

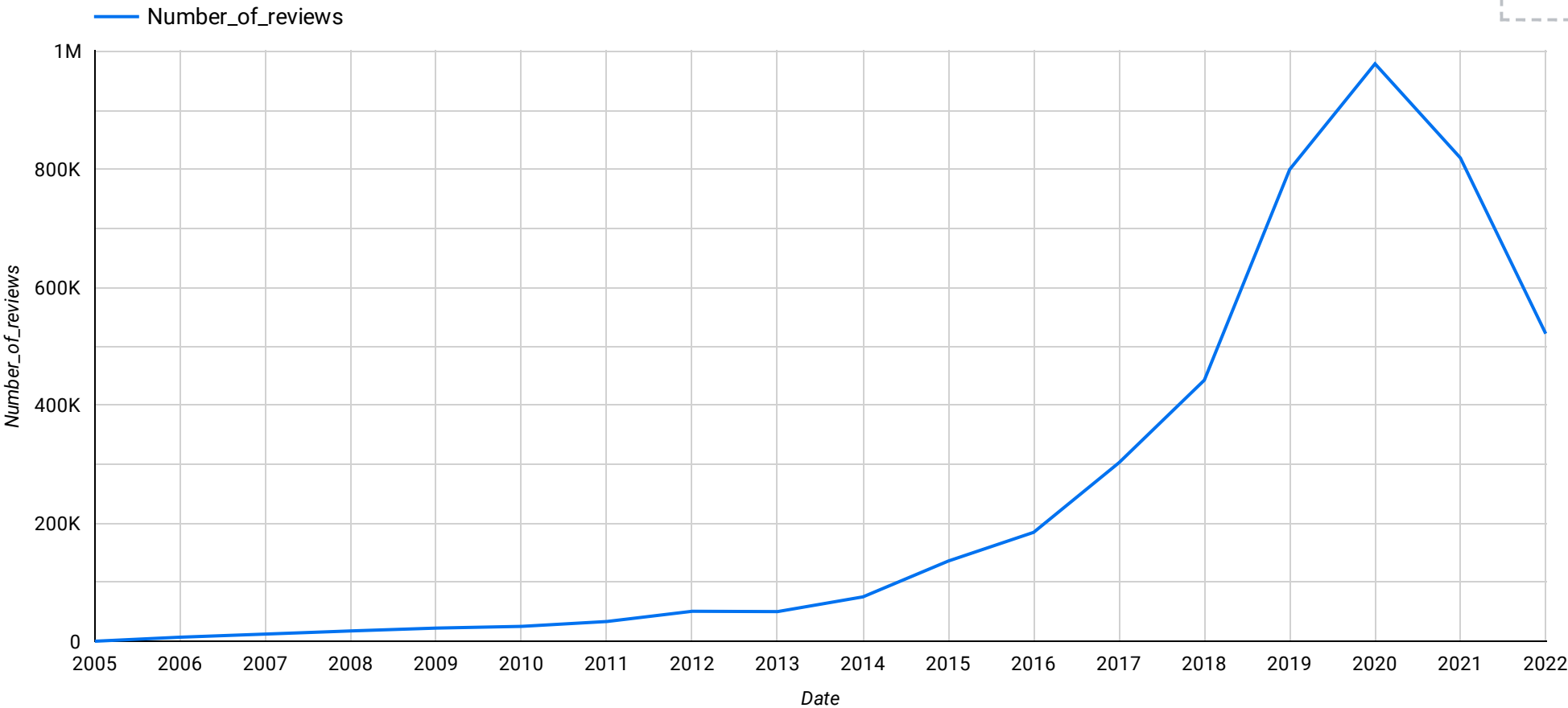
# Recommendations from Analysis of Podcast Reviews Dataset

Based on the analyzed dataset, an increasing withdrawal of people is visible over the years.

With increasing popularity, listening and creating podcasts can no longer be just entertainment, but also a subject for a business, therefore, in order to be successful in this area, it is necessary to pay attention to several factors that are presented in this presentation.

The graphs below show the number of comments written by users per year.

The Change in the number of New Reviews over the years



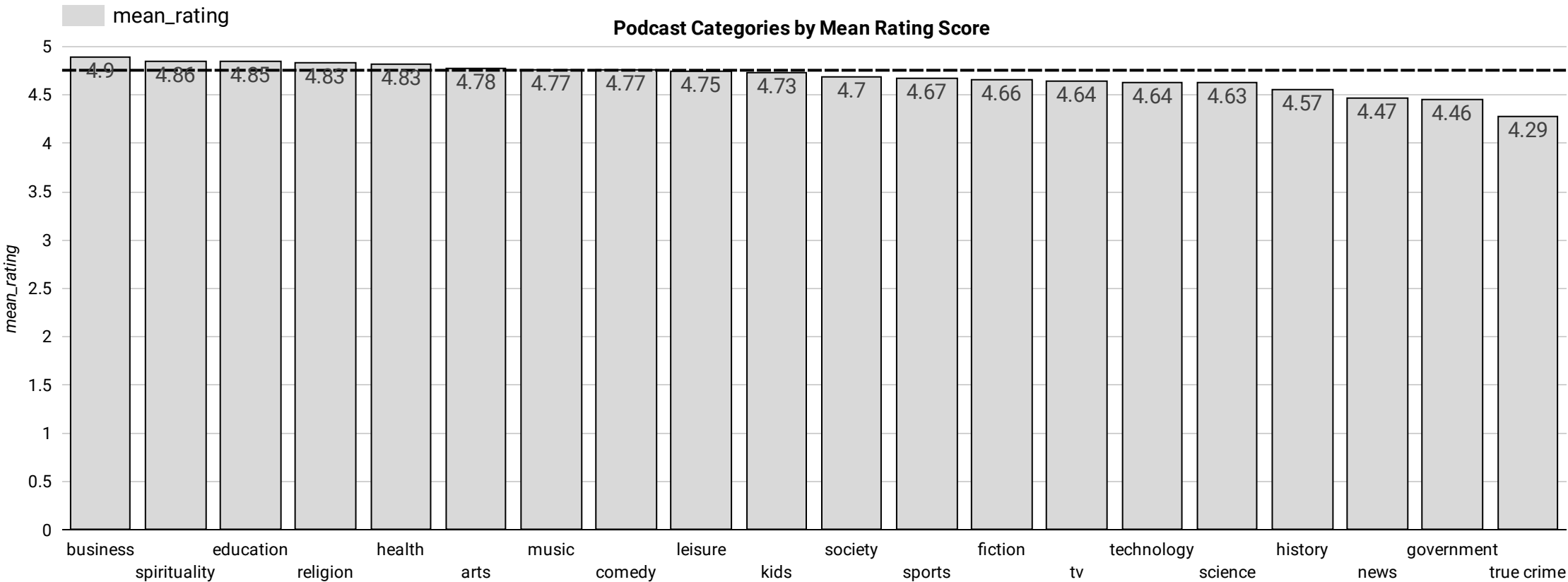
[See details](#)

# Recommendations from Analysis of Podcast Reviews Dataset

Based on the insights obtained from the analysis of podcast data and user behavior, the following recommendations are proposed for podcast publishers and sponsors:

## 1. Selection of Podcast Category:

To maximize the chances of success, it is advisable to consider podcast categories with the highest average ratings. Based on the dataset, the top three categories in terms of rating value are **business**, **education**, and **religion**. These categories consistently outperform the overall podcast ratings, making them attractive choices for content creators.



	category	mean_rating ▾	number_of_podcasts	number_of_reviews
1.	business	4.9	3,099	185,965
2.	spirituality	4.86	39	1,689
3.	education	4.85	1,922	120,577
4.	religion	4.83	1,485	86,850

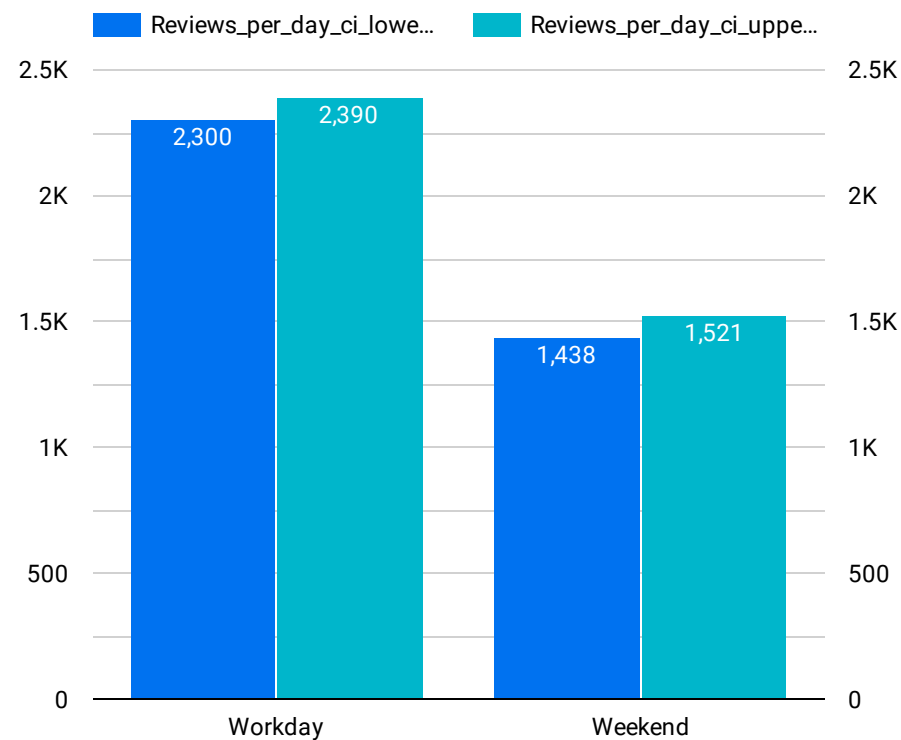
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## 2. Timing of Podcast Releases:

The analysis has unveiled a moderately positive relationship between the mean rating value of podcasts for each category and the number of reviews, suggesting that as the number of reviews increases, the podcast's and the category to which it belongs rating tends to improve.

For optimal results, it is recommended to launch new episodes on **workdays**, particularly during the time window **from 08:00 to 16:00**. This period exhibits the highest user activity, presenting a valuable opportunity to reach a larger audience.

Range of Daily Reviews across Weekdays



Range of Daily Reviews across Time Periods

