The topic of my build project is looking at the public google reviews for the company that I work for and our direct competition and look at the content of those reviews to see if there are any patterns in that data that explain the difference in the reviews that my company receives vs their company wither that be the proportion of the good reviews to bad reviews or the overall volume of reviews

Taking all of the words from the content of the public reviews I filtered the good reviews or the reviews that were over a 4.0 rating and the bad review that were under a 2.0 rating and counted the amount of instances of those words occurring in the review content, in

figure one you see the result of that count

For the most part the negitive comments in the chanello’s reviews and in the calz reviews are similar in nature focusing on the product received or the time it took to receive the food, or the customer service that they received

In the good reviews however there seems to be a difference, both calz and chanellos good reviews emphasize that the quality of the food is good however that calz reviews focus on cleanliness and seed of delivery suggesting that based solely on the frequency of words used in the review that calz provides a faster delivery service then chanello’s

On the second part of the project I looked at t he amount of reviews that the two

companies have received over time along with the total volume of reviews received, as se in the second figure the total volume of reviews for chanello’s is higher than for calzs with peeks in the review history for both companies being 2019 and a steady increase in volume over the past 5 years, this in part is probably due to society increasing it’s use of technology but I don’t have any evidence to support that claim.