



# Team Purple

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# Problem Statement

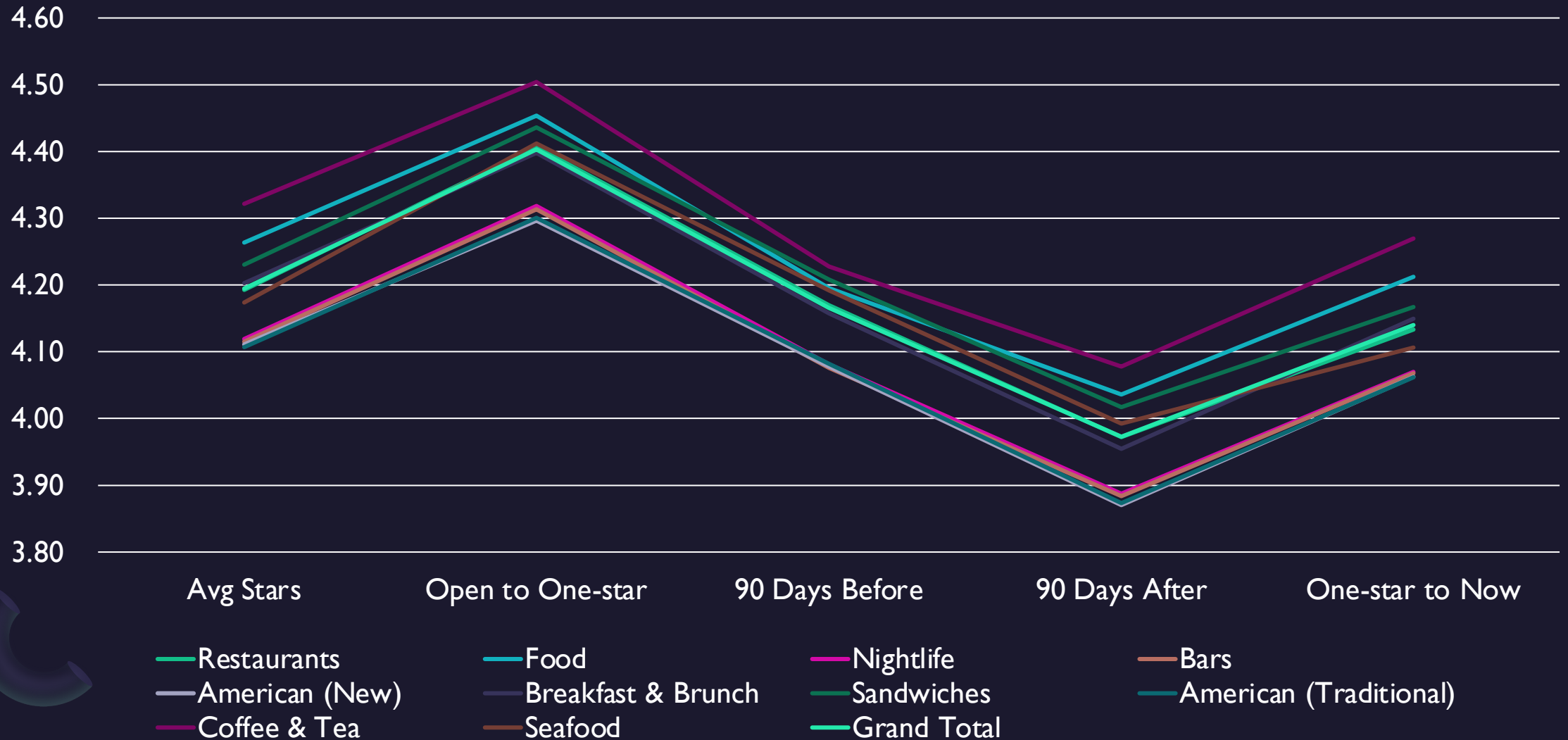
- Does reputation deflation exist?
  - Does the first one-star review impact a business's future reputation by influencing customers' rating behaviors?
- Method
  - Using the Yelp database to focus on reviews
  - Businesses with more than 90 days being opened prior to first one star review
  - Reputation is correlated to average stars of reviews
  - We focused our efforts on analyzing the 90 days before and after the first one-star review
    - We limited our results for businesses with ten or more reviews in each 90-day time period



# Results

Category	Avg Stars	Open to One-star	90 Days Before	90 Days After	One-star to Now	Before vs After
Restaurants	4.19	4.41	4.17	3.97	4.13	0.20
Food	4.26	4.45	4.20	4.04	4.21	0.16
Nightlife	4.12	4.32	4.08	3.89	4.07	0.19
Bars	4.12	4.31	4.08	3.88	4.07	0.19
American (New)	4.11	4.30	4.08	3.87	4.06	0.21
Breakfast & Brunch	4.20	4.40	4.16	3.95	4.15	0.20
Sandwiches	4.23	4.44	4.21	4.02	4.17	0.19
American (Traditional)	4.11	4.30	4.08	3.87	4.06	0.21
Coffee & Tea	4.32	4.50	4.23	4.08	4.27	0.15
Seafood	4.17	4.41	4.19	3.99	4.11	0.20
Grand Total	4.19	4.40	4.17	3.97	4.14	0.19

# Reputation Deflation



Thank You

