# Objective:

Extract and examine any trends that exist in customer reviews for product management team in Taste of the world.

# Data:

Total Reviews: 36,800

Website: Amazon

Product Category: Pet Food

Product Type example:

*'Taste of the Wild Grain Free Real Meat Recipe Premium Wet Canned Stew Cat Food'*

*'Taste Of The Wild Wetlands Dry Dog Food'*

*'Taste Of The Wild Grain Free High Protein Dry Dog Food Pine Forest - Venison’*

Review Count Distribution:

| Rating | Review Counts |
| --- | --- |
| 5 | 27,811 |
| 4 | 3,487 |
| 3 | 1,608 |
| 2 | 1,161 |
| 1 | 2,719 |

# Review Insights:

## Price (weight, words)

**Negative Reviews**

1.12 cheaper chewy com

1.05 expensiveprice

0.60 price way high

1.15 just shipping

**Positive Reviews**

1.92 good price

1.79 great price

1.87 expensive

## Health (weight, words)

**Negative Reviews**

5.34 diarrhea

5.26 sick, ill

2.76 threw, throwing

2.51 vomiting, vomit, vomited

0.67 loose stools

0.65 barn gas

1.07 cat scratch

0.92 dog scratches time

0.92 dog constipated

0.63 got red itchy rash

**Positive Reviews** (weight, words)

1.74 gassy

3.21 coat

2.00 shiny

2.18 healthy

## Quality (weight, words)

**Negative Reviews**

1.55 smells terrible

0.65 china

**Positive Reviews**

1.80 good quality dog likes

1.64 good nutrition

1.40 love high protein energy

## Pets reactions (weight, words)

**Negative Reviews**

2.34 dog hates sad, hated

1.29 refuses

1.23 won eat

**Positive Reviews**

2.92 dogs happy

1.38 dogs eat enthusiasm

# Do Customer think product is expensive?

Reviews that have ‘expensive’ in it.

| Rating | Count |
| --- | --- |
| 5 | 1,064 |
| 4 | 160 |
| 1 | 71 |
| 3 | 55 |
| 2 | 40 |

Sample:

**Ratings: 5.0**

*"Dog lives it! I've been looking for a high protein dog food and tried this, my dog lives ir! I've tried Nutro, Ians, Victory...ended up with this one by reading reviews.* ***It's expensive but*** *my dog skin, coat, and vitality shows improvement."*

**Ratings: 5.0**

*'very high quality if you would like to feed your dog a high protein diet. lots of interesting different types of flavors. downside in my opinion is that the kibbles can be hard. also need to vary the diet and not feed the same thing all the time. this brand gets* ***expensive, but*** *is much better than the corn and wheat based products. guess nothing is perfect out there, but this is a very good start in the quest for a high quality dog food.'*

# Does product cause gas in pets?

Reviews that have ‘gas’ in it.

| Rating | Count |
| --- | --- |
| 5 | 664 |
| 4 | 135 |
| 1 | 118 |
| 2 | 61 |
| 3 | 57 |

Sample

**Rating: 5.0**

'A food our dogs will actually eat **without making them gassy**...'

**Rating: 5.0**

"Our dogs love this flavor but we love this brand. **They aren't gassy**, their coats are nice and shiny and their breath doesn't stink."

**Rating: 5.0**

'After trying a few different brands of grain-free food for my dogs, I gave up and settled on Canidae as my Doberman couldn\'t seem to handle the other premium foods. Recently, however, I decided to give Taste of the Wild High Prairie formula a try. I mixed it with the Canidae for about a week and then converted him over completely to Taste of the Wild. He never had any digestive issues and within a couple of weeks his coat looked brighter. **Strangely, after all of the gastrointestinal problems he had in previous attempts to convert to grain-free, his "bathroom" activity actually improved.**  I couldn\'t be happier with the product. Oh, by the way, both of my dogs love the food as well.'

**Rating: 4.0**

'I like the ingredients in this brand. before I used to feed them purina one true Instinct and my little Maltese mix would pick out all these soft bites. These are all round pellets so there is no picking for her to do which is awesome. The only downside is that my French Bulldog **gets extremely gassy** eating this brand'

**Rating: 2.0**

"We've ordered this dog food 6 times from AMZN, with the first 4 times (chicken/turkey) we had no issues, and our dog really liked it. The time before last, we ordered the Bison/Venison and our dog didn't want to eat it and it seemed to upset her stomach a bit, so we went back and ordered the chicken/turkey. This time, our dog seemed to smell something was off, as she almost refused to eat it, but we kept it out and she eventually ate it, and it was not pleasant. Her stomach was gurgling, had **bad gas and liquid stool.** At first, we thought she had a bug, but after a week we switched to dog food from a local pet store and within 24 hours her stomach seemed to be back to normal. Others have reported a hit and miss with AMZN dog food, and I can attest we have now experienced that as well."