Feedback for Project Number 24

## Feedback Below

**What is their topic on?**

* *Is the title consistent with the topic?*

Yes the title is consistent with the topic

* *In other words does the title make sense for the project?*

The title “How has Chewy.com performed on dog food products?” makes sense for the project.

**Are the objectives of the project clearly identifiable?**

* *What are they wanting to study?*

The author wants to study the performance of the pet supplies ecommerce company chewy.com.

* *What is the motivation of this project?*

The author did not mention any specific motivation for her taking up the project.

* *What does the presenter hope to accomplish with this project?*

Based on the presentation, the author wants to find out the answers to the research question

* The variety of dog food products that are available at chewy.com
* The growth curve in dog food sales year over year from 2012
* The customer ratings and reviews trend, whether and how it has changed year over year.

**What data are used?**

* *What website(s) are scraped?*

https://www.chewy.com/b/food-332

* *Are other data brought in from outside sources?*

I do not see any additional data that is being brought from other sources.

* *If so, what are they and how do they add to the project?*

N/A. But she did bring all the data points from within the data that she scraped from the website.

**What is your overall impression of the project?**

My overall impression is that she has done a good job of presenting data to find out objectively about her research questions.

**Other encouragements/critiques you would like to provide to your colleague in order for them to have a more refined project.**

If she would have compared chewy.com with other dog food retailers like Petco etc., then the sales growth or customer reviews could have been compared and that would give us insights on:

* Who has greater market share?
* The sales that we see currently are absolute, a comparison would tell us whether chewy.com is doing better in the market or in spite of their growth, they are lagging behind etc.
* How does the customer rate the other company and their products?
* The bad ratings that they are getting – is it same across other retailers or should they look at the product which is not providing good ratings.

Ultimately , a company’s performance is measured in multiple different ways and is as good as the market demand and the competition. So, that would have helped get more clarity on the research question,