**Big Data Summary Analysis**

The top 5 customer reviews with the most reviews were non-vine customers. This was the same for the top 5 products.

The percentage of Vine customers is 0.02%, which is very small compared to the percentage of non-Vine customers, 99.98%.

For the datasets that were used, the reviews made by Vine customers, and the results in the findings, there is no significant differences between those who are Vine customers and those who are not. This indicates that there is not much bias between Vine customers and non-Vine customers.