For my research question I’m looking at “what the difference is between two local pizza companies’ reviews are and what factor or factors contribute to those reviews”

The first step in finding an answer to this question is to find the most common words in each type of review and to see if there are any underling patterns in the results.

[come back to at the end]

During selection I considered any good review to be over a 4.0 star rating and any bad review to be under a 2.0 star rating, I omitted the other ratings so that I could focus solely on the extreme reviews on both sides.

[change to first figure in chrome]

I found that many of the negative reviews for both companies were attributed to:

1. The quality of food that the customer received and
2. The customer service experience the customer had during their ordering process

However Chanello’s also had negative reviews that indicated that:

1. That the customer spend too much money and
2. Waited too long for the order to arrive

When looking at the positive reviews both companies received paise for the quality of the food received.

Calz on the other hand received noticeable praise for:

1. The speed the customer got their order and
2. The cleanliness of their store

[change to second figure in chrome]

Looking at the second figure I decided to take a look at the total amount and trends of reviews over time, in this figure you can see that Chanello’s has higher amount of reviews compared to Calz but that Calz has a higher ratio of good reviews then Chanello’s

So in conclusion I believe that while both companies struggle with the same problems, Chanello’s does less to provide solutions, whereas Calz goes above and beyond to offer solutions to the customer.

This concludes my presentation thank you for your time today if you would like to read my post in full or have a closer look at any of my graphs ill drop a link in ds\_general and ds13