Unit 22- Big Data Homework- “Alexa, can you handle big data?”

Level 2

The objective of this assignment was to evaluate reviewers in the Amazon Vines program. The purpose of the program was to increase customer reviews for newly launched products. A small number of vine reviewers are paid. As part of the analysis, we would like to determine if vine reviewers are trustworthy:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Unpaid/Unpaid | Total number | #5 star reviews | % 5 star reviews | #1 star | %1 star |
| Unpaid | **96640** | **49588** | **51%** | **19835** | **20%** |
| Paid | **248** | **112** | **45%** | **3** | **1%** |

From this analysis we see that the majority of vine reviewers are unpaid, although they may receive free products. Most reviewers provide a 5 star rating around 50% of the time, which means they are very satisfied with the product. They percentage of unpaid reviewers is slightly lower, but still close to 50%

The five star rating also received more helpful votes. Based upon this analysis I would say that the vine reviewers are trustworthy, because they still provide a wide range of reviews. The number of five star reviews greatly outnumber the one star reviews, but I don’t think are biased.