**AVG** Sentiment

0.30

0.25

0.20

## Visualizing the difference in effect of product fit on sentiment State Farm: No Fit Secret lab:fit **AVG** Sentiment ratio ratio 2.4 -0.175 neg pos\_neg 0.150 0.125 1.8 + pos 0.100 1.5 mei 03 mei 10 mei 10 mei 03 Date Date Alienware:fit AVG\_Sentiment ratio 0.32 0.28 neg -0.24 0.20 mei 03 mei 10

Dotted line is the start of MSI

Date