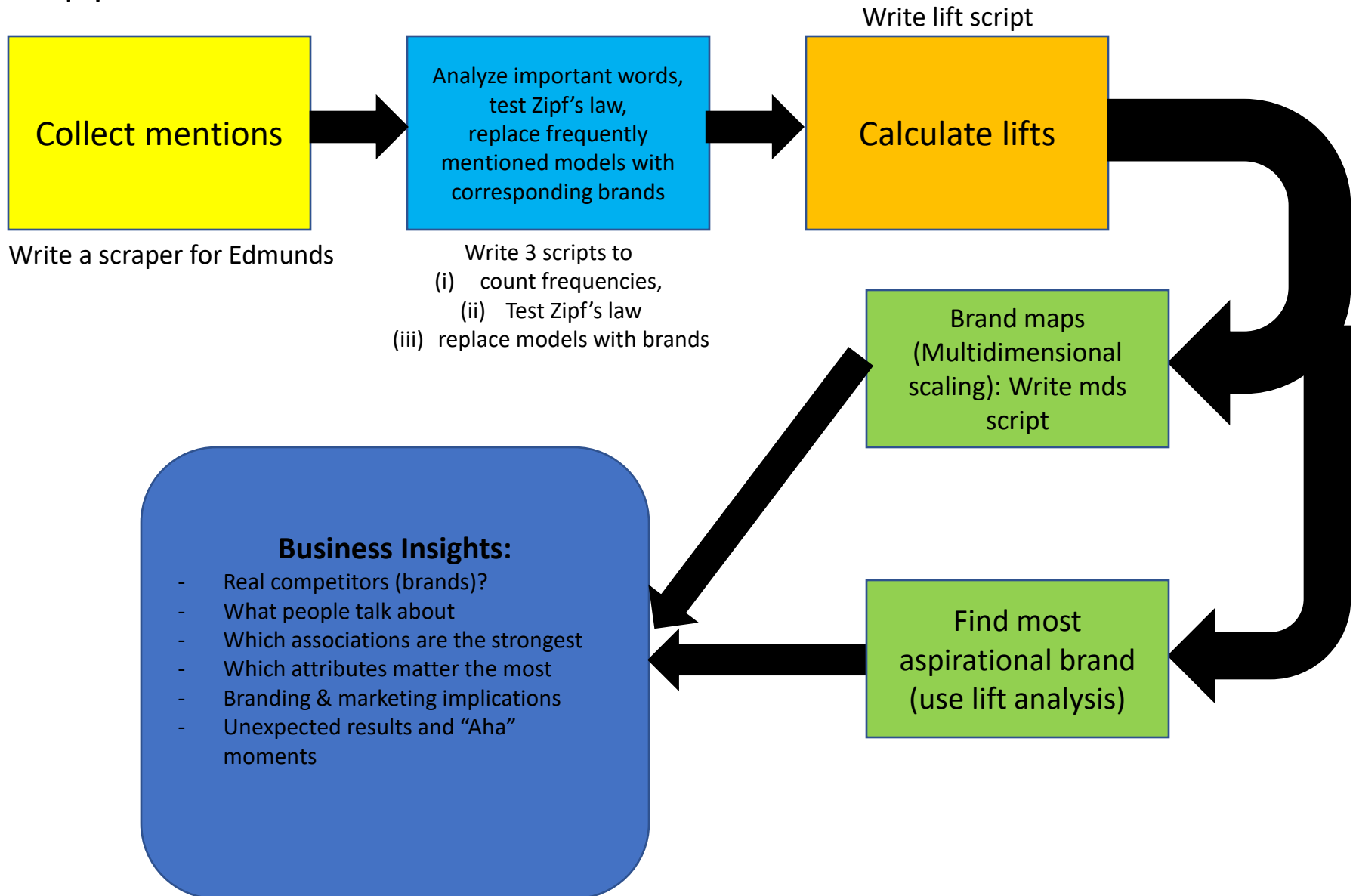


Approach:



Notes

- Get data from a general forum (i.e., not dedicated to a specific brand)
- Multiple mentions of a brand within a post should be counted as 1
- Manipulate extreme lift values for more accurate visualization