total count for now,

add in next round the positive and negative sentiment

bottom right hand side, split into topics then look at the positive sentiment

look at this page, very good

interested to know, why is there a sudden dip in the months of April

can see sales data, see if got dip in sales

See if any other ppl running campaign

third graph, good to see bar chart to see which subcategory, more interesting to know what products stands out

with sales data, maybe can merge data set and see comparison. sometimes when you do dashboard, you want to understand what you are trying to tell me,

maybelline has most number of reviews, what does it mean? there should be some understanding behind what you trying to represent

if the data point is too low, can just remove is insignificant

(os: change to color)

cheaper product == more ppl will leave a review == unfair comparison, cause skin care tends to be cheaper

(os: s

for competitor analysis, ranking system, a certain matrix and see

brnad perception = count of reviews how many are positive, face make up product, what specific products are being compared with

more research - like they

any correlations that they can see - keep fidning correlations with data sources - eg. sentiment, see social media marketing (but out of scope)

(os: april no promo codes - so lesser sales)

peak in loreal paris vouchers in august, 1000 sales order, use vouchers code. how effective it is to use customer product to

link to tell the storypromo codes.

dk how is innisfree sales like, they are strong in marketing and very localised, all marketing campaigns are targeted base on local whereas loreal only have like global brands and cater to climate

what ppl think and feel or their product, same product de price point differents.

what are the sentiments of the ppl, are the customer sensitive to the prices? is it worth this price, worth to buy during promotion.

product and delivery in ratings and reviews, what are the topics for innisfree also?

highlight out the differences