Feedback for Project Number 8

## Instructions

Use the program below (beginning line 13) to figure out who you will be critiquing. You will critique two of your colleagues’ work and provide feedback for them to produce their best work. Remember this is to help them out so do not be mean, but also do not hold back. Be sure to highlight areas of success as equally as areas of failure. Use the template below the code to provide them this feedback. You can find the [project links here](https://docs.google.com/spreadsheets/d/1xAiea3WAt-7ANAYtzhjFfRRkSTCQlcu123y7hqizJso/edit#gid=0)

**Be sure to change the name of the project in the title above and in the document title.** This is the project number you are critiquing and should be included in the output file so that the document name reads ‘Critique\_of\_Project##.docx’. Once you are finished, e-mail me both documents (one document per critique) and I will upload them to the ‘Peer\_Reviewed\_Work’ folder so that your peers can view them. Do not e-mail me the .Rmd file. These reviews are due by **Friday, March 26th at 5:30pm CST**. For ease you can use this markdown file to fill out your responses and knit which will produce a word document for you.

## Feedback Below

**What is their topic on?**

* *Is the title consistent with the topic?*
* *In other words does the title make sense for the project?*

The topic is on analyzing the reviews, sales, and other metrics about dogfood sold on Chewy.com. The title makes sense and is consistent with the topic. The topic is pretty interesting. I do think the title of the project could be a little clearer (Please see the encouragements section).

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

* *What are they wanting to study?*
* *What is the motivation of this project?*
* *What does the presenter hope to accomplish with this project?*

The objectives are outlined well. They are looking to analyze the different types of dog food sold on Chewy. Look at brands, sales, and reviews over time. Motivation is a little unclear. The goals are outlined, but could have explained the motivation for analyzing items sold on Chewy.

They hope to observe the level of dogfood sales by Chewy as well as the ratings and reviews left by customers. I think they do a good job of providing analysis for these things.

**What data are used?**

* *What website(s) are scraped?*
* *Are other data brought in from outside sources?*
* *If so, what are they and how do they add to the project?*

The data is scraped from Chewy.com. Specifically, data about dog food is scraped. No outside data was used.

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

Overall I liked the analysis and graphs. I feel like they give a lot of information and highlight some interesting relationships. The topic is a fun one, think it was a good chocie.

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

I think the graphical/visual represenations are really good. They do a good job of helping people see what your results were. I have a few critiques:

* *Could perhaps adjust the title of the project to something a little more clear. Maybe “Sales and Performance of Dog Food on Chewy.com”. That way you can more specifically mention what you analyzed. The “Topic Interests” slide lays out your goals pretty well. Maybe use that slide to adjust your title just a bit.*
* *Also, would be nice to include some kind of motivation/background on why you chose to do this topic. Maybe something like why you are studying dogfood and a short history/info about Chewy.com.*

One comment, not really a critique:

* *One other thing would be to mention how you calculated the estimated yearly sales in slide 12. It wasn’t too clear how that was done.*

Some encouragement:

* *Something that might be cool to show is some more sentiment analysis on the dogfood reviews. The wordcloud is good, but perhaps adding a bar chart with the occurrence of different words could really highlight how often certain words appear in the reviews. I think you do a good job with all your visualizations and this would make it that much better.*

Overall, I think it was pretty interesting. You were able to pretty effectively get a lot of information out of the data you scraped. It was cool to see the relationship between more sales and lower reviews. The graphs are really informative and helpful. It looks like you had a lot of data to deal with, great job!