

## 1. OVERVIEW OF THE ANALYSIS

---

BigMarket, a startup that helps firms enhance their marketing efforts, has hired me as their first data specialist. In addition, I was employed just in time.

One of BigMarket's clients has asked for some serious data. Sellby is preparing to launch a vast product catalog on a popular retail website. They want to see how their product reviews compare to similar items supplied by rivals. They're also considering joining a program that provides free items to select reviewers, but they want to know if the investment is worthwhile.

There are hundreds of reviews, all of which are written in words rather than numbers, so you'll have to translate them before you can examine them.

BigMarket was recruited by Sellby because they believe in the value of big data. It's now up to you to use that authority to benefit your customer.

**PURPOSE: Help Sellby determine how the reviews of their products compare to the reviews of similar products sold by their competitors, as well as determine if enrolling in a program that gives out free products to select reviewers is worth the cost.**

## 2. RESULTS OF THE ANALYSIS

---

*Image 1.* Results for the Vine Program

There are 94 total reviews, 48 of them having five stars, yielding a 51.06% percentage of five star reviews for the Vine Program.

*Image 2.* Results non-related to the Vine Program

There are 39915 total reviews, 15556 of them having five stars, yielding a 38.97% percentage of five star reviews non-related to the Vine Program.

Given the results presented in *Image 1.* Results for the Vine Program and *Image 2.* Results non-related to the Vine Program, the following results can be concluded:

*Table 1.* Consolidated results of Vine Program

Metric	Vine Program	NOT Vine Program
Total number of reviews	94	39,915
Total number of five star reviews	48	15,556
Percentage of five star reviews	51.06%	38.97%

### 3. SUMMARY OF THE ANALYSIS

---

Given the results presented in *Table 1*. Consolidated results of Vine Program, we can conclude that even though five-star results for the Vine Program are higher (51% compared to 39%), Vine Program results only account for 0.23% of total reviews and 0.31% of five-star reviews. Given the contribution of the Vine Program in relation to the whole picture, there is not enough evidence to conclude that Vine Program results in happier customers, as it might be the case that Vine Program impacts on customers not leaving comments. I would suggest to further evaluate this issue.