| **Filter** | **Insights** | **Actions** |
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| Positive mentions | Holiday coffee drink flavors—such as gingerbread, pumpkin spice, and eggnog lattes—are very popular right now.  There is a relationship between people interested in photography and animals and positive mentions. | Heavily promote Great Grounds’ holiday flavors, particularly gingerbread latte. Directly thank users who posted positive comments about Great Grounds’ holiday flavors.  To drive more positive reviews from animal and photography lovers, do a giveaway for those who tag Great Grounds in a post with a photo of themselves with their coffee and pet.  Share the unfavorable response to peppermint latte beverages with stakeholders. Do not promote this drink in posts. Offer a free drink to customers who posted negative comments about this flavor.  Share complaints about the recent Great Grounds’ price increases with stakeholders. In order to help justify these increases, emphasize in posts that Great Grounds coffee is a premium product. Offer promotions such as “buy one get one free,” discount days/times, etc. to encourage sales. |
| Negative mentions | Many people complained about coffee being too expensive. |
| Great Grounds mentions | Great Grounds’ new gingerbread latte flavor received a number of positive mentions, while the peppermint latte received several negative mentions.  Some people stated that they were upset about the recent increase in Great Grounds’ prices. |