PODIUM
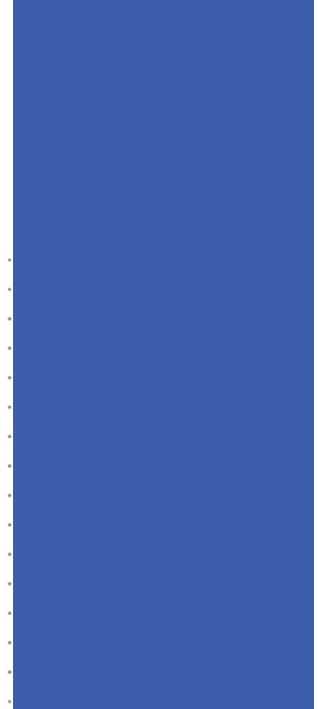
Value Engineering

An Analysis of Reviews

By Arrio Hoffman

Data Analytics: Reviews

Which organization and location had the best results after joining Podium?

Questions

Which organization had the best ratings?

Which organization had the most reviews?

Which location had the best ratings?

Which location had the most reviews?

How do you define "best"?

- Best might be defined two ways- the number of reviews that a company receives and the ratings contained therein
- We are interested in understanding how many reviews were "caused" by Podium and how much increase in the ratings was similarly "caused" by Podium.

How do you know if a given review is linked to podium software?

- The publish date the review is chronologically later than the date the location and organization started using Podium software
- The invitation id corresponds to the review id

Analysis

Success likely results from positive feedback loops that amplify tiny initial variations into massive differences in final outcomes.

The companies with the most reviews gain exponential benefits, following a power law distribution. The top hit on google might get 10 times the benefits the second hit gets.
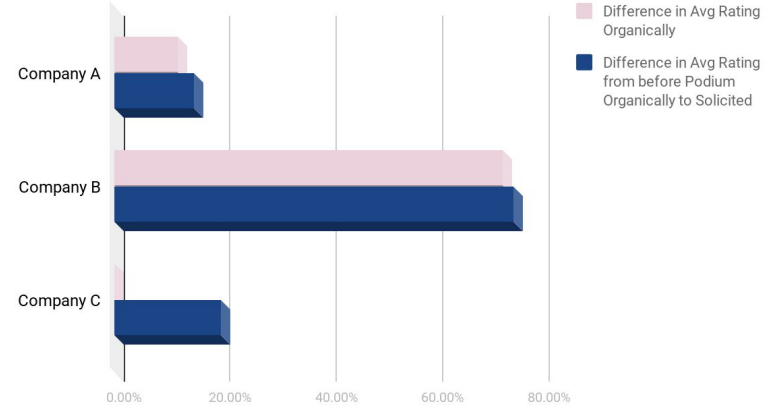
Being the company with the most reviews in a niche will give that company an advantage over its competitors. We saw this, as even the number of organically produced reviews increased dramatically for two of the three companies from before they joined Podium to after.

Insights

Number of Ratings Comparison: Organic vs Solicited

Legend:
- Difference in Number of Ratings Organically
- Difference in Number of Ratings from Organic to Solicited
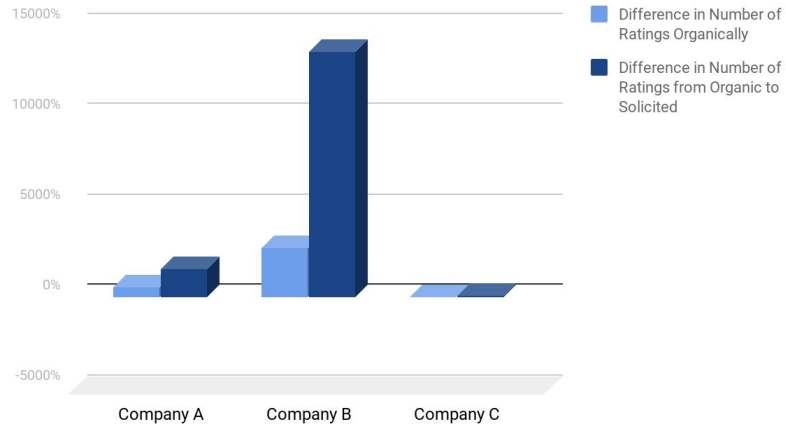
Average Rating Comparison: Organic vs Solicited

Legend:
- Difference in Avg Rating Organically
- Difference in Avg Rating from before Podium Organically to Solicited

Insights

Average Ratings Comparison

- ■ Avg Rating BEFORE Org Start Date at Podium
- ■ Avg Rating AFTER Org Start Date at Podium
- ■ Avg Rating of Any Organically Produced Reviews
- ■ Avg Ratings of Solicited Reviews
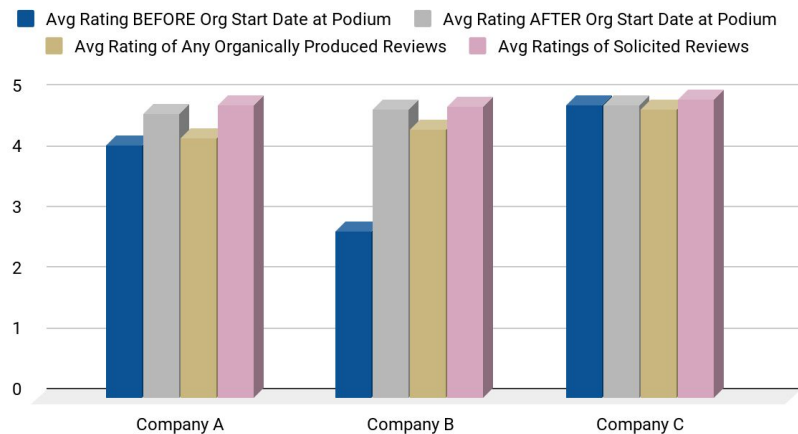
Number of Reviews Comparison: Before and After Podium

- ■ Number of Organically Produced Ratings Before Podium
- ■ Number of Organically Produced Ratings After Podium
- ■ Number of Ratings Produced by Solicitation After Podium
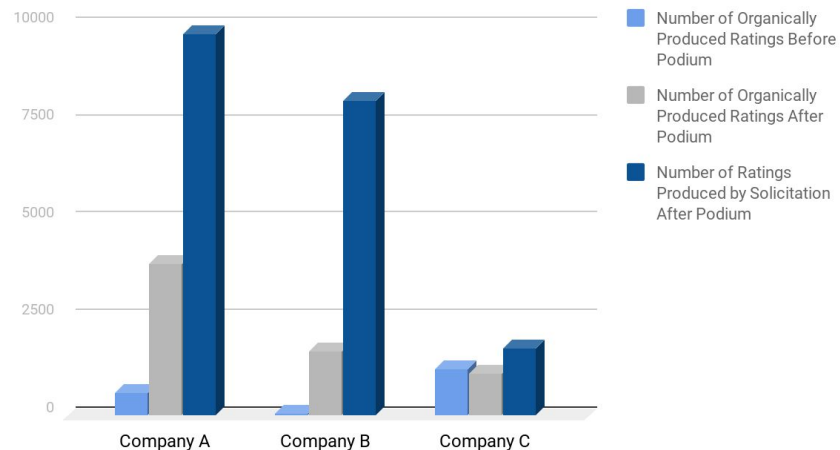
Thinking Outside The Box

- Linear regression might help us determine what the relationship is between the number of reviews a company already has and the likelihood of obtaining more reviews
- While the number of reviews for each company increased dramatically from organically sourced prior to joining Podium to solicited, the average rating increase differed dramatically. Podium might consider what other factors could account for such difference between users (companies)
- Though Company A had the lowest mean of ratings from an organizational standpoint, it had fewer locations. A weighted average to consider this revealed it did better per location

Business Applications

Based on this data set it looks like Podium might consider emphasizing that clients should ensure each location is maximizing the use of software vs. simply increasing the number of locations that use the software.

Be a founder, Murder drama, and Enjoy the ride.