# Visualizing the difference in effect of product fit on sentiment
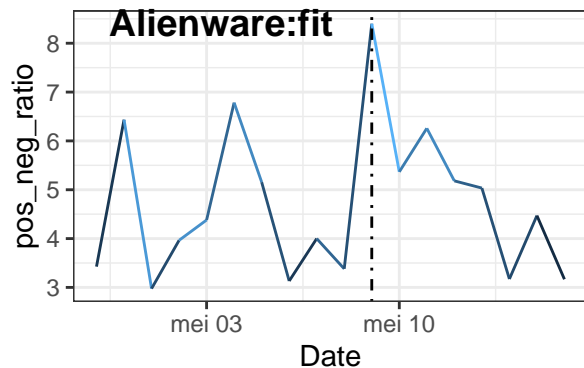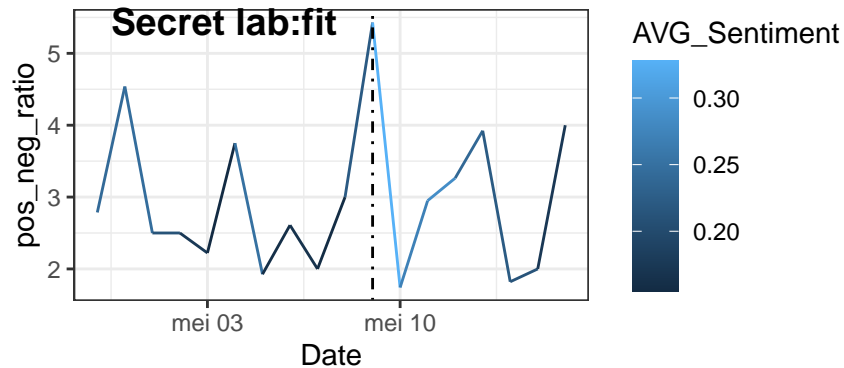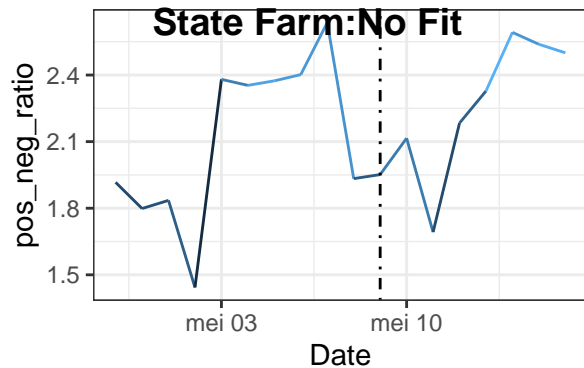


*Dotted line is the start of MSI*

*Table 1, Right to left: Graph 1A/1B/1C*