SAS GROUP ASSIGNMENT

YELP Review Data

With focus on the area NC Charlotte
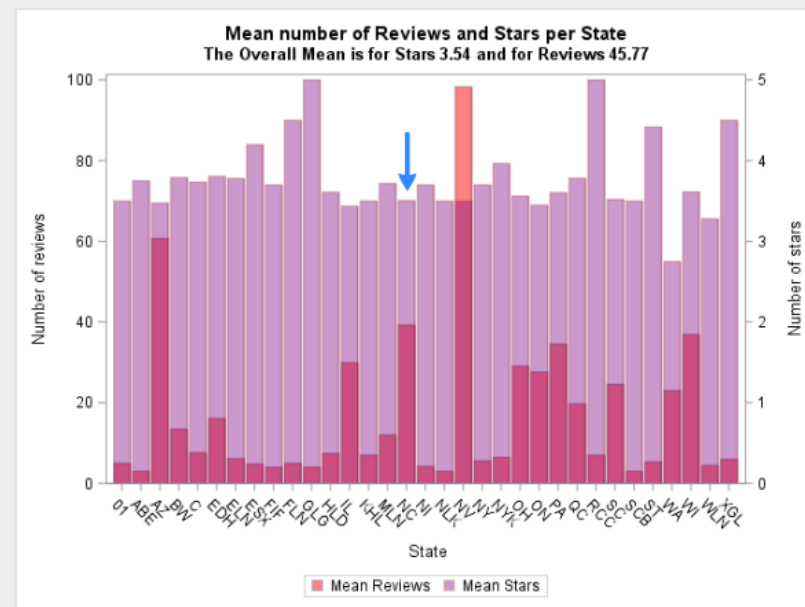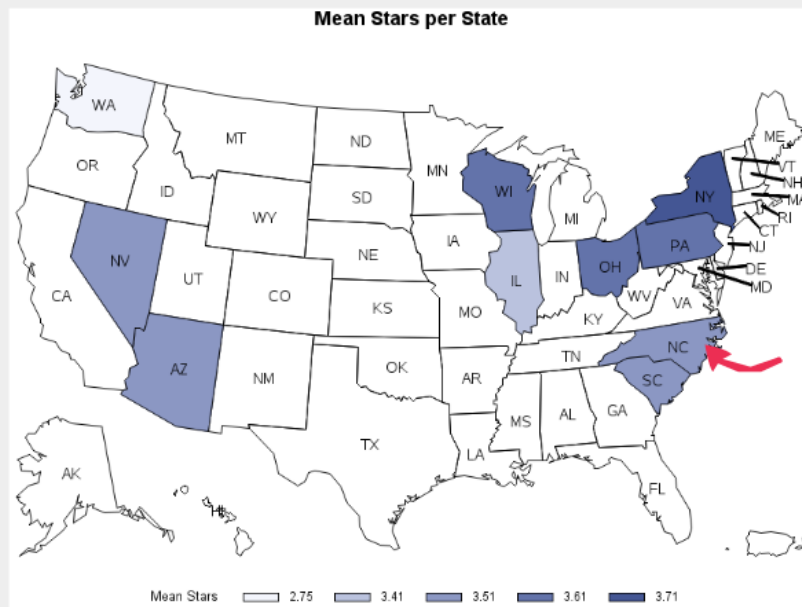
SAS GROUP ASSIGNMENT

YELP Review Data

With focus on the area NC Charlotte

INTRODUCTION

Group 7
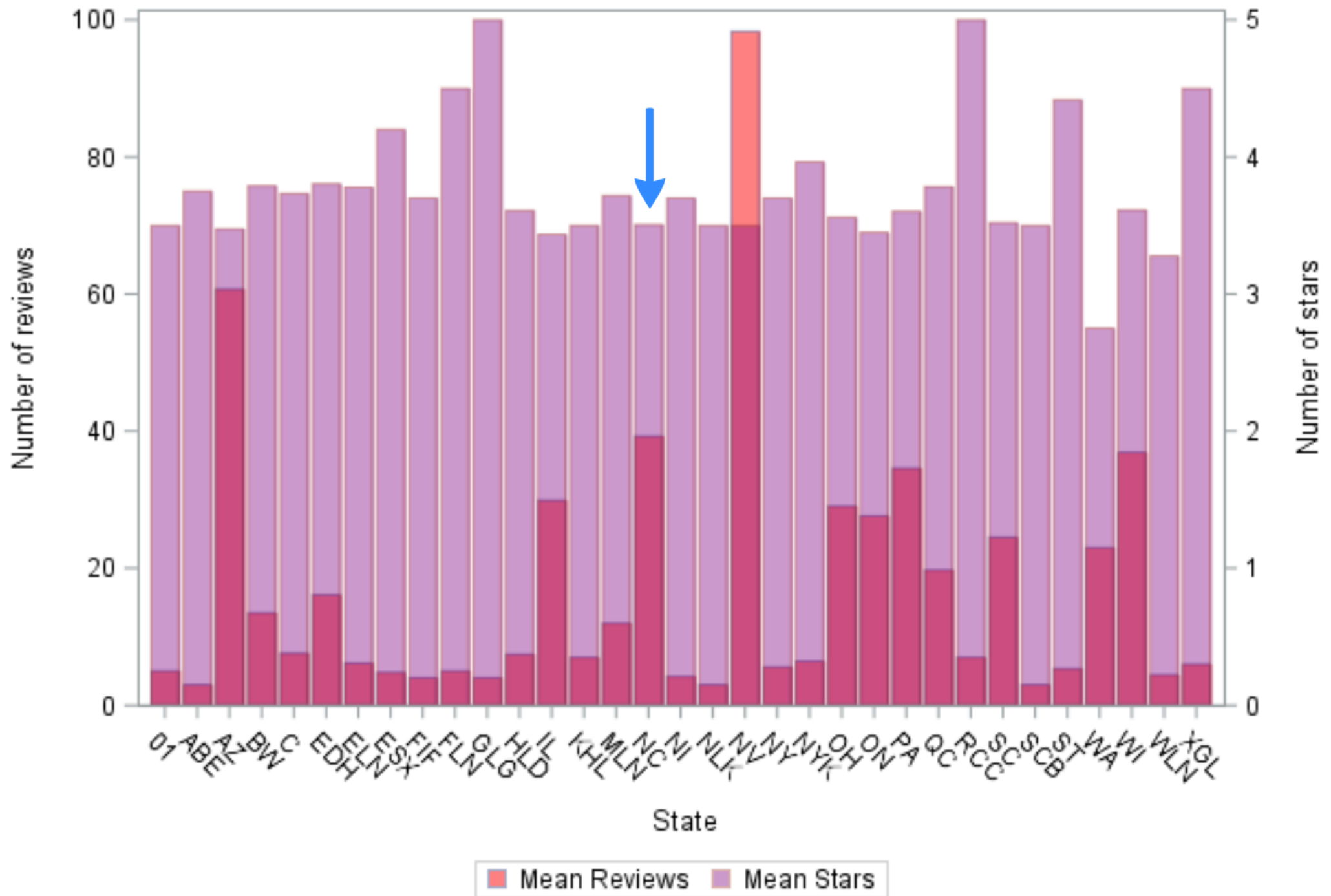- Lieven De Roo
- Kirsten Duch
- Ive Herman
- Gianmarco Mignogna

Analysis of Yelp data sets
- Check ins
- Businesses
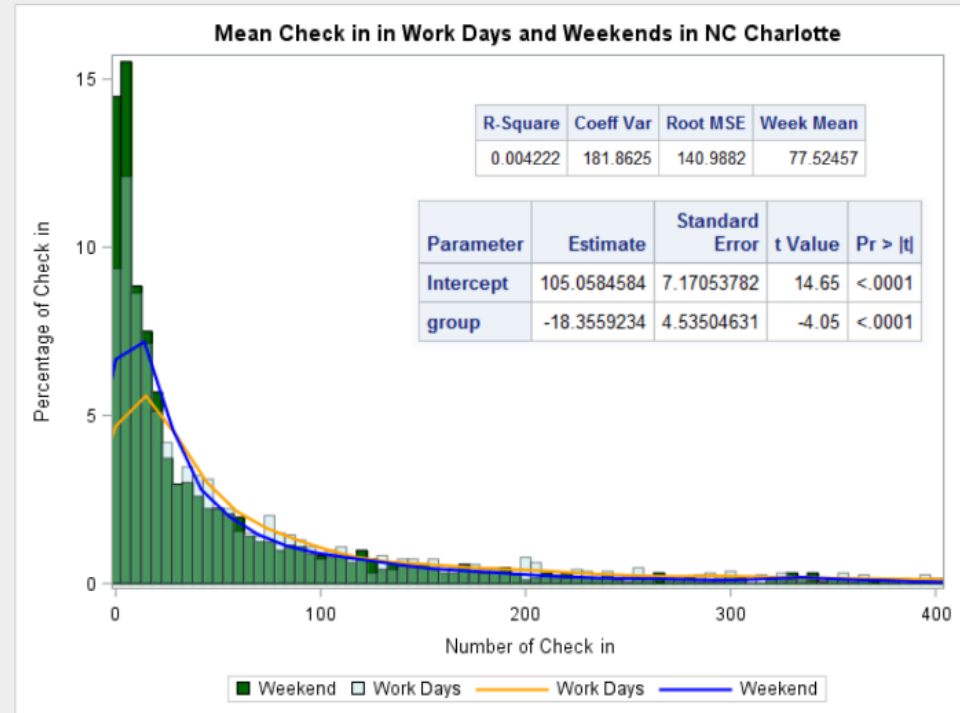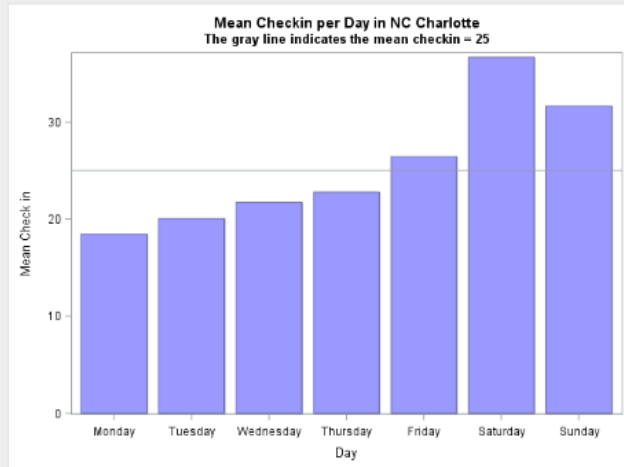   - Only food related businesses
- Reviews & Users

Mean Stars per State

| Mean Stars | 2.75 | 3.41 | 3.51 | 3.61 | 3.71 |

Mean number of Reviews and Stars per State
The Overall Mean is for Stars 3.54 and for Reviews 45.77

Legend: Mean Reviews, Mean Stars

Number of Check in

Mean Checkin per Day in NC Charlotte
The gray line indicates the mean checkin = 25

Mean Checkin per Day for businesses not selling food
The gray line indicates the mean checkin = 10

Mean Check in in Work Days and Weekends in NC Charlotte

R-Square	Coeff Var	Root MSE	Week Mean
0.004222	181.8625	140.9882	77.52457

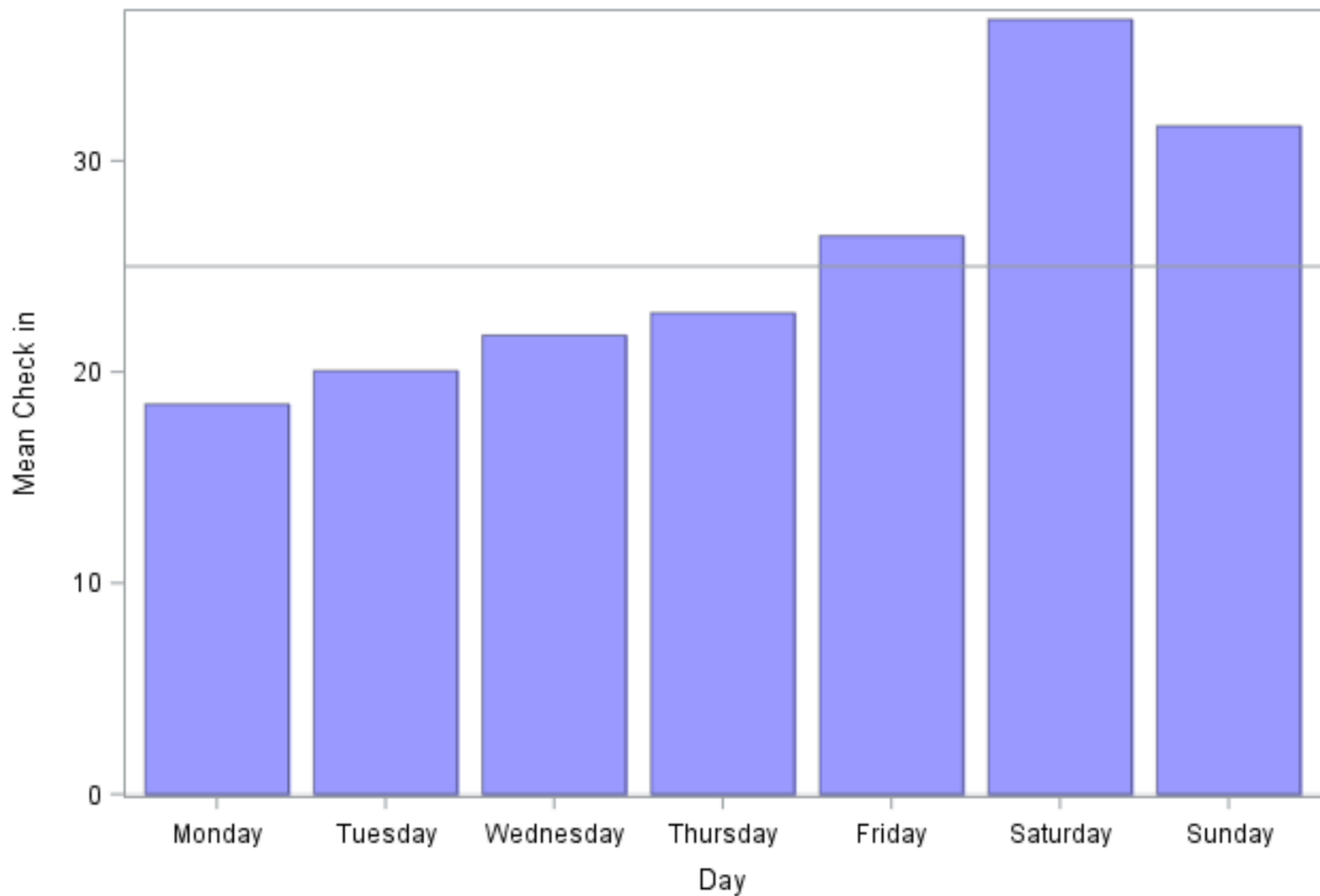| Parameter	Estimate	Standard Error	t Value	Pr > |t|
Intercept	105.0584584	7.17053782	14.65	<.0001
group	-18.3559234	4.53504631	-4.05	<.0001

Legend: Weekend, Work Days, Work Days, Weekend

Short Summary

- More check in in weekends for all businesses in absolute terms

- Monday: Relative number of check in in food related businesses is lower than in non-food related businesses (eg. Check in for food is higher for all week days)

- The distribution of check in in weekends and work days can not be considered the same

Mean Checkin per Day in NC Charlotte
The gray line indicates the mean checkin = 25

Mean Checkin per Day for businesses not selling food
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