

Describe Your Favorite Local Business in a Single Sentence

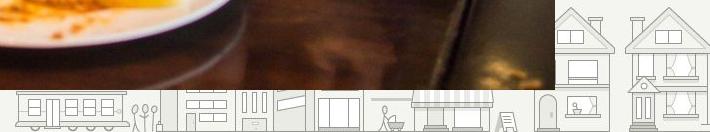
Xun Tang
xun@yelp.com



Who am I?

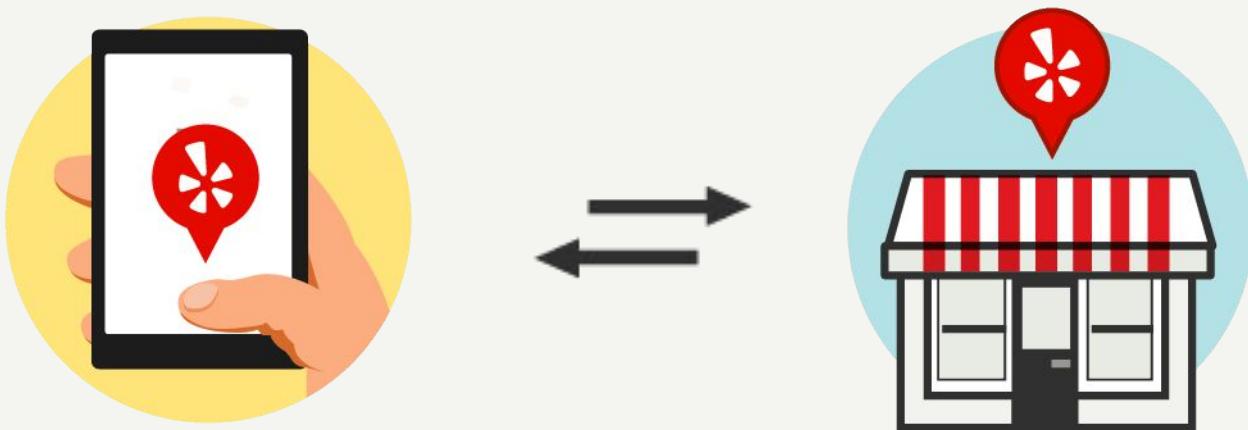
Xun Tang

- Ph.D. @ UCSB
- Software Engineer @ Yelp



Yelp's Mission

Connecting people with great
local businesses.



Okay, so what do I do at Yelp?



Ad

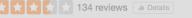
Find tacos, cheap dinner, Max's

Near Boston, MA, US

Sign Up Log In

Restaurants Nightlife Home Services Write a Review Events Talk

Anna's Taqueria Claimed

 134 reviews [See Details](#)

[Write a Review](#) [Add Photo](#) [Share](#) [Bookmark](#)

\$ Mexican [Edit](#)



MIT Stratton Student Center
84 Massachusetts Ave
Cambridge, MA 02139

Directions [Kendall/Mit Station More info](#) (617) 324-2682 [anna.taqueria.com](#)



[Mexican bowl with steak \(\\$7.15\)](#) posted by Amy C.

[See all 16 photos](#)

"They recently added spinach to the options for breakfast...it's like heaven in your mouth!" in 5 reviews

"That being said, I wouldn't go anywhere else in Boston for fast Mexican food besides possibly Quesito if we're in Inman." in 17 reviews

"The quesadillas are great too." in 8 reviews

Besito Mexican Restaurant  263 reviews

Aiden G. said "I have never written a review before, but there was something about Besito that really stuck with me. The food was so fresh and organic, I thought I was going to be stuck leaving an arm or a leg to pay. Our..." [read more](#)

Burtons Grill & Bar of Burlington  198 reviews

Contemporary American Cuisine. Gluten Free menu. Vegetarian menu. Patio dining and private dining room available. Open daily for lunch and dinner. [read more](#)

Questions & Answers

Yelp users haven't asked any questions yet about Anna's Taqueria.

[Ask a Question](#)

Recommended Reviews for Anna's Taqueria

Your trust is our top concern, so businesses can't pay to alter or remove their reviews. Learn more.

Search within the reviews Sort by Yelp Sort Language English (134)

 **TheQuynh D.** Elizabeth, NJ  12 friends  11 reviews  6 photos  8/12/2016

This Annas know how to make your visit with the right amount of service and food in general. They don't over load it or skimp on it. The server who was serving us at 3pm on September 12th 2016 maybe my food the way it should be assembled!

I've visited by far! Much recommended but don't come here when I am because I hate long line. Great job guys!



Greenhouse Kitchen  51 reviews 3.8 Miles

Norah P. said "While I am a fan of the place the food is good..." [read more](#)

You might also consider





Ad Besito Mexican Restaurant



263 reviews



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in Mexican



Which business to show?

What content to display?

How much to charge for?



Ad Besito Mexican Restaurant



263 reviews

Aidan G. said "I have never written a review before, but there was something about Besito that really stuck with me. The food was so fresh and organic, I thought I was going to be stuck leaving an arm or a leg to pay. Our..." [read more](#)
in Mexican



Logging,
billing,
retention, etc.

How likely would it be clicked?

How much revenue would it generate for the business?



Which business to show?

What content to display?

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Ad Besito Mexican Restaurant

★★★☆☆ 263 reviews

Aidan G. said "I have never written a review before, but there was something about Besito that really stuck with me. The food was so fresh and organic, I thought I was going to be stuck leaving an arm or a leg to pay. Our..." [read more](#)
in Mexican



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••••• TFW ⌂ 8:20 PM ⌂ 1 ⌂ 86% ⌂

Ad Curry Leaf

★★★★★ 187 Reviews

 Olivia T. said: "Just had one of my favorite Indian meals ever! The dish that really stood out was the..."



See All 24 >

Review Highlights





Ad Besito Mexican Restaurant



263 reviews



Aidan G. said "I have never written a review before, but there was something about Besito that really stuck with me. The food was so fresh and organic, I thought I was going to be stuck leaving an arm or a leg to pay. Our..." [read more](#)
in Mexican



How do you tell if you've picked the best review ?



Click-Through Rate (CTR)

- The number of clicks that the ad receives divided by the number of times the ad is shown
- $\text{clicks} \div \text{impressions} = \text{CTR}$





Ad iTalico

★ ★ ★ ★ 242 reviews

📍 0.1 miles away from La Bodeguita Del Medio



Alan S. said "Went to a fairly new restaurant in Palo Alto to celebrate our 25th anniversary. We went on a Thursday night with 7:30pm resevation. We checked-in and were promptly seated at our table. My wife and I ordered..." [read more](#)
in Italian

CTR = 10%



Ad iTalico

★ ★ ★ ★ 242 reviews

📍 0.1 miles away from La Bodeguita Del Medio



Grace T. said "I rarely write reviews, but I have to for iTalico. We made a last minute reservation for 16 last night. They were able to accommodate 2 more guests who also joined. Our beautiful server was so attentive and..." [read more](#)
in Italian

CTR = 20%



Ad iTalico

★ ★ ★ ★ 242 reviews

📍 0.1 miles away from La Bodeguita Del Medio



Rebecca H. said "I hesitate to write too strong of a review as I want to me able to get a reservation in the future. Food was excellent, service was excellent, ambiance was excellent. You can tell the owner is present and..." [read more](#)
in Italian

CTR = 30%



Imagine you walk into a casino with three slot machines...



rewards = ?



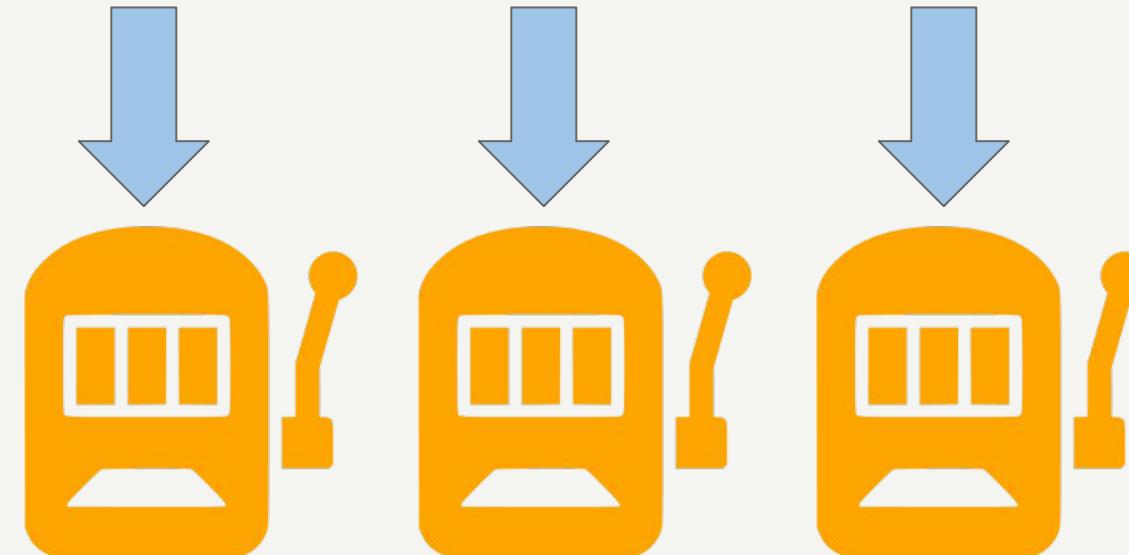
rewards = ?



rewards = ?



Multi-arm Bandit Problem: How to pull arms to maximize total rewards?



1 success
9 failures

2 successes
8 failures

3 successes
7 failures



*Gaining knowledge
about the system*

*Getting largest payout with
current knowledge*



bandits



Multi-Armed Bandits: Strategies



ε -greedy

$1 - \varepsilon$ best machine
 ε random machine

Best practice:
 $\varepsilon = 0.1$

UCB1

Play machine i which maximizes

$$\bar{x}_i + \sqrt{\frac{2 \ln n}{n_i}}$$

\bar{x}_i : expected reward of machine i
 n_i : plays of machine i
 n : overall plays

Thompson Sampling

Play machine i with largest sample from

$$\text{Beta}(S_i + 1, F_i + 1)$$

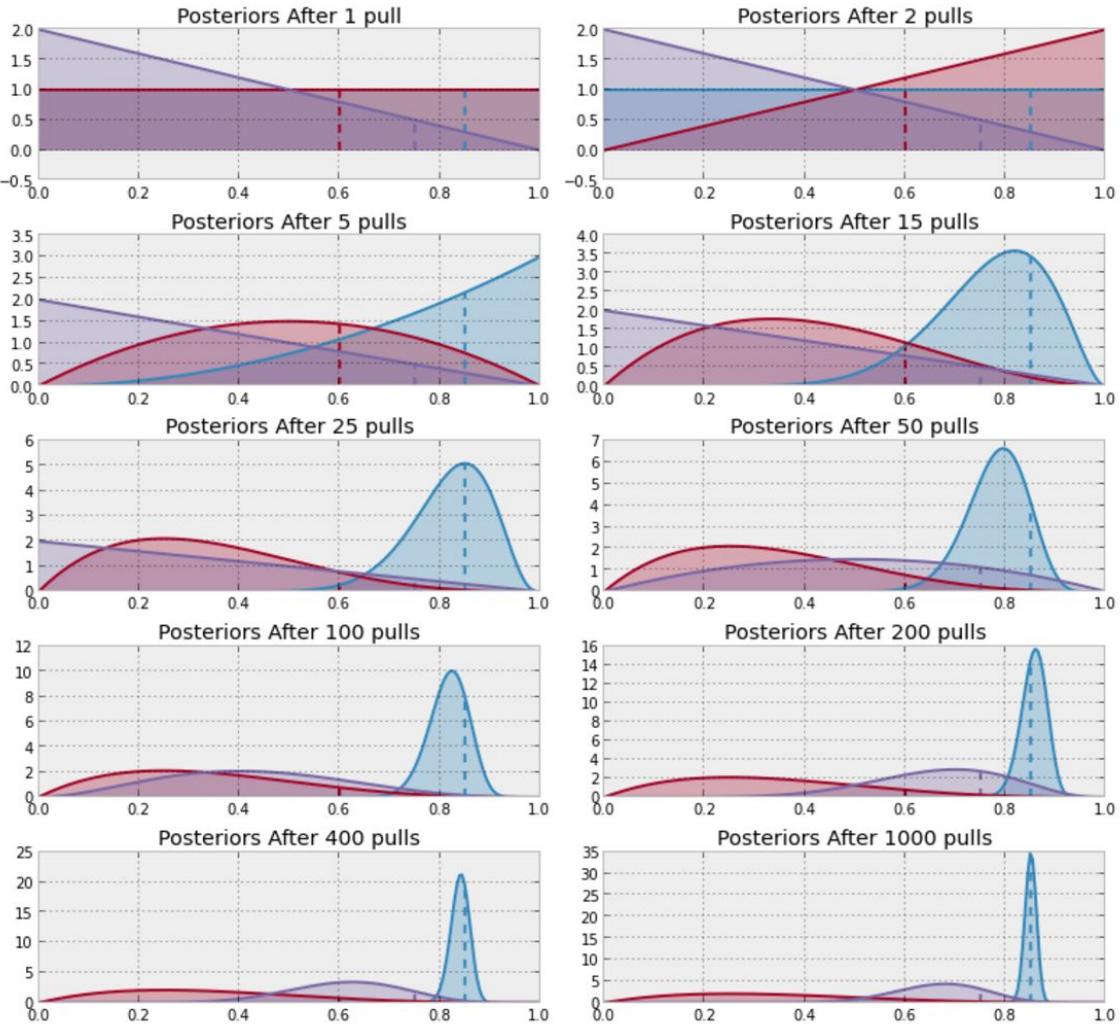
S_i : successes of machine i
 F_i : failures of machine i

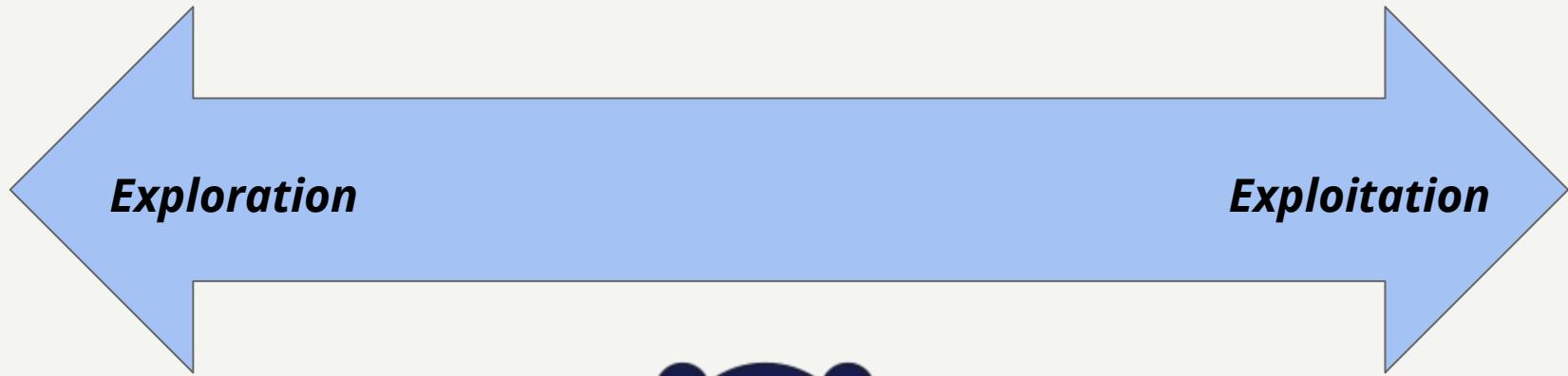


Simulation

Dashed lines:
True hidden probabilities
[0.85, 0.60, 0.75]

<https://dataorigami.net/blogs/napkin-folding/79031811-multi-armed-ban>
dits





bandits



 **Jon M.**
San Francisco, CA
📍 371 friends
➡️ 79 reviews

 1/11/2010

 8 check-ins

Mmm. Very refreshing venue, awesome food, and a price-point (especially compared to other North Beach foods).

Points of awesome:

 9/4/2016

ok price
ok taste
ok service

Bathroom is in the back of the kitchen. I have to get through the kitchen to get to it.
I saw a bucket of marinated pork sitting on the FLOOR!

 7/11/2016

Just had an awful experience here. Wires got crossed my order somehow ended up at their Oakland location asked to place my order here now since I still wanted to dish and they just stood there staring at me then talked Thai. I asked them a second time to place my order, understanding I will need to pay and they did the same thing. After waiting a few minutes of them standing an-

 7/2/2016

 1 check-in

It pains me to give a low review, but I just don't like food that much.
Everything is just ok.

 7/22/2016

 1 check-in

Might not be more than 600 square feet in size but the food is amazing...and authentic. Very inexpensive, sir

 9/19/2015

 1 check-in

Tuk Tuk has always served consistently good tasting food over the years and even though the place is small, I've never had to wait too long for a table.

 **Maria D.**
San Francisco, CA
📍 0 friends
➡️ 2 reviews

 7/10/2016

 Ordered Online with Yelp

Tuk Tuk is my go-to for quick, delicious food. Everyone who works there is very nice and accommodating. I mostly get takeout and they are always fast and have never mixed

 **James D.**
Santa Rosa, CA
📍 0 friends
➡️ 14 reviews

 8/14/2016

This is my staple. Up you go. Chicken and pork fried rice are the best. Staff are friendly and service are great

 **Xeinsel B.**
Santa Rosa, CA
📍 20 friends
➡️ 53 reviews
Elite '16

 1/30/2016

 1 check-in

Food was great spices , flavors , quality. Just loved this

 **Shruti D.**
San Francisco, CA
📍 445 friends
➡️ 103 reviews
Elite '16

 5/18/2015

This Tuk Tuk ride took me to Thailand!

Having ordered twice from here, I am happy to say I have found my comfort call which I crave Thai food. Although I try new dishes here and there, I found one favorite that I'm

 **Nick R.**
Russian Hill, San Francisco, CA
📍 93 friends
➡️ 138 reviews
Elite '16

 10/2/2015

There is nothing that stands out about Tuk Tuk. It is reliable and consistently tasty thai food. Sometimes you don't need the bells and whistles to enjoy a restaurant. This place is perfect for lunch. They have a large lunch menu which you can get a whole meal for less than 10 dollars which is almost unheard of in the city.

 **Lindsay L.**
San Francisco, CA
📍 506 friends
➡️ 135 reviews
Elite '16

 9/28/2015

 1 check-in

>Listed in [Where I go to eat my veggies](#)

I love the vegetarian eggplant with tofu dish. Everything in that dish is cooked to perfection and it isn't too spicy like at lots of other Thai places.

 **Pablo R.**
San Francisco, CA

 2/8/2016

 **Audrey L.**
Paso Robles, CA
📍 91 friends
➡️ 3 reviews

 Wonderful. Food was

pad thai was
Thanks

 **Eileen W.**
San Francisco, CA
📍 263 friends
➡️ 68 reviews



 2 check-ins

Not bad. Not
cheap and
are reliable

I must say.

 **Evelyn B.**
Redwood City, CA
📍 82 friends
➡️ 11 reviews

 3/22/2016

 1 check-in

We got the panang (pean
steamed rice! The peanut

 **Jony V.**
Fresno, CA
📍 0 friends
➡️ 7 reviews

 3/20/2016

 Ordered Online with Yelp

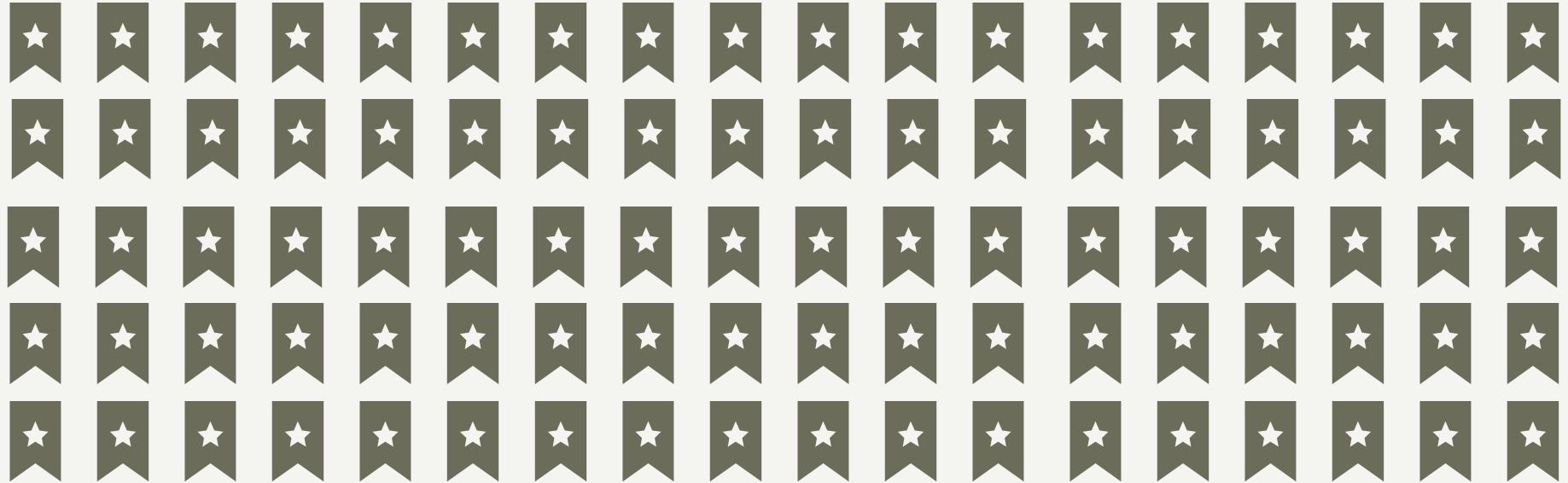
Great Thai for a reasonable
Will definitely be ordering

 **Christy B.**
San Antonio, TX
📍 16 friends
➡️ 46 reviews

 4/2/2016

 1 check-in

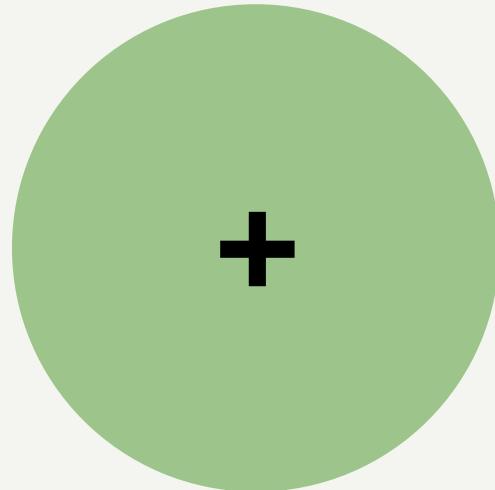
Food was amazing! We
the day at Alcatraz and
though reviews were n
was fast and hospitab
flavor. We started with
yummy. They only had
cheap, yay to that! Food
good and I had the Sp



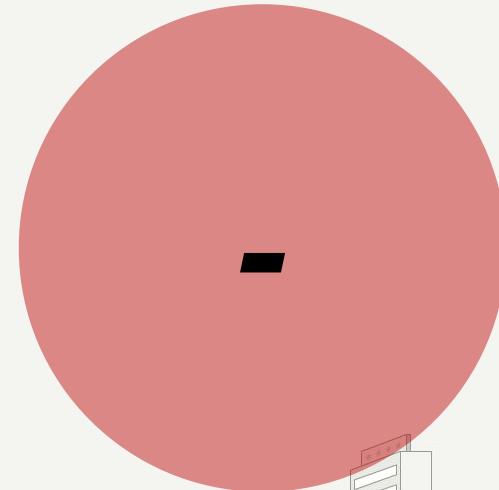


Phrases v.s. CTR

Some are
positively correlated



Some are
negatively correlated



?

?

"Ok"

"Boyfriend"

***"I don't normally
write reviews"***

***"Stopped
working"***

"Blowout"

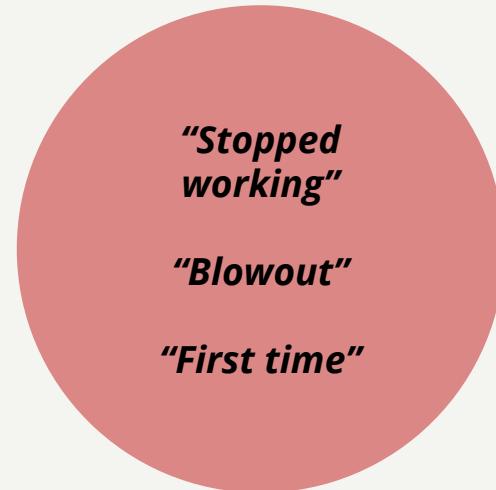
"First time"



+



-



?

"Awful"

"Taxes"

"&\$@^!!!"*

?

"Simply the best"

"Pain free"

"Oakland"



+

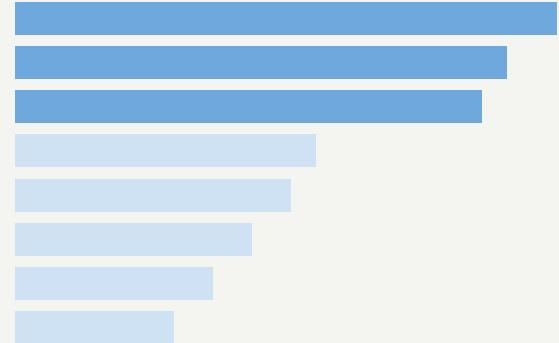
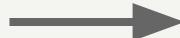
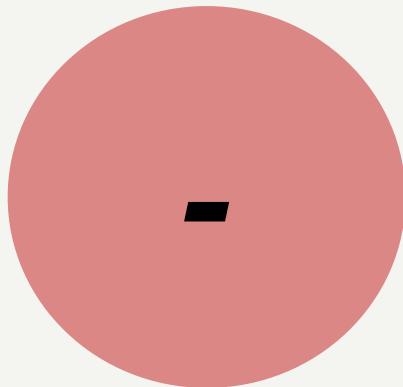
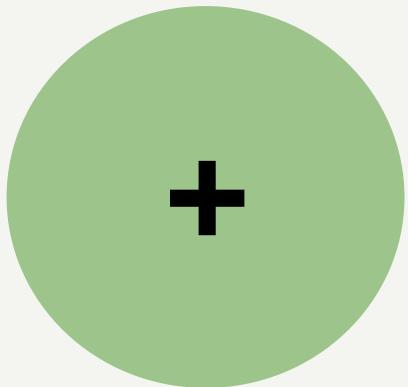


-



pCTR

“Predicted click-through rate”



Tuk Tuk Thai
10 reviews • 4.5 stars • Order Pickup



Please select order type! Order Now

Order Pickup

Our version of veggie stirfry and the best Thai food around - they make it!

Pad See Ew (Pad See Ew) which measures over 100 reviews, which includes many high reviews.

My pad see ew is so delicious, I can't wait to eat it again.

Warning: My favorite place that always exceeded my expectations - I'm so happy to have found this place.

Pad See Ew

Recommended Reviews

Get the Best! Language English (English)

Read reviews by [Tuk Tuk Thai](#)

Leave your review of [Tuk Tuk Thai](#)

Order Pickup

Pad See Ew

Every place I eat is made fresh and is delicious. But this place is the best. My wife and I usually eat at a different place, but we decided to try this place because we heard great things about it. We were not disappointed.

Our server was very nice and the food was delicious. I ordered the Pad See Ew and it was one of the best I've ever had. It was served with some rice, which I also enjoyed. The Pad See Ew was cooked perfectly and had a great flavor.

The atmosphere is very nice and the service is excellent. I would definitely recommend this place to anyone who is looking for a great meal.

Was there? Order Pickup

Order Pickup Pad See Ew

Pad See Ew

What's happening here? Order Pickup

Pad See Ew

Pad See Ew</p

A large, bold, orange 'WOW' graphic is overlaid on a collage of travel-related screenshots and reviews. The background includes snippets of reviews from platforms like TripAdvisor, showing star ratings and short descriptions. A central circular inset shows a mobile app interface with the word 'Best' and 'Filters'.





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