



Scraping Vitamin Shoppe



Analysis of Vitamin Shoppe's
Protein Powder





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Reorder

Shop our wide selection of protein powders coming in various flavors from chocolate and vanilla to banana and birthday cake!

Protein & Fitness

Protein Powders

Whey Protein (219)

Other Protein (178)

Natural Protein (151)

Plant Based Protein (129)

Casein Protein (13)

Filter Products

Brand

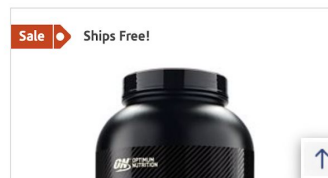
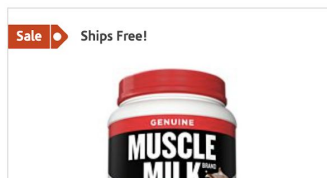
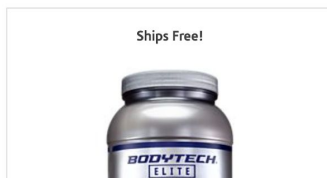
Search for Brand



- ☐ BodyTech
- ☐ Optimum Nutrition
- ☐ Dymatize Nutrition
- ☐ Isopure
- ☐ BodyTech Elite

[See More +](#)

Displaying 1 - 45 of 552

Sort by: **Featured****Ships Free!**

Optimum Nutrition

**Gold Standard 100% Whey
Protein - Double Rich Chocolate (5
Lbs. / 74 Servings)**

★★★★☆ (252)

21 Flavors | More Sizes

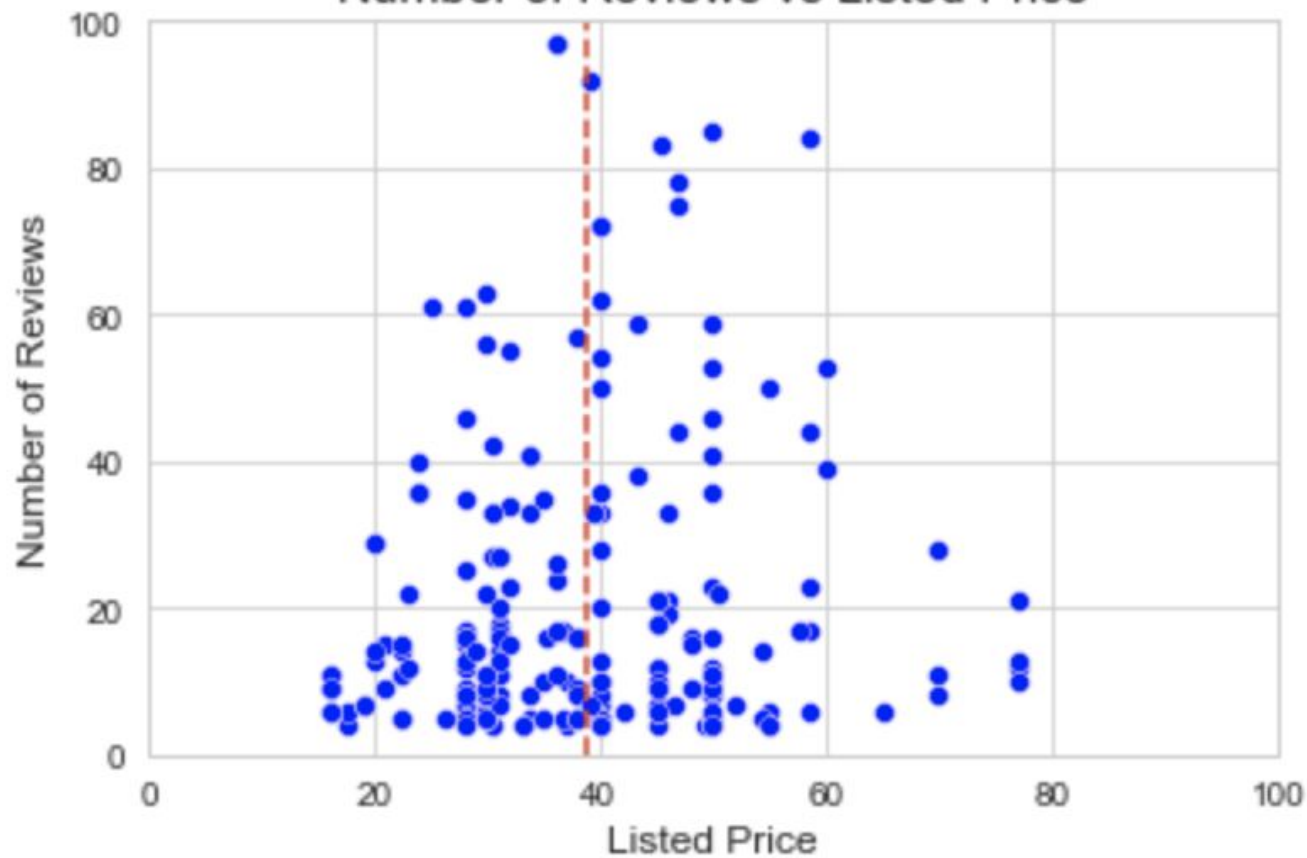
\$59.99

(\$0.81/Serving)

Types of Protein Powder Offered

- **Whey:** milk product - easily digestible
- **Casein:** milk product - more slowly digested
- **Natural:** organic, natural ingredients, non GMO
- **Plant-Based:** made from various plant proteins such as beans, rice, pea, hemp
- **Other:** blends of proteins

Number of Reviews vs Listed Price



	number_reviews	
	mean	median
type		
Casein	31.375000	21.5
Natural	59.463415	16.0
Other	14.782609	8.0
Plant Based	38.684211	19.5
Whey	32.000000	13.0

Correlations by listed price

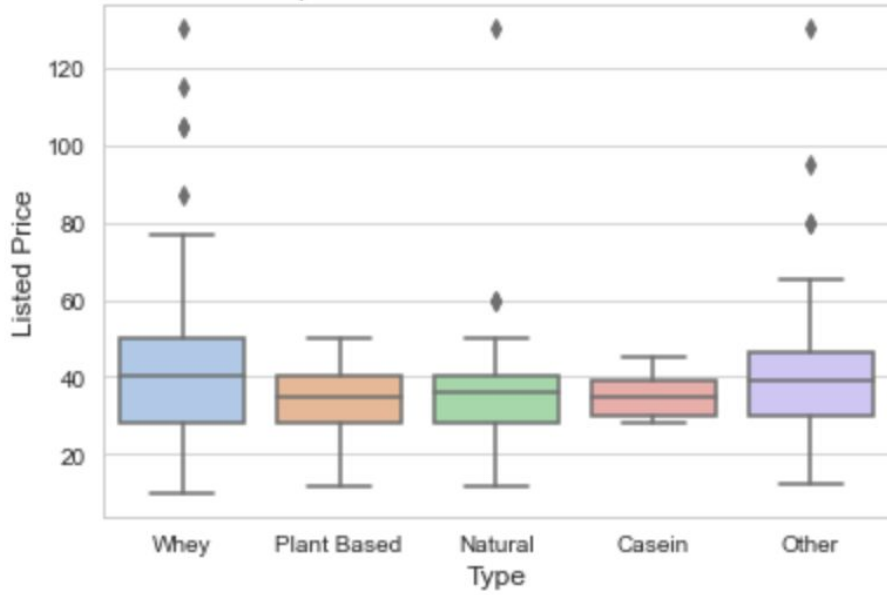
```
type
Casein      rating      0.431303
Natural     price_per_serving 0.424508
Plant Based price_per_serving 0.400105
Whey        rating      0.344002
Plant Based recommended_yes 0.253460
            rating      0.245005
Natural     rating      0.209026
Plant Based number_reviews 0.204129
Other       rating      0.181919
            price_per_serving 0.170981
Name: listed_price, dtype: float64
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Rating vs. Listed Price

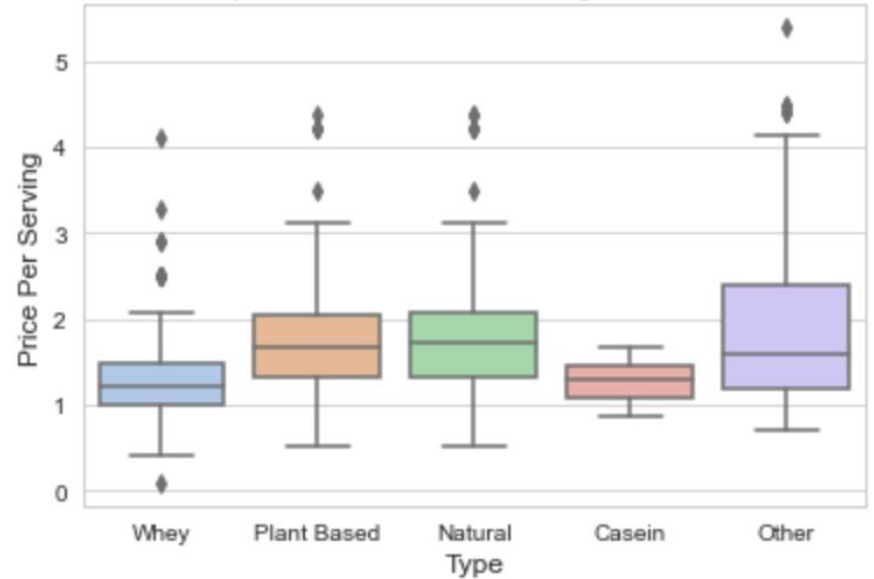


Price Distributions across Types

Boxplot of Listed Price Distribution

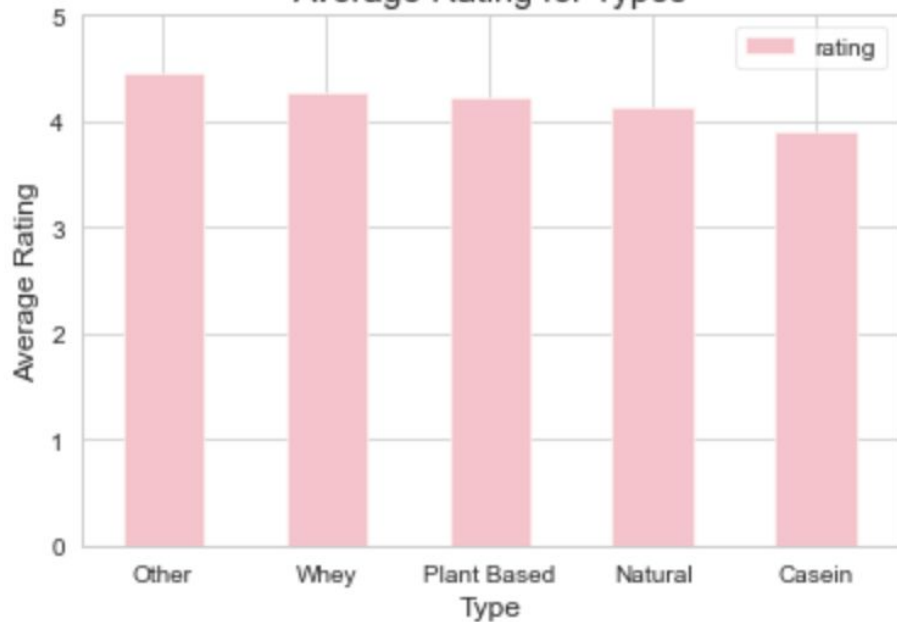


Boxplot of Price Per Serving Distribution

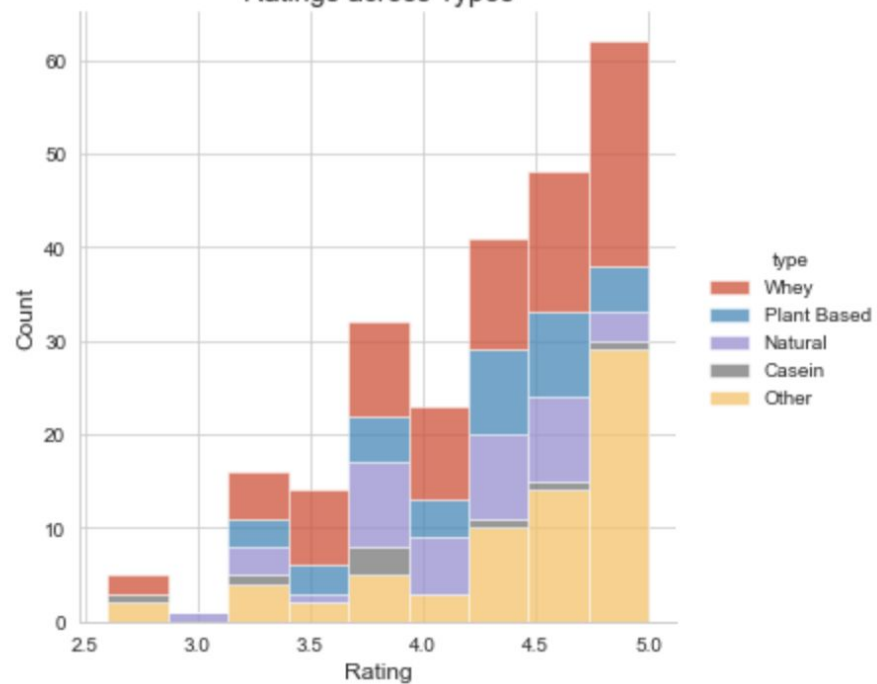


Ratings

Average Rating for Types

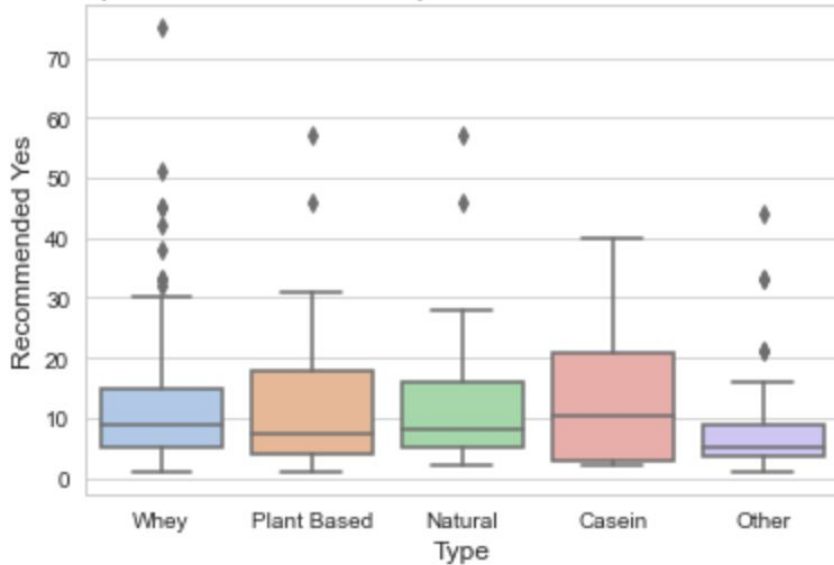


Ratings across Types

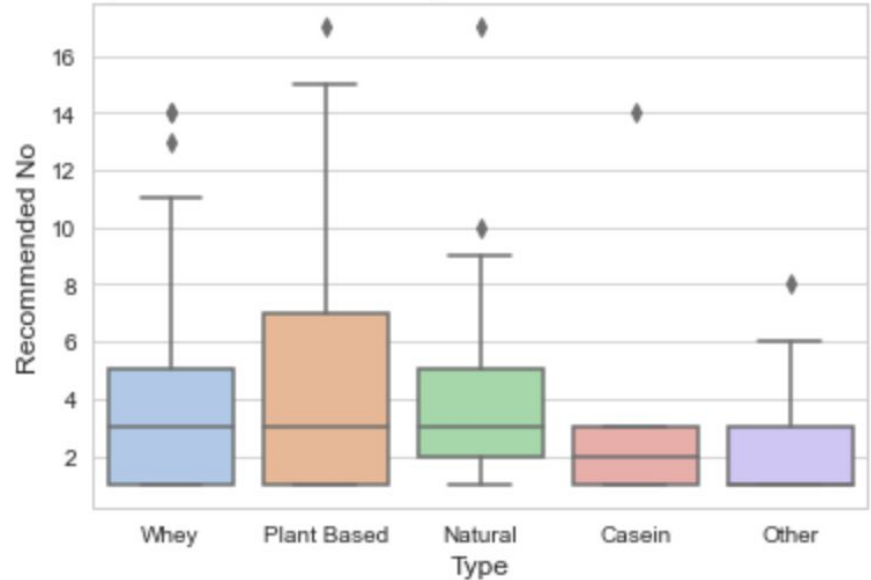


Recommendation of Products

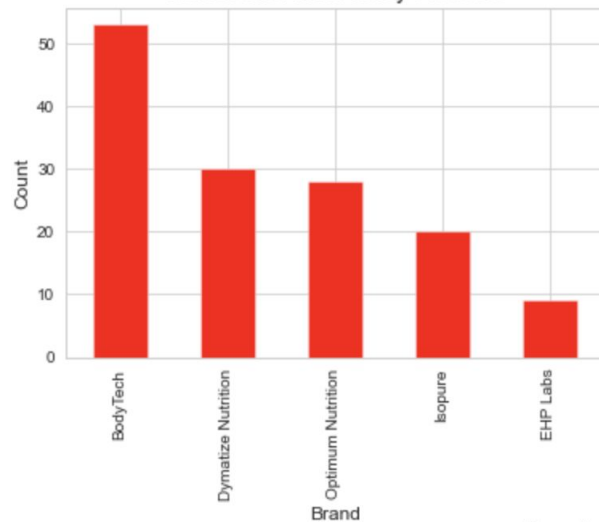
Boxplot of Number of People Recommended the Products



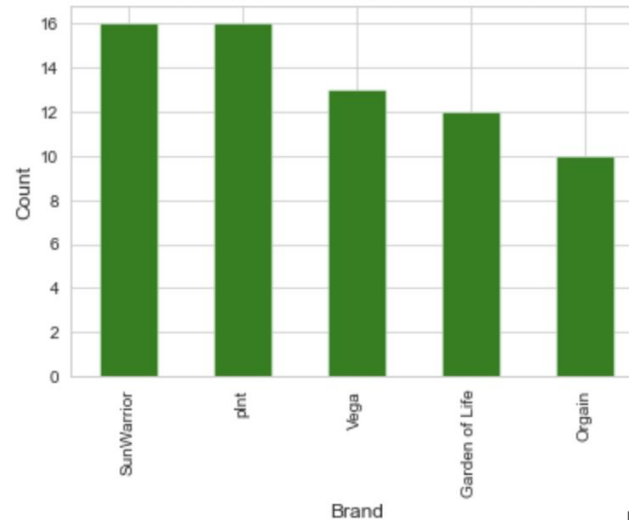
Boxplot of Number of People Who Did Not Recommended



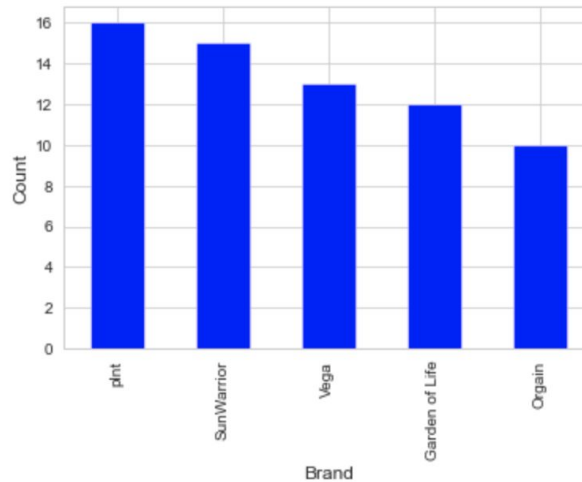
Brands with Most Whey Products



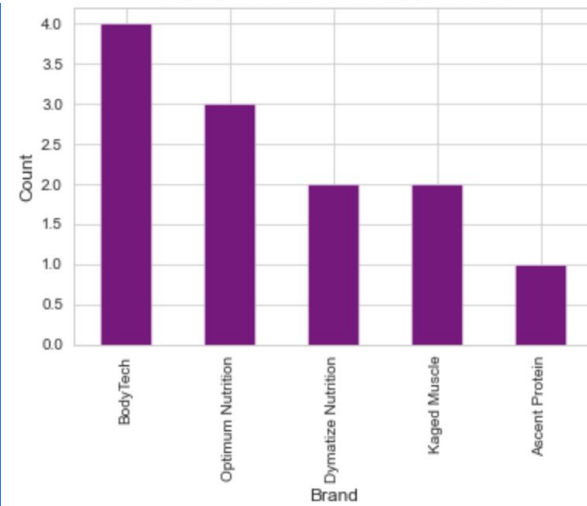
Brands with Most Plant Based Products



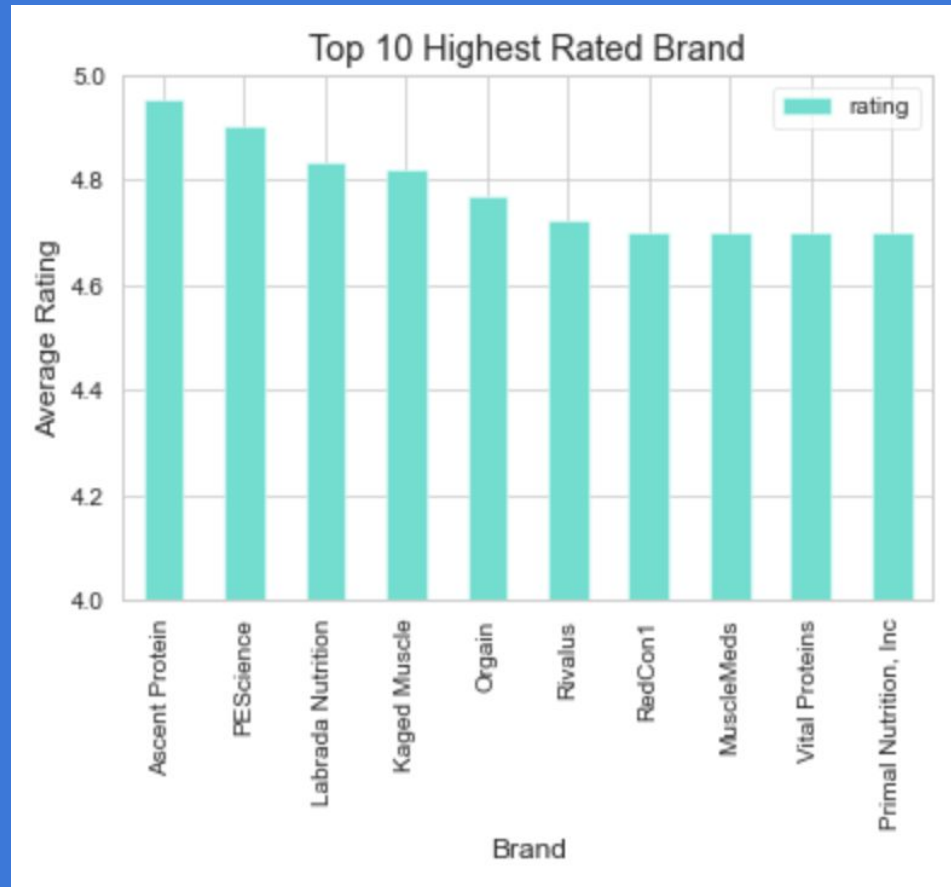
Brands with Most Natural Products



Brands with Most Casein Products



Top Brands by Ratings



Future work

- Ingredient analysis of various protein products
- Look at review data
- Look at consumer data on other sites that offer these protein powder to normalize the rating data and be able to find the best products within these type categories