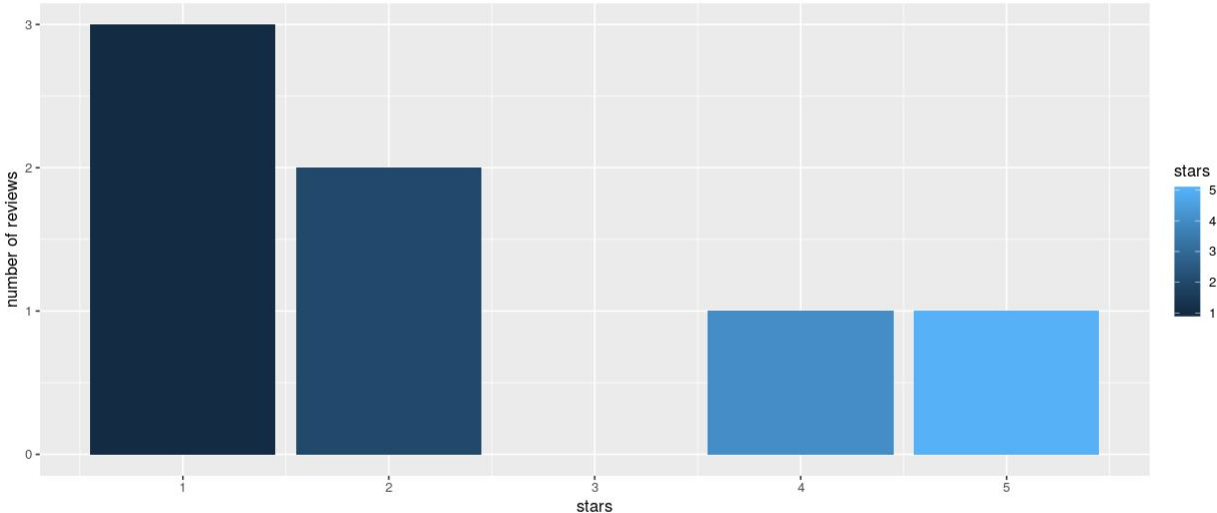
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ylan27@wisc.edu

Suggestions

Location

Ratings

Stars Distribution of Subway
6000 Monona Dr, Ste 100, Madison, WI, 53716



Suggestions for Fast Food Restaurants(Yelp)

Please type in your restaurant name.

Please type in your state.

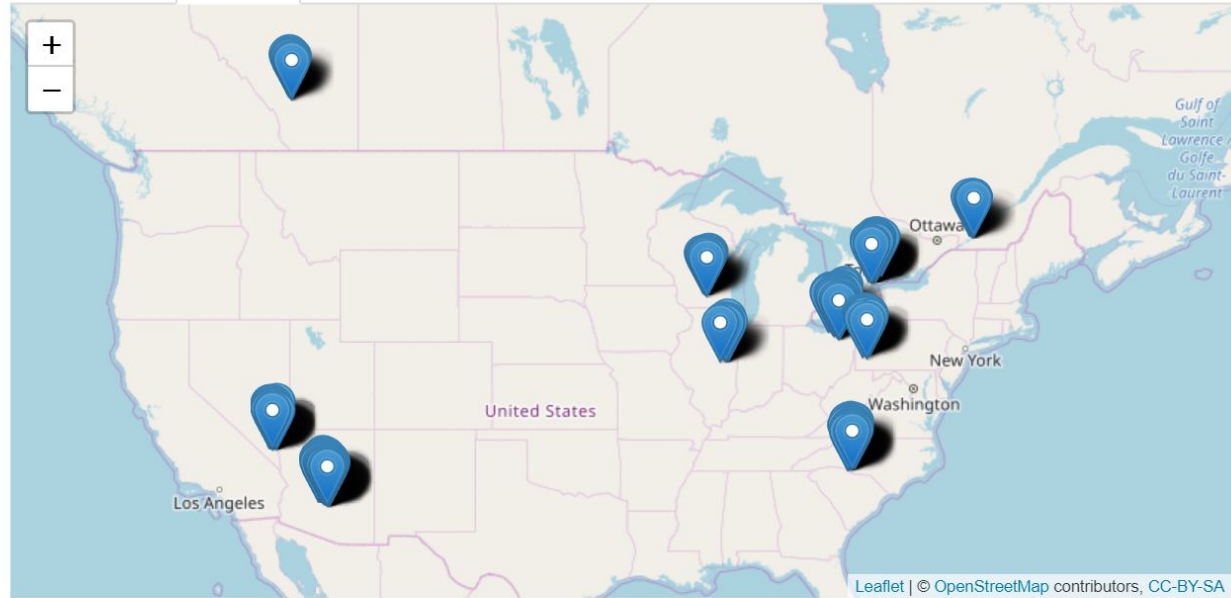
Please type in your city.

Please type in your address.

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Suggestions Location Ratings



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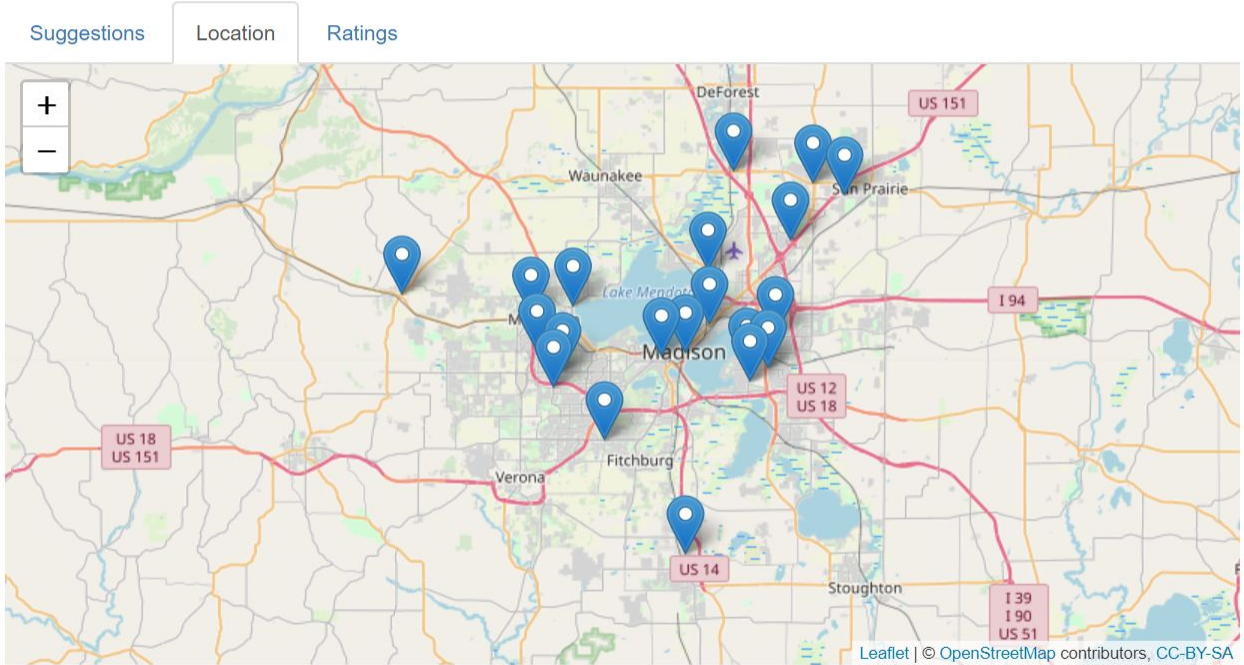
all

Please type in your address.

all

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Please type in your city.

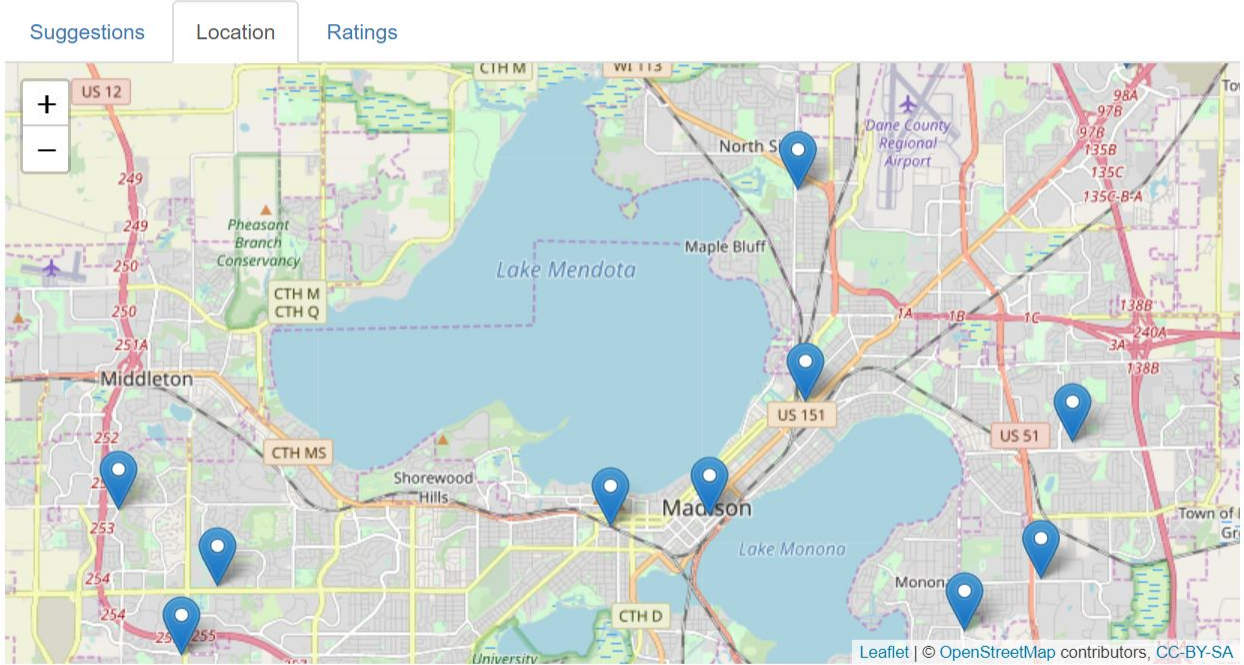
Madison

Please type in your address.

all

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Suggestions for Fast Food Restaurants(Yelp)

Please type in your restaurant name.

Subway

▼

Please type in your state.

WI

▼

Please type in your city.

Madison

▼

Please type in your address.

6602 Mineral Point Rd

▼

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Suggestions

Location

Ratings

The map displays a section of Madison, Wisconsin, centered around Mineral Point Road. A blue location pin is placed on Mineral Point Road, just east of its intersection with Gammon Road. The map includes various landmarks such as Mineral Point Park to the north, West Towne Mall to the southwest, and Stephens Elementary School to the northeast. Numerous residential streets are visible, including Inner Drive, Keelson Drive, and Frigate Drive. Several parking areas are marked with blue 'P' icons. The map interface includes a zoom control in the top-left corner and a copyright notice at the bottom-right: 'Leaflet | © OpenStreetMap contributors, CC-BY-SA'.

Suggestions for Fast Food Restaurants(Yelp)

Please type in your restaurant name.

Subway

Please type in your state.

WI

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all

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all

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SuggestionsLocationRatings

+

-

Subway

Stars: 3
2602 Allen Blvd
Middleton, WI53562
Business Parking: no
Restaurants Delivery: no
Restaurants Reservations: no
Outdoor Seating: yes
Noise Level: NA
Restaurants Take Out: yes
Restaurants Price Range: 1
WiFi: free
Bike Parking: NA
Restaurants Good For Groups: yes

Map of Madison, WI area showing restaurant locations (blue pins) and a map of Devil's Lake State Park. The map includes labels for Columbus, Sun Prairie, Lake Mendota, and Madison. Highway markers for US 151, I 94, and US 12 are visible. The map is powered by Leaflet and OpenStreetMap contributors, CC-BY-SA.

not_neg today when_neg
chang toast back_neg
use
eat_neg
sweet
size eat_neg
lot
spot
hope
larg
long
absolut

do_neg
half
walk
order_neg
excel
were_neg run
instead again_neg
going_neg
me_neg
hear
fun
select
just_might
just_neg
front
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amaz
patio
worth
arriv
bite late
water
awesom
ice
service_neg
share

cool favorit care
notder
them_neg
may
perfect
their_neg
almost light
or_neg
total
how_neg
bbq
at_neg
away
stay
do