

Predicting Success of Businesses Based on Internal / External Factors

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What is this about?

1. What are you trying to do?
 - Find significant internal / external factors
2. How is it done today? Their limits?
 - Little focus on external factors
 - No multi-culture feature
3. What's new in your approach?
 - Integrate various data sources
 - Extract information from review



Possible Results

4. Who cares?

- Yelp (Dataset Challenge)
- Local Business Owners

5. What difference will it make?

- Yelp - Analytics service, improve businesses

6. What are the risks and payoffs?

- No significant correlation



Costs and Timeline

7. How much will it cost?

- Free-of-cost tools, AWS, Time and effort

8. How long will it take? &

9. What are the MT and FN "exams"?

- Week 1-2 : Data Collection / Data Preprocessing
- Week 3-6 : Modeling / Prediction
- Week 7-9 : Visualization / Evaluation
- Week 10: Profit?



