

FRESHIO GELATO

GOALS

- 1.EVALUATE MARKETING
- 2.IMPROVE SOCIAL MEDIA
- 3.IMPROVE CUSTOMER SATISFACTION

DATA ANALAYSIS

- 1.SENTIMENT ANALYSIS
- 2.TOPIC MODELLING
- 3.FLAVOUR TOPIC SENTIMENT
- 4.NETWORK ANALYSIS
- 5.COMMUNITY DETECTION

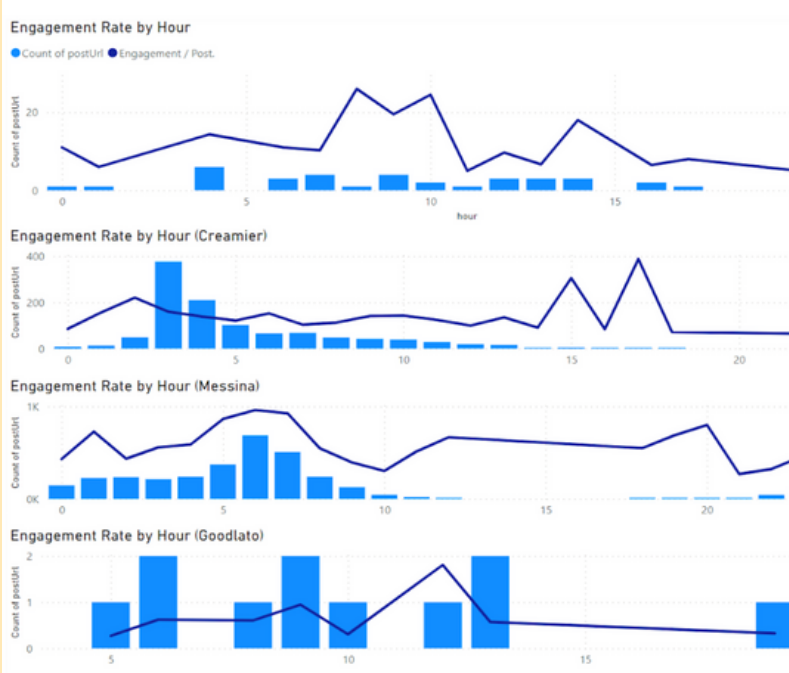
COMPETITOR ANALYSIS

Category	Freshio	Creamier	Goodlato	Messina
Positive		Earl Grey Grey Lavender Lavender (Roasted) Pistachio	Earl Grey Lychee Rose Black Sesame	NA
Neutral	NA	Gula Melaka Sea Salt	NA	NA
Negative	NA	Sesame		Dulce Leche Chocolate Chips
Uncategorised	Rum Raisin	NA	Ube (Taro)	NA

CREAMIER HAS THE BEST SENTIMENT AMONG ITS COMPETITORS IN FLAVOUR PROFILE WHILE FRESHIO PERFORMED BELOW AVERAGE

	Freshio	Creamier	Goodlato	Messina
% Classification Sentiment-Positive	85.74%	87.57%	92.78%	69.88%
% Classification Sentiment-Neutral	13.94%	9.16%	1.20%	25.19%
% Classification Sentiment-Negative	0.32%	3.27%	6.02%	4.94%

FRESHIO HAS THE BEST OVERALL SENTIMENT WHILE MESSINA PERFORMED THE WORST IN TERMS OF SENTIMENT CLASSIFICATION



BOTH GOODLATO AND MESSINA HAVE THE BEST ENGAGEMENT/HOUR WHILE FRESHIO HAS THE LEAST ENGACMENT/HOUR

ABOUT FRESHIO

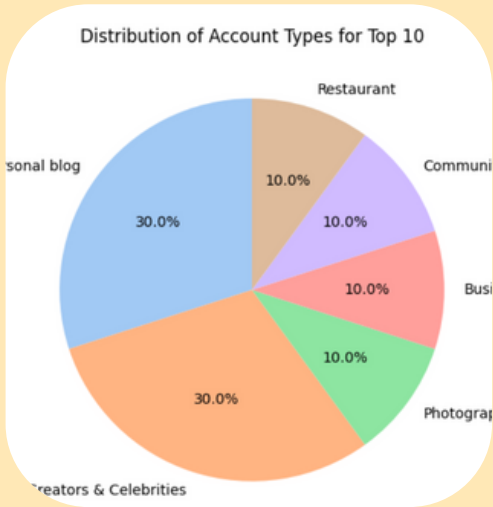
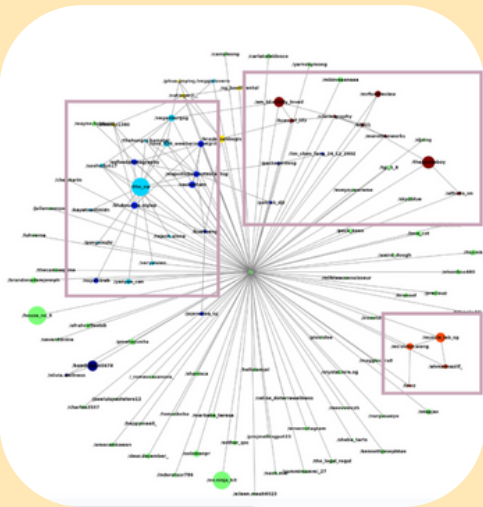
FRESHIO GELATO IS A SMALL DESSERT CAFE RUN BY UNCLE K. TAN AND HIS WIFE. LOCATED AT SUNSHINE PLAZA AND FAMOUS FOR ITS GELATO, UNCLE K.T PRIDES HIMSELF ON FRESHIO'S DAILY HANDMADE GELATO AND MAKES A GREAT EFFORT TO PROVIDE HIS CUSTOMERS WITH THE BEST CUSTOMER SERVICE.



EDA



NETWORK AND PAGERANK



RECOMMENDATIONS

ANALYSIS RESULTS

- 1.INTRODUCE SEASONAL FLAVOURS TO INCREASE THEIR DAILY OFFERINGS IN ROTATION TO DRIVE FOOD BLOGGERS POST ON SOCIAL MEDIA AND DRIVE UP ENGAGEMENT.
- 2.COLLABORATION WITH RESTAURANTS TO TAP INTO THE RESTAURANT/CAFE CROWD TO DO BUNDLE DEALS WITH FRESHIO FOR DESSERT.

SURVEY RESULT:

- 3.HAVING OUTDOOR SEATING, ICE CREAM CAKE FOR BIRTHDAYS, DELIVERIES, USING CERAMIC PLATES, AND UPDATING THE INTERIOR

LEGEND:

- SHORT TERM RECOMMENDATIONS
- LONG TERM RECOMMENDATIONS

FEASIBILITY



- 1.SEASONAL FLAVOURS HELP US IDENTIFY POPULAR FLAVOURS FOR PERMANENT MENU ITEM
- 2. STRATEGIC LOCATION OF FRESHIO TO COLLABORATE WITH RESTAURANTS AND AID IN CHANNELING SALES
- 3.ABILITY TO EXPAND THE REACHABILITY WITH BETTER VALUE PROPOSITION

TESTIMONIAL

[HTTPS://DRIVE.GOOGLE.COM/FILE/D/12QYTAI18_SGRJEVCV9UJVF24NXFDVAT5/VIEW?USP=DRIVE_LINK](https://drive.google.com/file/d/12QYTAI18_SGRJEVCV9UJVF24NXFDVAT5/view?usp=drive_link)

