**Big Data Analysis**

The top 5 customers with the most reviews were non-Vine customers. The top 5 products with the most reviews were from non-Vine customers. The percentage of Vine customer reviews was 0.02% which is very small compared to non-Vine customers which are 99.98%. On average, the top 5 products reviewed were given an 83.2% rating with 4 and 5-star reviews from non-Vine customers. Vine customers, on the other hand, gave a 93% rating with 4 and 5-star reviews. On average, the top 5 customers rated their reviews giving an 83.1% with their 4 and 5-star reviews. Those who are non-Vine customers rated their reviews with 93% with their 4 and 5-star reviews.

In conclusion, there were no significant differences between Vine reviews and non-Vine reviews that would indicate that Vine reviews were not trustworthy and skewed.