



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%

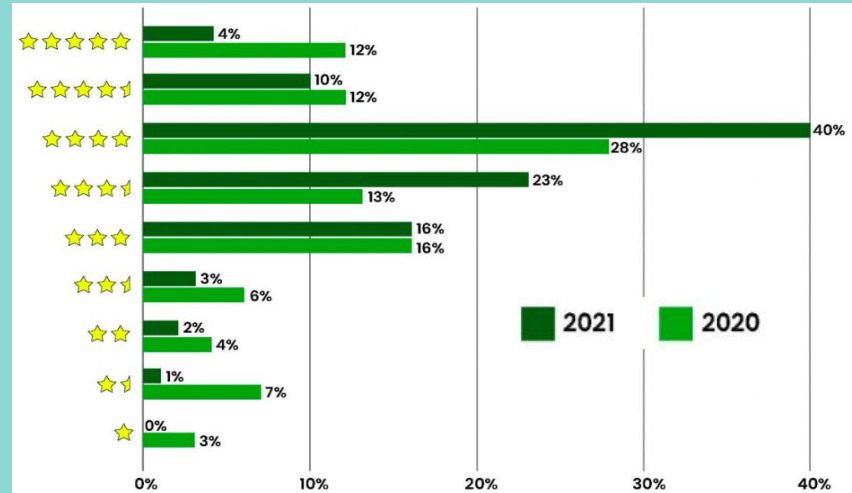
"The written review describes a positive experience"



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?

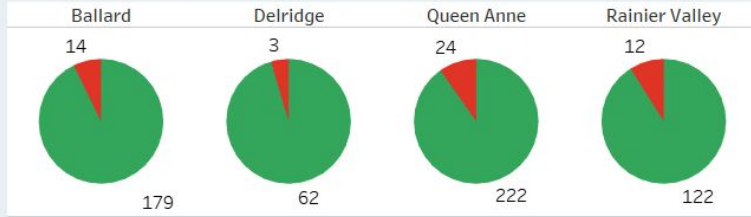


Source:

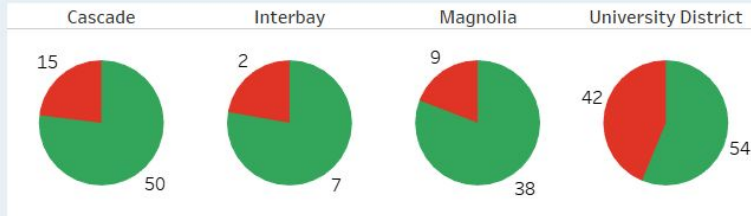
<https://www.brightlocal.com/research/local-consumer-review-survey/#what-really-matters-to-consumers-about-reviews>

FACTORS THAT INFLUENCE REVIEW SCORE

Four Neighborhoods With Highest Share of Reviews >90

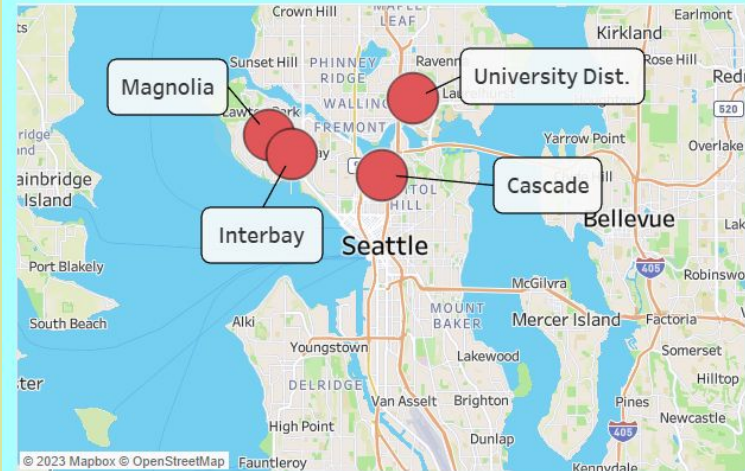
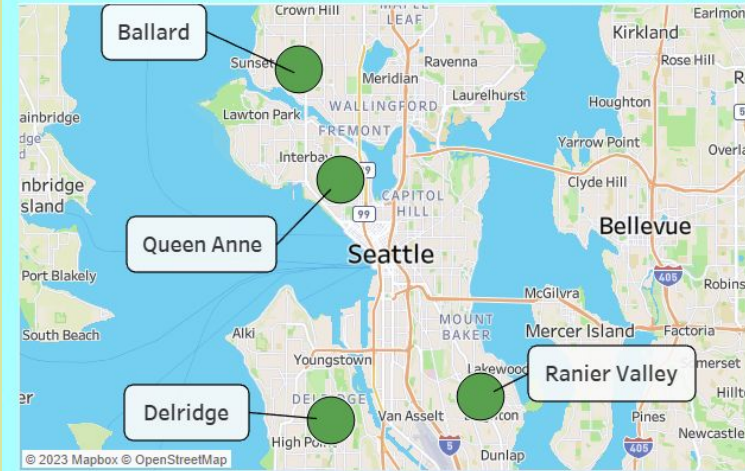


Four Neighborhoods With Highest Share of Reviews <90



Review Score

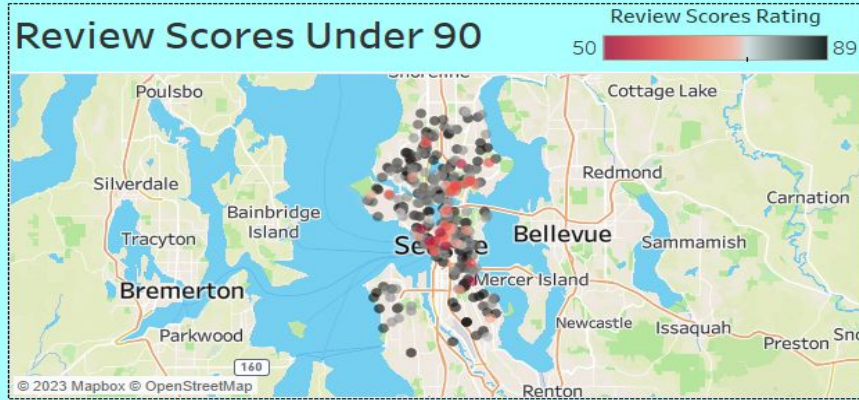
- Over 90
- Under 90



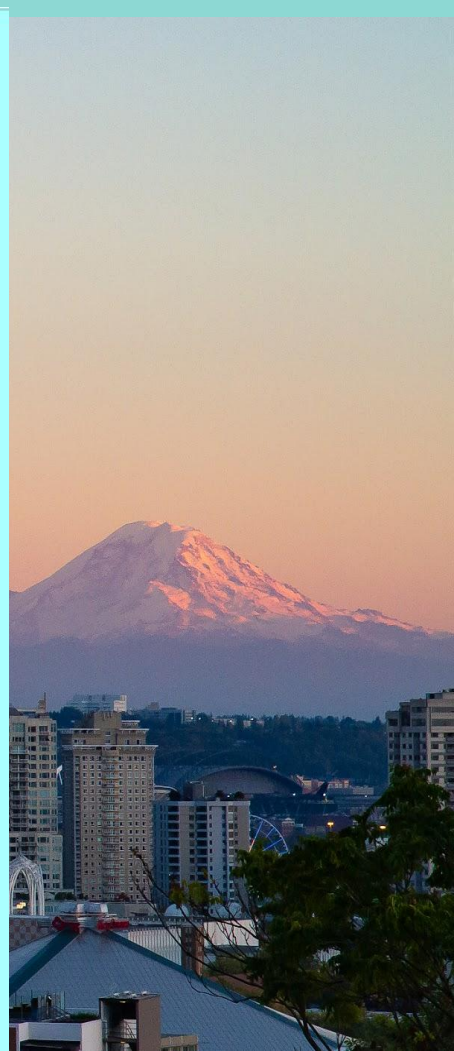
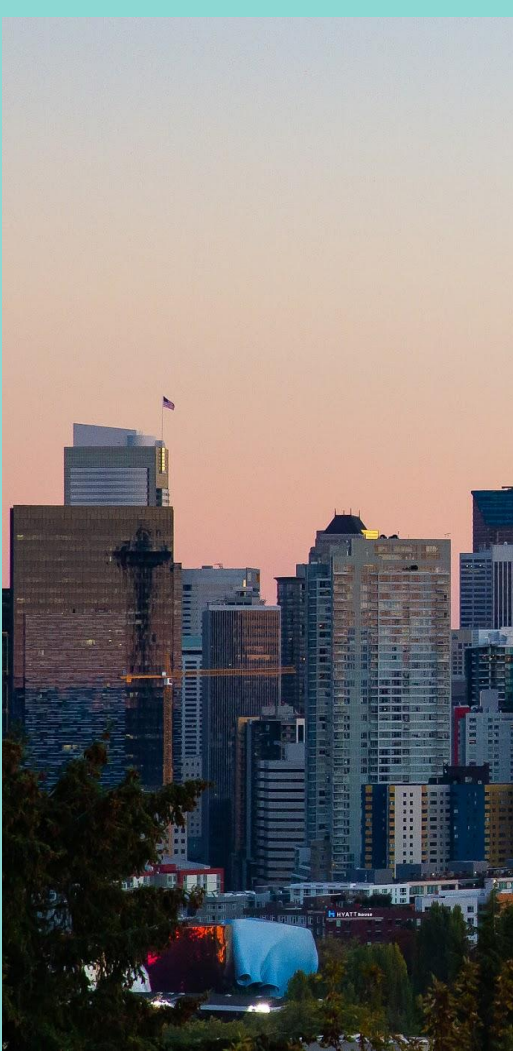
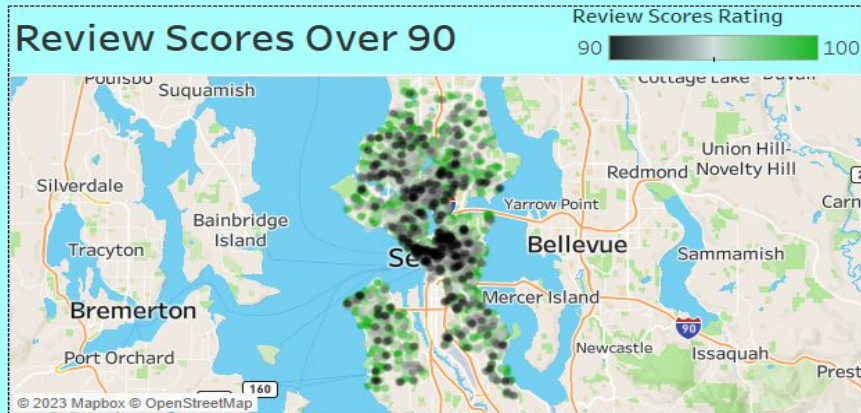
Locations of AirBnB Rentals

Low Score & High Score

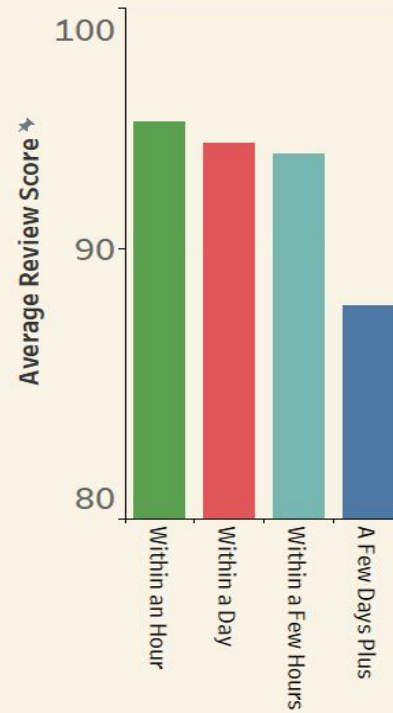
Review Scores Under 90



Review Scores Over 90



How Fast Does The Host Repsond To Rental Requests?



Share of Reviews < 90



Share of Reviews > 90



Host Response Time

