

How has Chewy.com performed on dog food products?

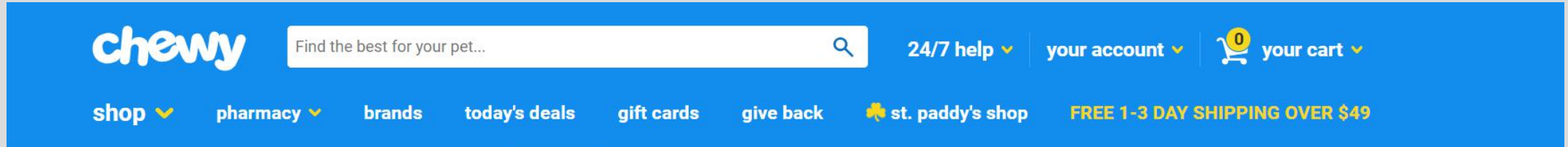
Yahui (Aria) Peng



Topic Interests

- The variety of dog food products on Chewy.com
- Is there continuous growth in dog food product sales since Chewy.com was established in 2012?
- How customer ratings and reviews change over time?

Webpages to Scrape



chewy Find the best for your pet... 24/7 help ▾ your account ▾ 0 your cart ▾

shop ▾ pharmacy ▾ brands today's deals gift cards give back st. paddy's shop FREE 1-3 DAY SHIPPING OVER \$49

Save 30% on your first Autoship Learn more

Dog > Food

Filter by:

Categories

- Dry Food (1658)
- Wet Food (1354)
- Veterinary Diets (179)
- Premium Food (927)
- Raw Food (298)
- Human-Grade (349)
- Food Toppings (408)
- Frozen Food (23)
- Freeze-Dried & Dehydrated Food (289)

Dog Food (1 - 36 of 3942 results)

Sort by Relevance ▾


WELLNESS CORE

FEATURED BRAND
WELLNESS CORE
A Happy Dog Starts with a Healthy Belly.
[Shop Now](#)

DRY FOOD WET FOOD VETERINARY DIETS PREMIUM FOOD RAW FOOD HUMAN-GRADE FOOD TOPPINGS FROZEN FOOD


Webpages to Scrape

```
home <- read_html('https://www.chewy.com/b/food-332')
number <- home %>%
  html_nodes('.results-pagination ul li:nth-child(9) a') %>% html_text()
```




More Choices Available

Hill's Prescription Diet i/d
Digestive Care Chicken &
Vegetable Stew Canned Dog
Food, 12.5-oz, ...

\$41.79  Autoship & Save
\$43.99

★★★★★ 748
FREE 1-3 day shipping over \$49




DEAL


More Choices Available

Gentle Giants Canine Nutrition
Chicken Dry Dog Food, 30-lb bag


Spend \$30, Get \$5 off

\$31.34  Autoship & Save
\$32.99 ~~\$33.99~~


★★★★★ 947
FREE 1-3 day shipping over \$49



Cesar Classic Loaf in Sauce Beef
Recipe, Filet Mignon, Grilled
Chicken, & Porterhouse Steak
Fla...

\$19.46  Autoship & Save
\$20.48

★★★★★ 447
FREE 1-3 day shipping over \$49



Pedigree Chopped Ground Dinner
Variety Pack With Filet Mignon &
Beef Canned Dog Food, 13.2-oz,
...

\$11.48 ~~\$11.58~~

★★★★★ 360
FREE 1-3 day shipping over \$49

< PREV

1 2 3 4 5 6 .. 110 NEXT >

Data to Scrape

Dog > Food > Dry Food



Roll over image to zoom in



Purina Pro Plan Adult Shredded Blend Chicken & Rice Formula Dry Dog Food

By Purina Pro Plan



1582 Reviews

59 Answered Questions

Price: **\$45.78**

FREE 1-3 DAY SHIPPING OVER \$49



Autoshop: \$43.49 (Save an extra 5%)

Simply select Autoshop at checkout for easy regular deliveries.

In stock

Size: **35-lb bag**

6-lb bag

18-lb bag

35-lb bag

47-lb bag

[Compare Similar Items](#)

Quantity

1

Add to Cart

[Add to Favorites](#)



Data to Scrape

| | |
|--------------|---|
| ITEM NUMBER | 67512 |
| WEIGHT | 35.0 pounds |
| BRAND | Purina |
| LIFESTAGE | Adult |
| BREED SIZE | Small Breeds, Medium Breeds, Large Breeds, All Breeds |
| FOOD FORM | Dry Food |
| SPECIAL DIET | High-Protein |

| Guaranteed Analysis | |
|---------------------|------------------------|
| CRUDE PROTEIN | 26.0% min |
| CRUDE FAT | 16.0% min |
| CRUDE FIBER | 3.0% max |
| MOISTURE | 12.0% max |
| LINOLEIC ACID | 1.4% min |
| CALCIUM | 1.1% min |
| PHOSPHORUS | 0.9% min |
| SELENIUM | 0.35 mg/kg min |
| VITAMIN A | 15,000 IU/kg min |
| VITAMIN E | 460 IU/kg min |
| ASCORBIC ACID | 70 mg/kg min |
| GLUCOSAMINE | 400 ppm min |
| OMEGA-6 FATTY ACIDS | 1.5% min |
| BACILLUS COAGULANS | 600 million CFU/lb min |

Data to Scrape

Customer Reviews

★★★★★ 1582 Reviews | 4.7 out of 5 Stars



Filter reviews by star rating

| | | |
|--------|------------------------|-----|
| 5 Star | <div><div></div></div> | 84% |
| 4 Star | <div><div></div></div> | 8% |
| 3 Star | <div><div></div></div> | 3% |
| 2 Star | <div><div></div></div> | 2% |
| 1 Star | <div><div></div></div> | 3% |



96% OF REVIEWERS
RECOMMEND THIS PRODUCT

[Write a Review](#)

★★★★★ Great value and QUICK shipping!

By Leida on Mar 8, 2021

Switched to this dog food after my vet recommended it for my 10 year old pomeranian. He seems to have no issue with switching to it. I also just want to comment on how FAST this was shipped to me! Ordered at 1pm on Saturday and it was delivered Sunday at 12:43pm! Couldn't believe it!

0

[Report](#)

★★★★★ Best food out there

By Pickles on Feb 2, 2021

My Veterinarian recommended Pro Plan for my 9 year old Airedale with arthritis. A large consideration was the composition of the food, the fact that it is made in America and that Purina foods simply don't get recalled for contamination. In this size bag, the kibble is large - a good 3/4 - 1" across. In the small bags, the kibble is a little bit less than 1/2". What makes this kibble attractive for the dog is the inclusion of what I call chicken jerky bits. It keeps the kibble interesting for the dog.

6

[Report](#)

<PREV

1

2

3

...

146

NEXT>



Data to Scrape

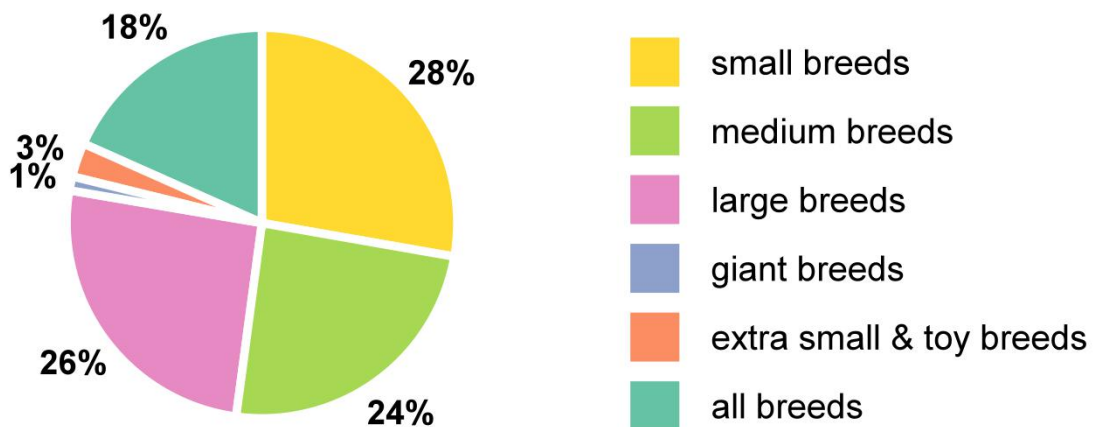
```
> str(stats.clean)
'data.frame': 3653 obs. of 21 variables:
 $ Brand      : chr  "ACANA" "ACANA" "ACANA" "ACANA" ...
 $ Name       : chr  "American Waters Recipe + Wholesome
d, 4.5-lb bag" "Feast Formula Grain-Free Dry Dog Food, 25-lb bag" "Fre
 $ Form       : chr  "dry food" "dry food" "dry food" "d
 $ Price      : num  85 24 72 61 64 ...
 $ Weight.lb  : num  22.5 4.5 25 22.5 25 25 25 22.5 25 2
 $ Price.per.lb : num  3.78 5.33 2.88 2.71 2.56 2.88 3.36
 $ Review_Number : num  2 247 1 2 277 163 233 NA 3 489 ...
 $ Rating     : num  5 4.7 5 5 4.7 4.6 4.8 NA 4.7 4.6 ..
 $ Recommendation_Percentage: chr  "100%" "94%" "100%" "100%" ...
 $ Life_Stage : chr  "adult" "adult" "adult" "adult" ...
 $ Special_diet : chr  "chicken-free, pea-free, gluten fre
digestion" "grain-free, natural" "gluten free, pea-free, natural" ...
 $ Breed      : chr  "large breeds, medium breeds, small
breeds" "large breeds, medium breeds, small breeds" ...
 $ Protein    : chr  "31" "33" "29" "27" ...
 $ Fat        : chr  "17" "17" "17" "17" ...
 $ Omega_6s   : chr  "2.3" "1.8" "2.6" "2.4" ...
 $ Calcium    : chr  "1.8" "1.7" "1.2" "1.6" ...
 $ Phosphorus : chr  "1.4" "1.2" "1" "1.1" ...
 $ Glucosamine : chr  "500" "250" "800" "800" ...
 $ html       : chr  "https://www.chewy.com/acana-american-
rain-free/dp/123891" "https://www.chewy.com/acana-feast-formula-grain-
286032" ...
 $ Weight     : chr  "22.5 pounds" "4.5 pounds" "25.0 po
 $ Size       : chr  "22.5-lb bag" "4.5-lb bag" "" "22.5
>
```

```
> str(review_clean)
Classes 'data.table' and 'data.frame': 355060 obs. of 6 variables:
 $ Brand      : chr  "Ziwi" "Ziwi" "Ziwi" "Ziwi" ...
 $ Name       : chr  "Peak Venison Recipe Canned Dog Food, 13.75-oz, c
Dog Food, 13.75-oz, case of 12" "Peak Venison Grain-Free Air-Dried Dog
Recipe Canned Dog Food, 13.75-oz, case of 12" ...
 $ Rating     : num  5 5 5 5 5 5 5 5 5 5 ...
 $ Year       : num  2021 2021 2021 2021 2021 ...
 $ Review_Title: chr  "Better than freeze dried organ meat" "Quality Fo
r" ...
 $ Full_Review : chr  "Pure medicine meal for our pups. The senior(18+)
ep. Freeze dried formulas"|__truncated__ "I changed my chihuahua's foo
d Venison to Ziwi Peak Vension. The Natural "|__truncated__ "My dog is
dog food so I use the Ziwi venison as a topper. It works! My "|__tr
og food listed specifically tor Wheaten Terriers" ...
 - attr(*, ".internal.selfref")=<externalptr>
```

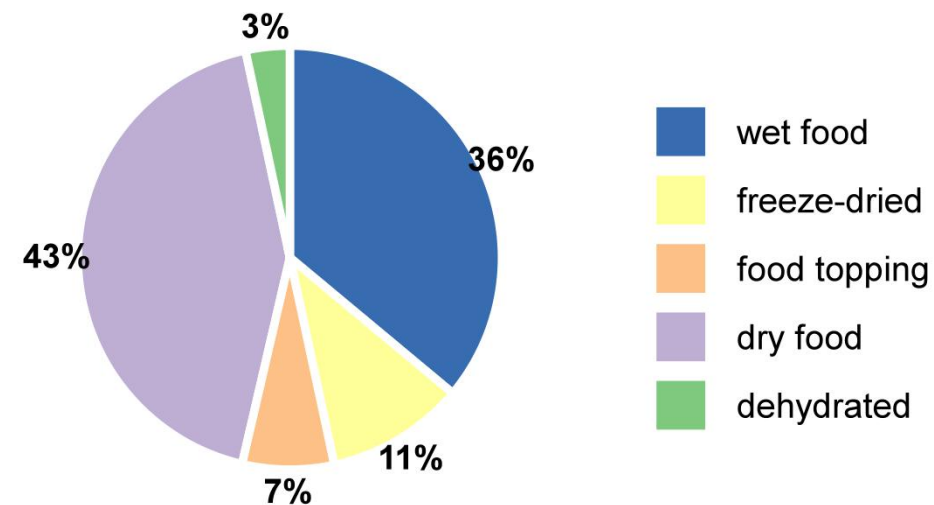



Plots of General Info

Dog Breed Makeup



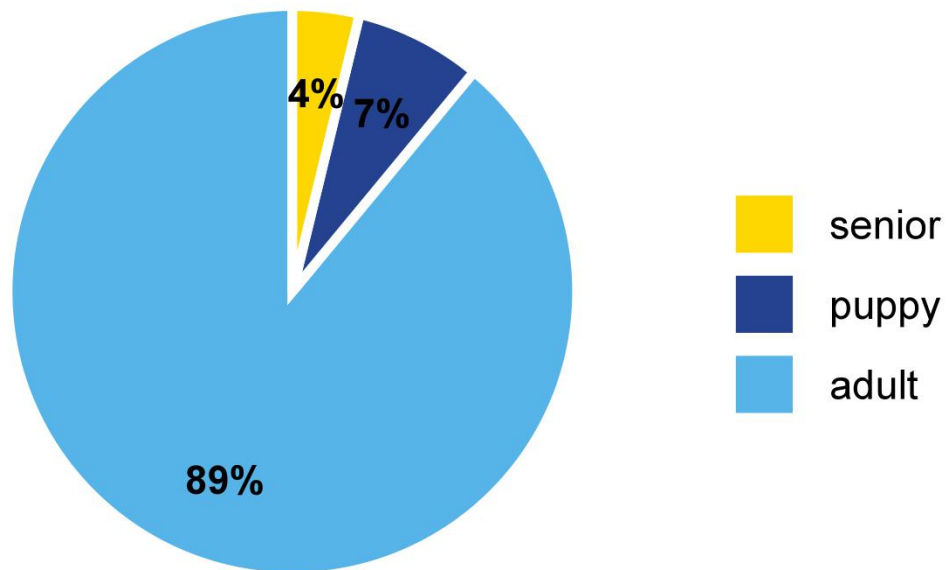
Dog Food Form Makeup



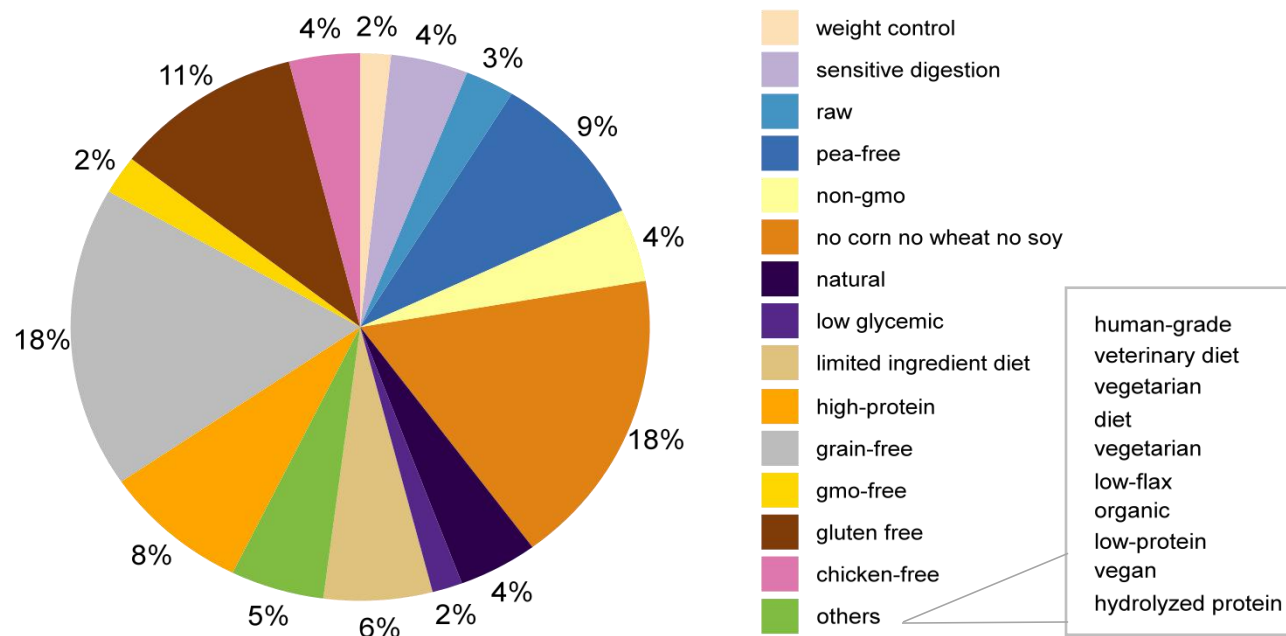


Plots of General Info

Lifestage Makeup



Special Diet Makeup

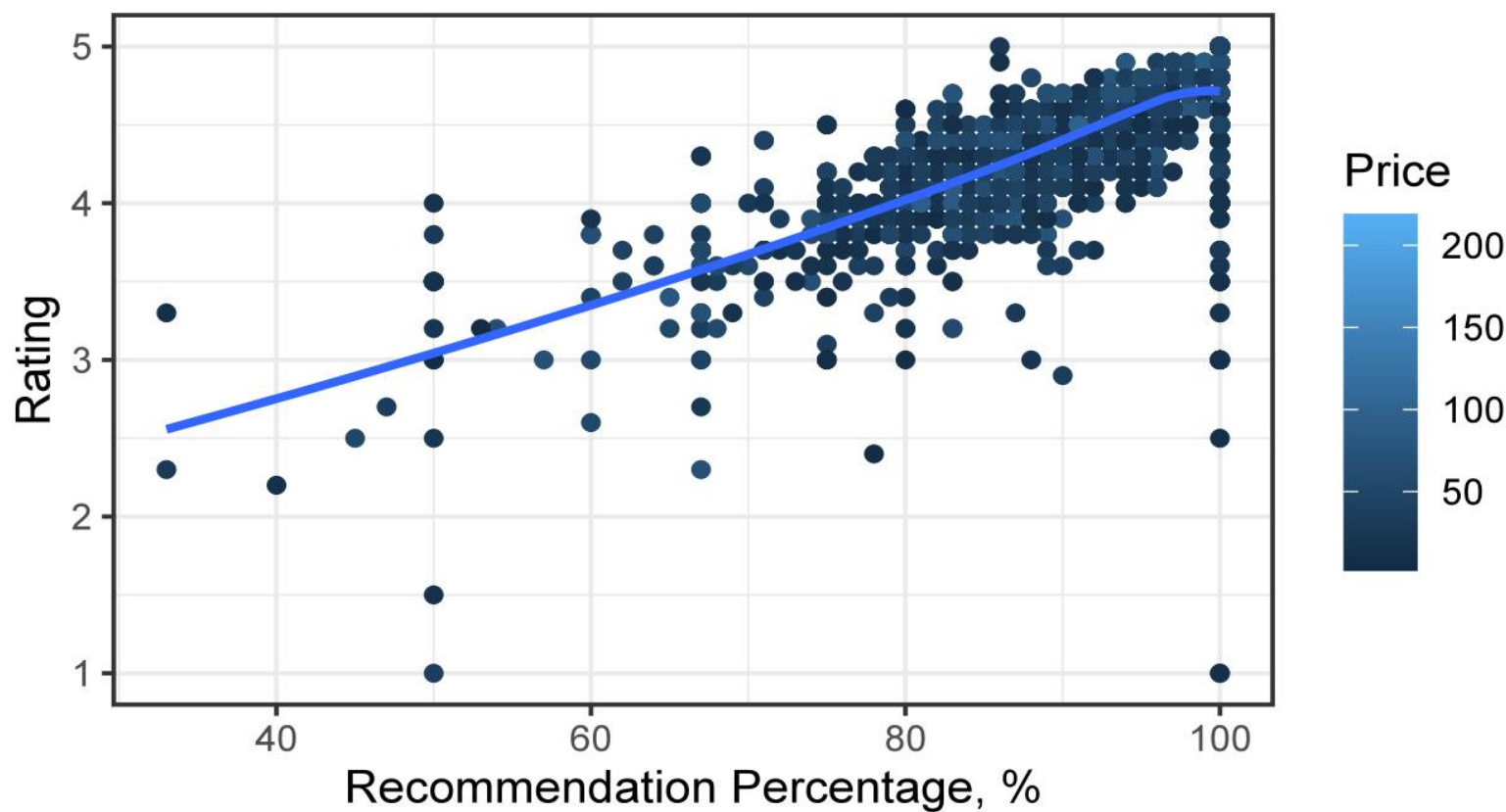






Plots Based on Customer Ratings & Reviews

Rating-Recommendation Percentage Relationship

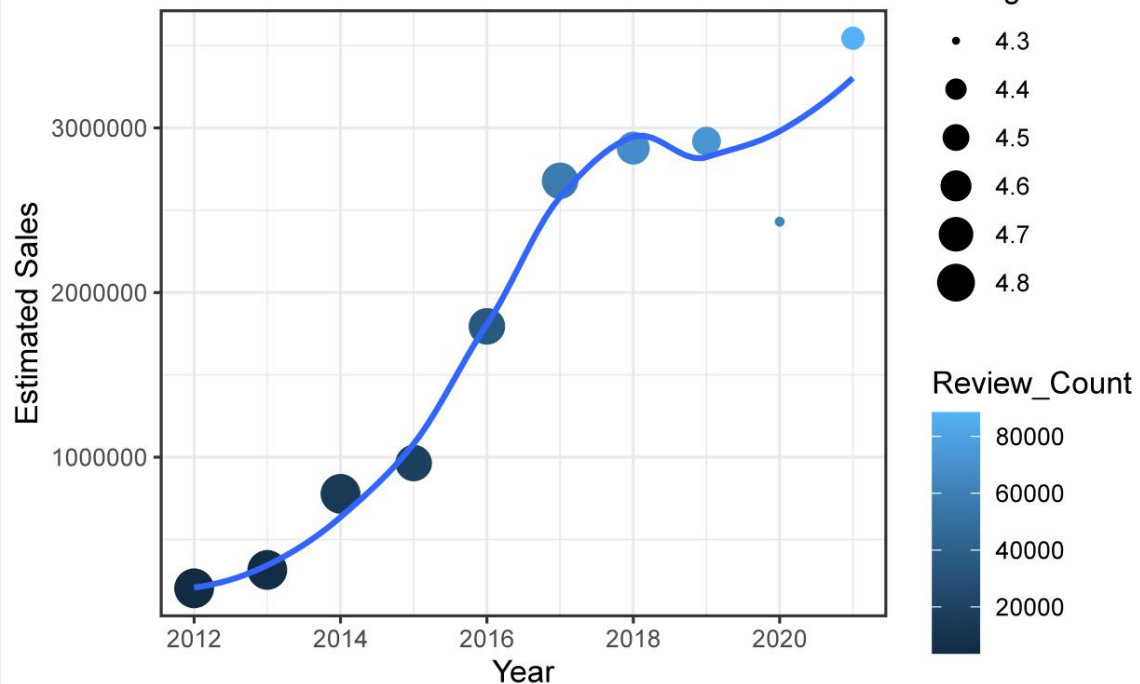




Plots Based on Customer Ratings & Reviews

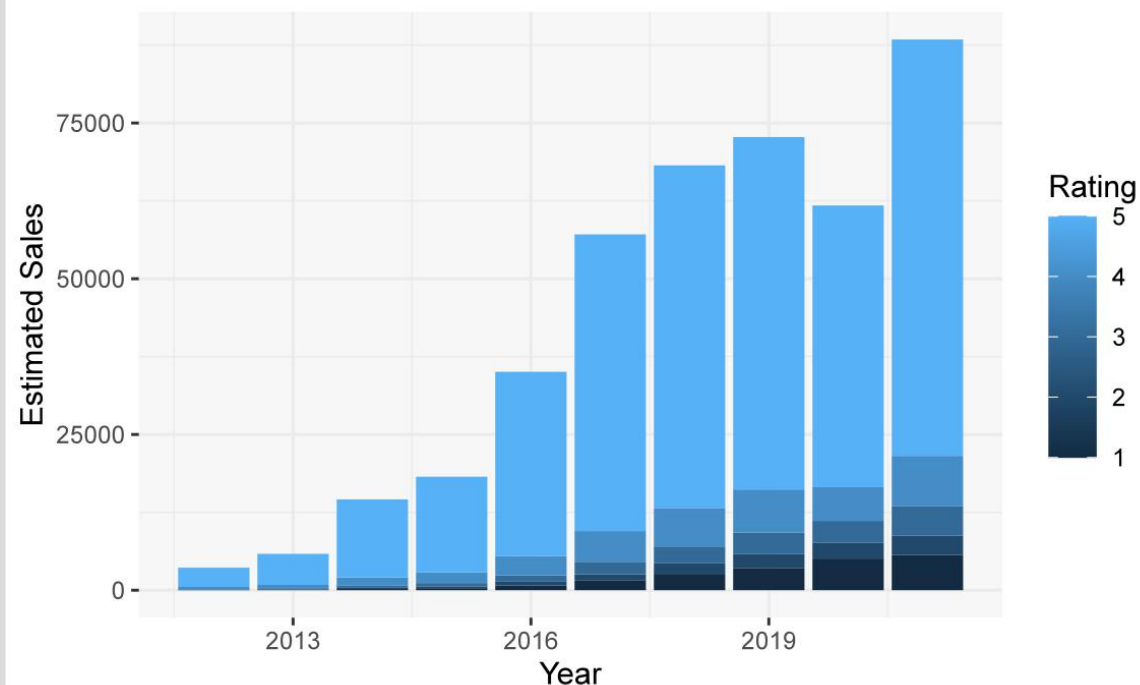
Estimated Yearly Sales

Year 2021 is Estimated Based on Data by Mar 15



Rating Percentile

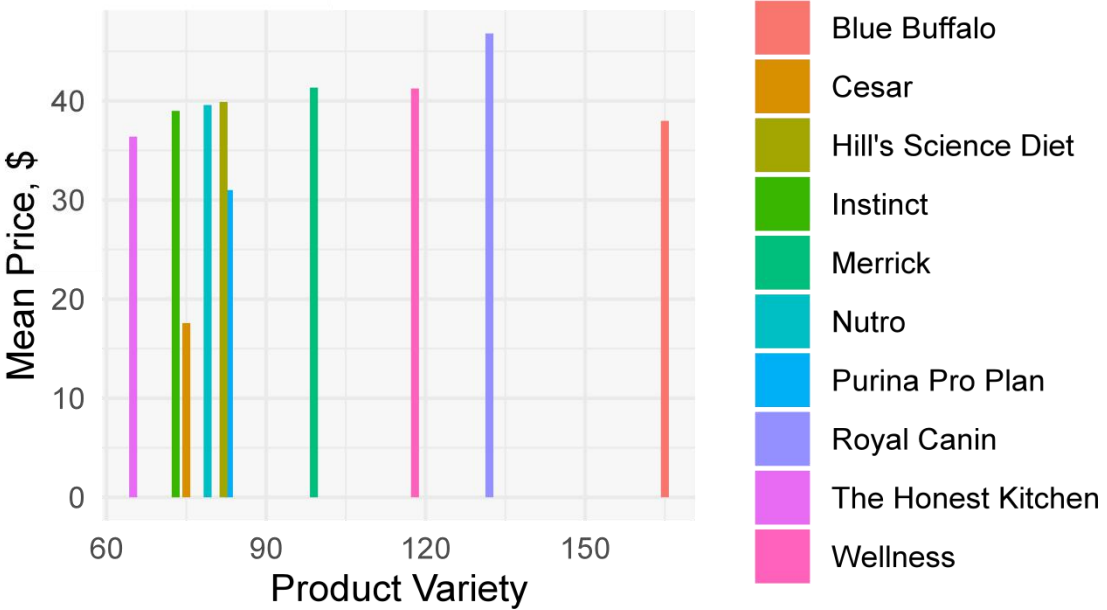
Year 2021 is Estimated Based on Data by Mar 15



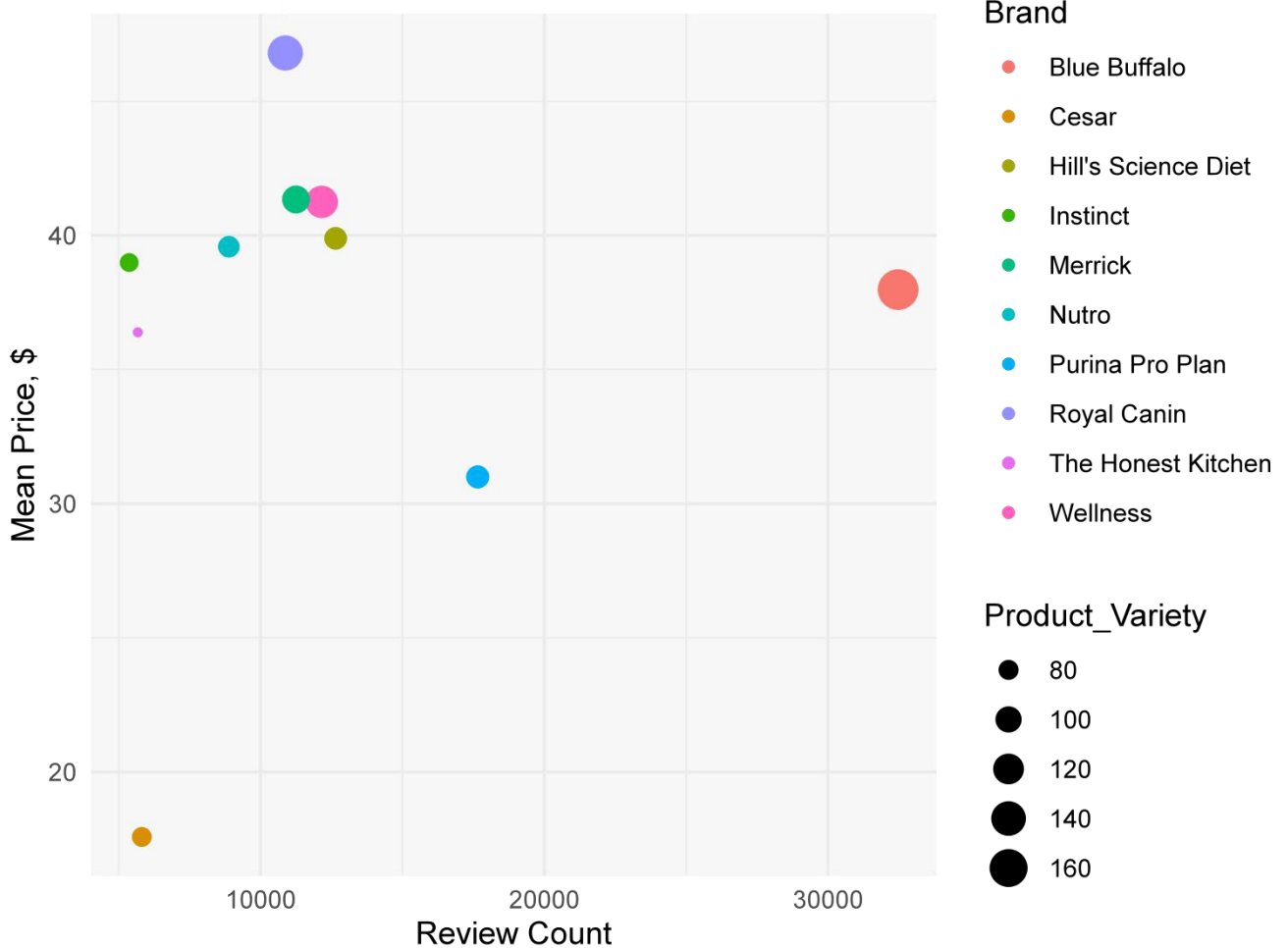


Top 10 Brands in Product Variety or Reviews Counts

Top 10 in Product Variety



10 Most Reviewed Product





Conclusion

- Chewy.com offers a wide variety of dog food products
- Chewy.com has a continuous sales growth in dog food products except for 2020
- Customer ratings and reviews go down slightly over time

Thank You!

