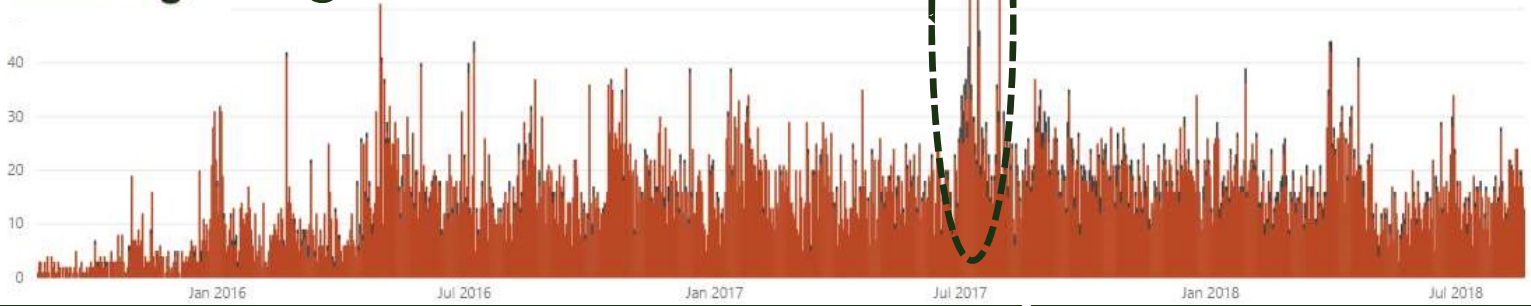# Competitive Analysis of Leafly for Weedmaps: User Reviews

SCOTT SHIBATA
scott@sealevel.farm

July 2017: 975 reviews (> 5%) of all reviews
Grey: Ratings < 4
Red: Ratings >= 4

Summary

A python script was developed to scrape user submitted reviews on Leafly.com (LFY) for its California dispensaries and those near the California border. The data alludes to user engagement challenges for Leafly.
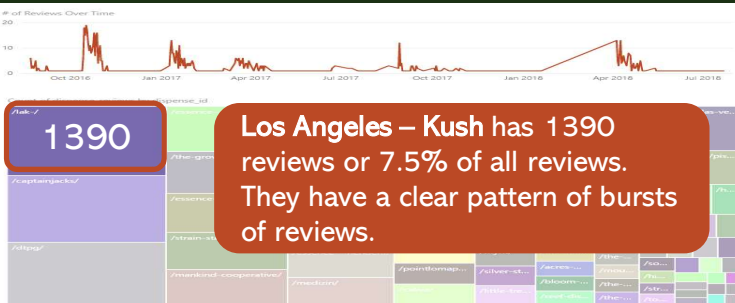
Key Takeaways

1. Many dispensaries' reviews come in short bursts, possibly indicating paid reviews. See Los Angeles – Kush as example below.
2. Many are reviews indicate "first time" experiences for both reviews and the vast majority of users only provide 1 review.

The Numbers

1. 18,458 reviews
2. 16,607 users
3. 84 dispensaries
4. Avg 222 reviews per dispensary
5. Avg 1.1 reviews per user
6. Avg 11 reviews per day
7. Avg rating 4.8 / 5.0
8. 82% of users have 1 review

Los Angeles - Kush

1390

Los Angeles – Kush has 1390 reviews or 7.5% of all reviews. They have a clear pattern of bursts of reviews.

Most Common Phrases

| Rating >= 4		Rating < 4	
great customer service	1.4%	first time patient	1.5%
definitely coming back	0.7%	never go back	1.0%
friendly knowledgeable staff	0.7%	never come back	0.9%
first time patient	0.7%	first time visit	0.7%

Recommendations

Create Competitive Advantage by Building Features that Facilitate Authentic User Engagement

1. Create loyalty program ("Points") to encourage WM registration, interactions (reviews), and sending orders through WM. Data generated would be used to drive feature and product development. WM Points can be redeemed for product discounts. Dispensaries can offer additional Point incentives to build their own additional loyalty. (Mockup to the right.)

2. Build CRM Platform for dispensaries to help them track, engage, and build loyalty with customers. This would be an added tier of service on top of base listing service. It could also compliment and integrate with existing back-office software dispensaries currently have. (Mockup to the right.)
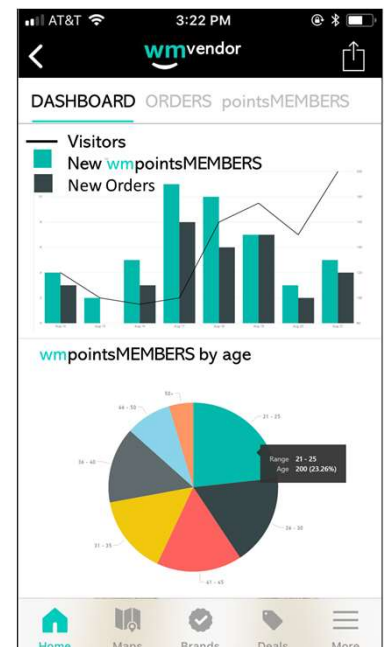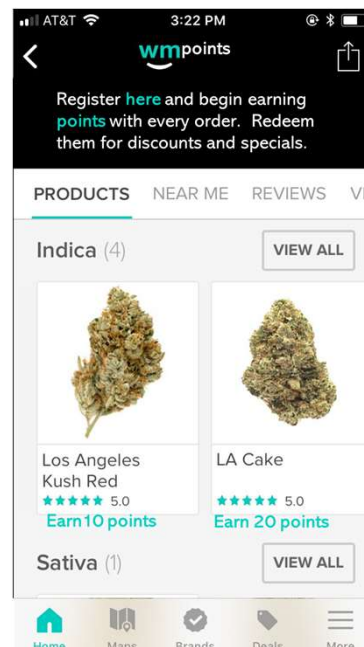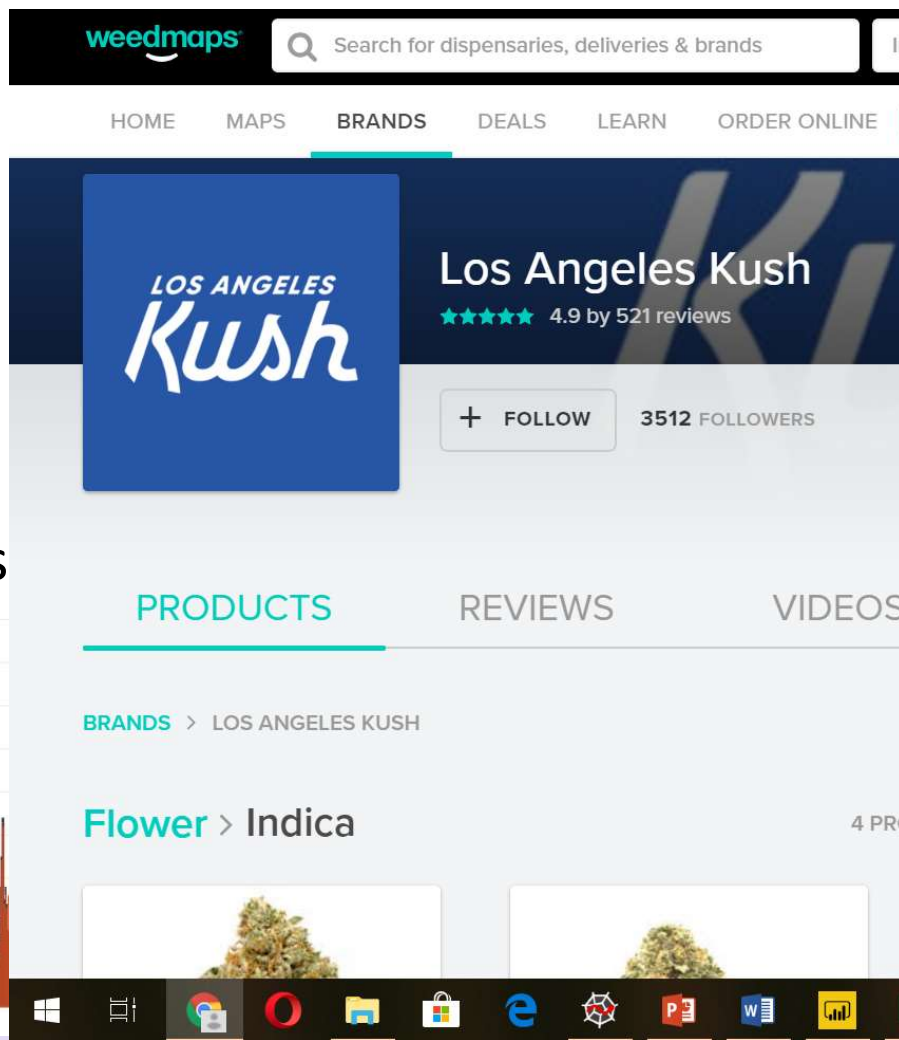
• Avg # of ratings per us
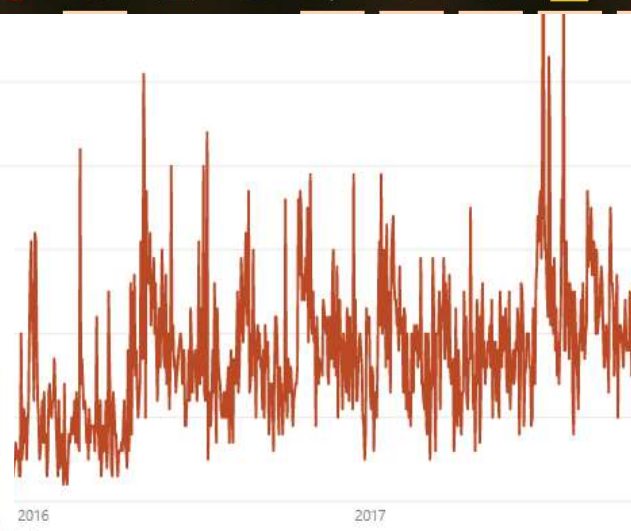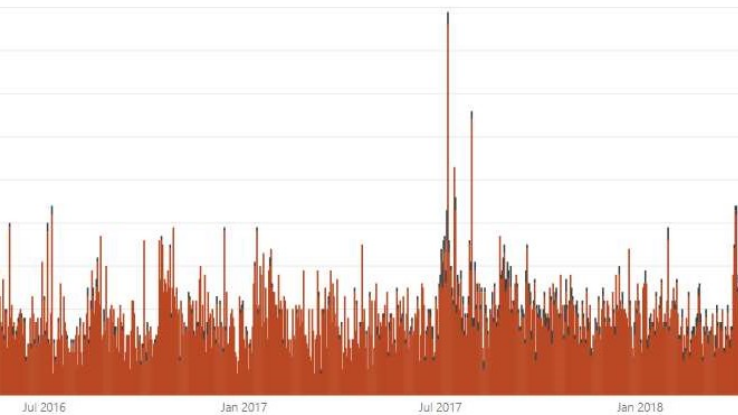
wmpoints

Register **here** and begin earning **points** with every order. Redeem them for discounts and specials.

PRODUCTS   NEAR ME   REVIEWS   VID

Indica (4)   VIEW ALL

Los Angeles Kush Red

★★★★★ 5.0

Earn 10 points

LA Cake

★★★★★ 5.0

Earn 20 points

Sativa (1)   VIEW ALL

wmvendor

DASHBOARD ORDERS pointsMEMBERS

—— Visitors
🟩 New wmpointsMEMBERS
⬛ New Orders

wmpointsMEMBERS by age

Range **21 - 25**
Age **200 (23.26%)**

50+
46 - 50
36 - 40
31 - 35
41 - 45
26 - 30
21 - 25