

*Introduction to Data Science**Topic “User comments/reviews analysis”***Analysis of Software review sites**

In order to explore our project topic on “User comments/reviews analysis”, we shall firstly discuss and analyze existing software that implements the functionality of review and survey analysis, i.e., software which uses AI language models to analyze text, which in this case is in the form of user reviews and surveys. This will be done by focusing on some popular software review sites, which have been listed in the article [“B2B SaaS Reviews article on “10 best software review sites”](#).

We shall be conducting a comparison between these sites according to their features, methodologies used and the prices of their services. Our goal for this analysis is to spot the trends and similarities between these platforms and use that knowledge as a guide in forming the structure of our project.

1. Overview of the characteristics of the review platforms.

Platform name	Number of Reviews	Words per Review	Default method for Review Sorting
G2	2,076,100+	n/a	G2 score
Capterra	2,000,000+	shorter-form, testimonial-like in length	Non-bidding vendors are ranked from most to least reviews (recently added Capterra Shortlist)
Software Advice	2,000,000+	shorter-form, testimonial-like in length	Number of reviews
GetApp	2,000,000+	shorter-form, testimonial-like in length	Non-bidding vendors are ranked from most to least reviews
Gartner Peer Insights	515,000+	n/a	Voice of the customer (User Interest and Adoption (X-axis) and Overall Experience (Y-axis))
TrustRadius	466,000+	≈400	Most Reviews
PeerSpot	n/a	≈620	Rating, reviews, views, and comparisons
TrustPilot	167,000,000+	n/a	TrustScore
Software Reviews	≈1,000+	n/a	n/a

2. Comparison between the features of the platforms' review sorting methodologies:

	G2	Capterra	Software Advice	Get App	Gartner Peer Insights	Trust Radius	Peer Spot	Trust Pilot
Review Response Data [1]	X	X			X			
Review Volume [2]	X	X	X	X	X	X	X	
Review Quality [3]	X					X	X	
Review Recency [4]	X	X	X	X	X			X
Review Source [5]	X				X			
Average Monthly Search Volume (Popularity of product in review) [6]		X					X	
Engagement of Review [7]	X							
Length of Review							X	
Frequency [8]								X
Bayesian Average [9]								X

- [1] Review Response Data:
The forms contain several touchpoints which are crucial for assessing customer satisfaction such as Likelihood to recommend, ease of use, meets requirements, quality of support, ease of admin, ease of setup, ease of doing business with.
- [2] Review Volume: (Review response data is weighted based on the total number of reviews)
- [3] Review Quality: (Reviews that are more thoroughly complete weigh more, each review is assigned a readability score using Flesch Reading Ease Scale)
- [4] Review Recency: (Older reviews are weighted less)
- [5] Review Source: (Reviews of current product users are weighted more).
- [6] Average Monthly Search Volume (Popularity of product in review): ranked by number of searches for the product, or number of mentions of the product in other reviews.
- [7] Engagement of Review: feedback from other users for the review (likes, replies on the review).
- [8] Frequency: products which receive regular reviews are favored more.
- [9] Bayesian Average (specific to TrustPilot): used to make sure that a new business starts off with a balanced TrustScore (the scoring metric of TrustPilot). This means that Trustpilot includes the value of 7 reviews worth 3.5 stars each, automatically, in each TrustScore calculation. As the business collects more reviews, this becomes a smaller factor in the calculation.

Platforms comparison based on their service prices:

Platform	Prices
G2	\$500-\$100
Capterra	Vendors bid in auction to rank higher on category pages, the rest are pay-per-click
Software Advice	Pay-per-lead and pay-per-click
GetApp	Vendors bid in auction to rank higher on category pages, the rest are pay-per-click
Gartner Peer Insights	Do not offer paid services (Profit off web visitors and through their license Gartner's Magic Quadrant which they sell to vendors)
TrustRadius	Three packages: Customer Voice, Ultimate, and Ultimate+. They cover buyer intent data, content licensing, and customizing review questions. (Prices not available online)
PeerSpot	Offers vendors solutions for two needs: demand generation and content creation. (Prices are not available online)
TrustPilot	Freemium model – (Standard – \$250, Growth – \$600, Scale – \$900 and Enterprise)
SoftwareReviews	Free, but they offer a Rapid Application Selection Framework (IT Consulting) with prices: small software - <\$10,000 Mid-tier applications - <\$100,000 Custom consulting for enterprise applications - >\$100.000