

Analysis Summary

I focused my analysis on the pet products reviews as there is more data in that dataset. Based on my analysis in SQL, vine reviews have a higher proportion of 5-, 4-, and 3- star reviews and an overall higher average star rating. The non-vine reviews did have a higher total percentage of 5- star reviews, but also a higher percentage of 1-star reviews, and likely give a more accurate picture of product value and client satisfaction.

Fortunately, non-vine reviews make up the vast majority of the reviews in this dataset, though the vine reviews had a higher number of reviews that were marked as helpful (41.6%), as compared to the non-vine reviews (32%).