Big Data

* On average, the Top 5 Customers with more reviews in the Non-Vine Program rated the 83.1% of their reviews with 4 and 5 stars, while the Top 5 Customers with more reviews in the Vine Program rated the 78.4% of their reviews with 4 and 5 stars.
* On average, in five shoe products that have both types of reviews, the Non-Vine Customers rated the 71% of their reviews with 4 and 5 stars, while the Vine Customers rated the 81% of their reviews with 4 and 5 stars
* On average, in the Top 5 reviews with more votes for apparel products, the 96% of the total votes, of the reviews made by Non-Vine Customers, were classified as helpful, while the 94% of the total votes, of the reviews made by Vine Customers, were classified as helpful.

Conclusion

* Their program is not trustworthy
* Human conditions have influenced biases