



Team Fogduckers Final Project

Team Members: Cristal, Blake, Nathan, Lane.

How Important Are Good Reviews To Prospective Customers?

What are the top review factors that make consumers feel positively about a local business?



75%

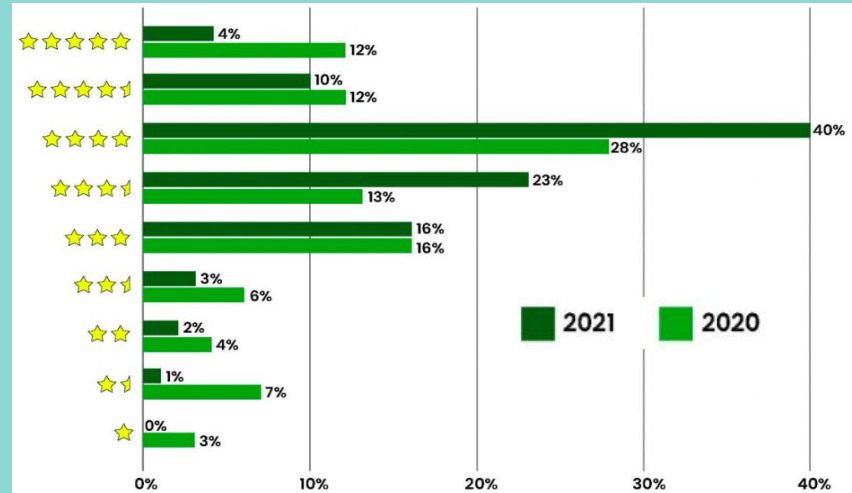
"The written review describes a positive experience"



58%

"The review has a high star rating"

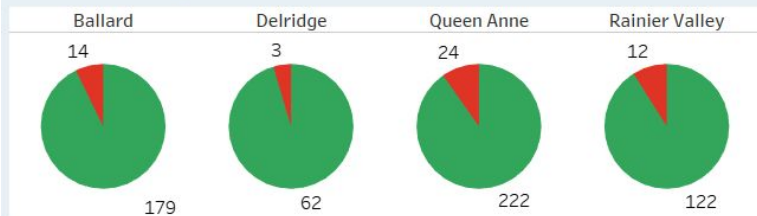
What is the minimum average star rating a business must have for you to consider using them?



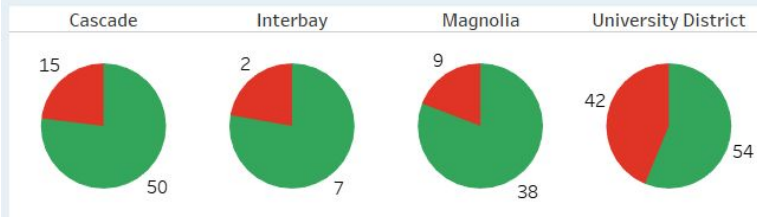
Source:

<https://www.brightlocal.com/research/local-consumer-review-survey/#what-really-matters-to-consumers-about-reviews>

Four Neighborhoods With Highest Share of Reviews >90



Four Neighborhoods With Highest Share of Reviews <90



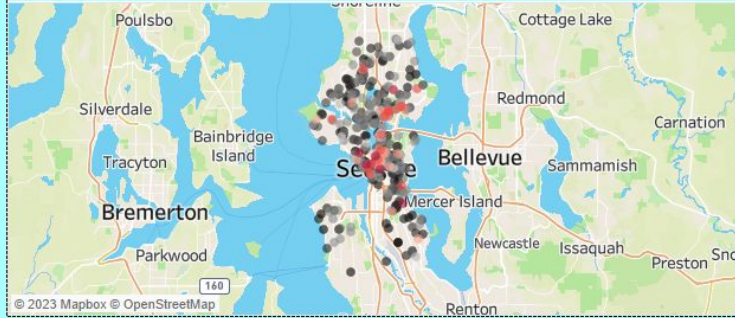
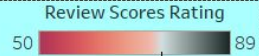
Count Of Reviews

- Over 90
- Under 90

Locations of AirBnB Rentals

Low Score & High Score

Review Scores Under 90



Review Scores Over 90

