



Data Analysis Report for Fond Rouge

Dennis Lam, SAP
June, 2021

PRIVATE



Agenda

Background Information

Data Sources Used

Data Analysis Results for US region

Recommendation

Q&A Session

Background Information

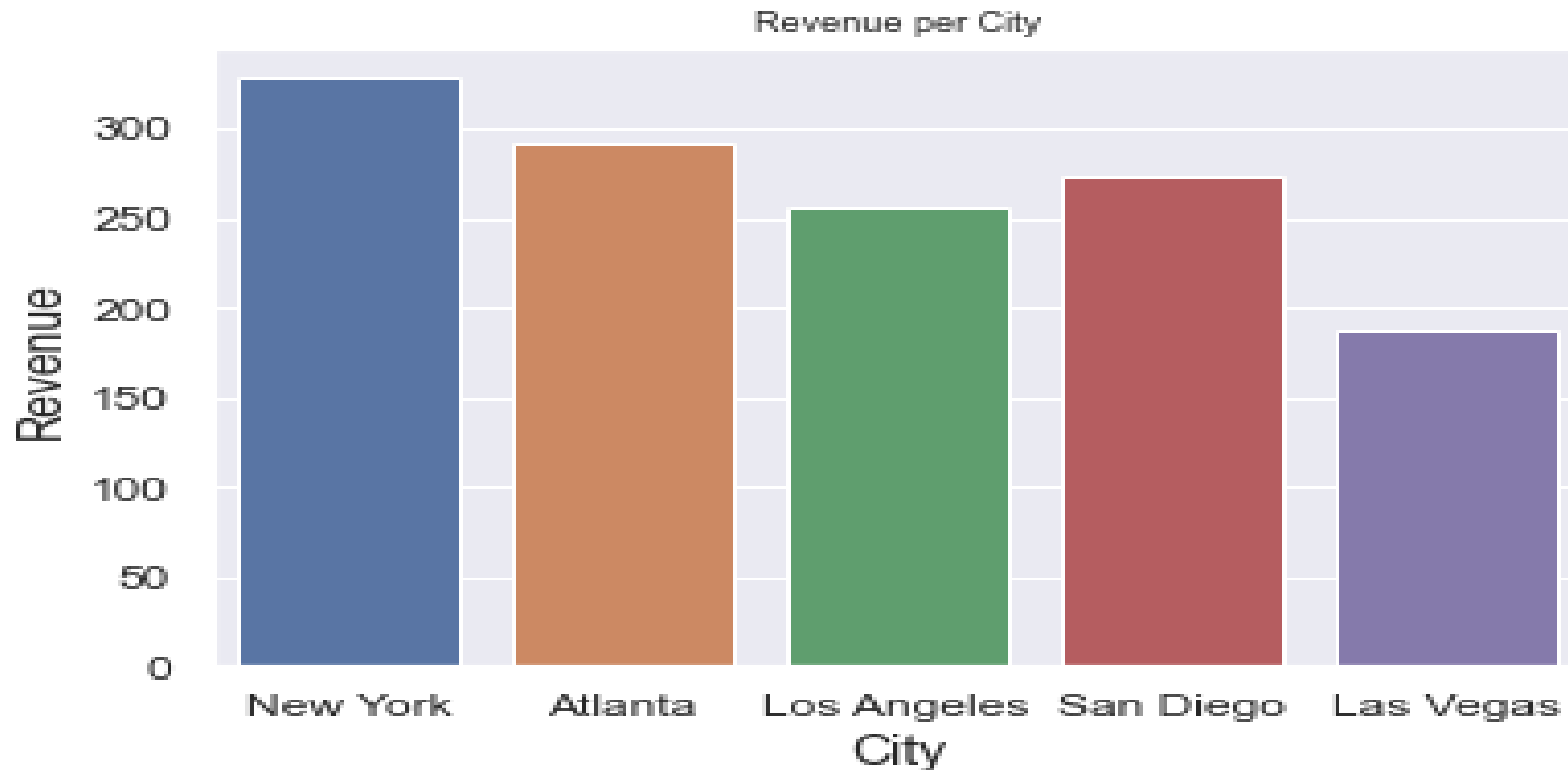
Suspected counterfeit products in US sales resulted in negative reviews online

Data Sources Used

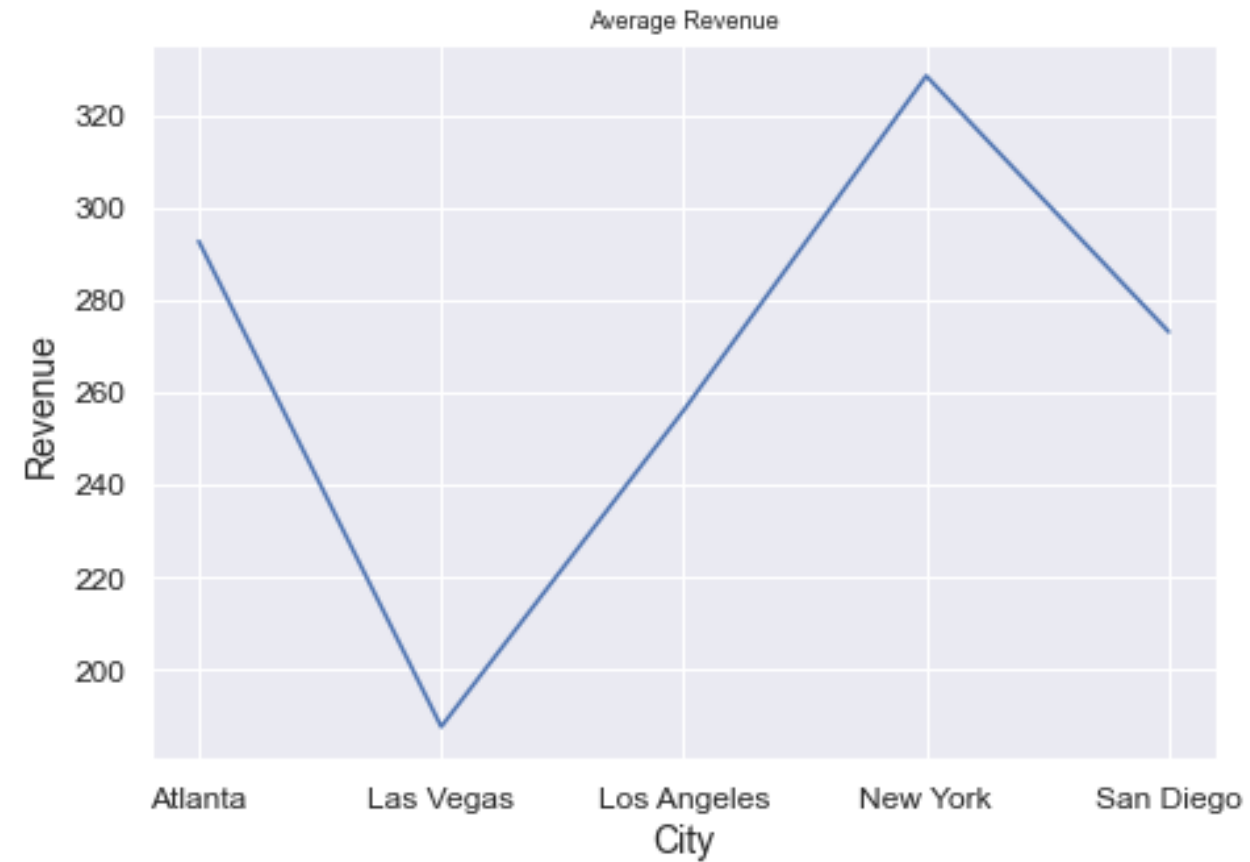
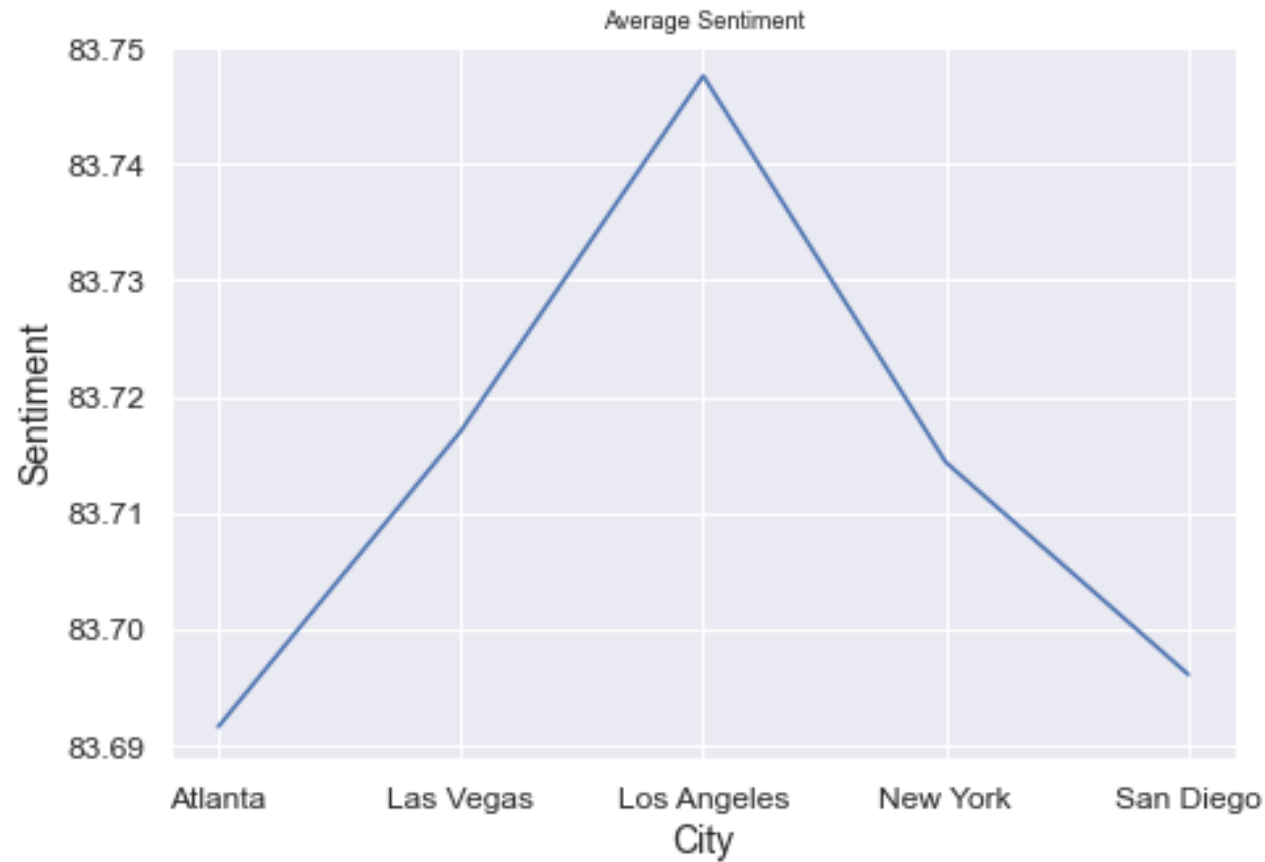
Fond Rouge's Data in Excel

- Sales data from 2019 – 2021
- Returns data with OrderID
- Sentiment data from 2018 - 2021

Data Analysis Results for US region

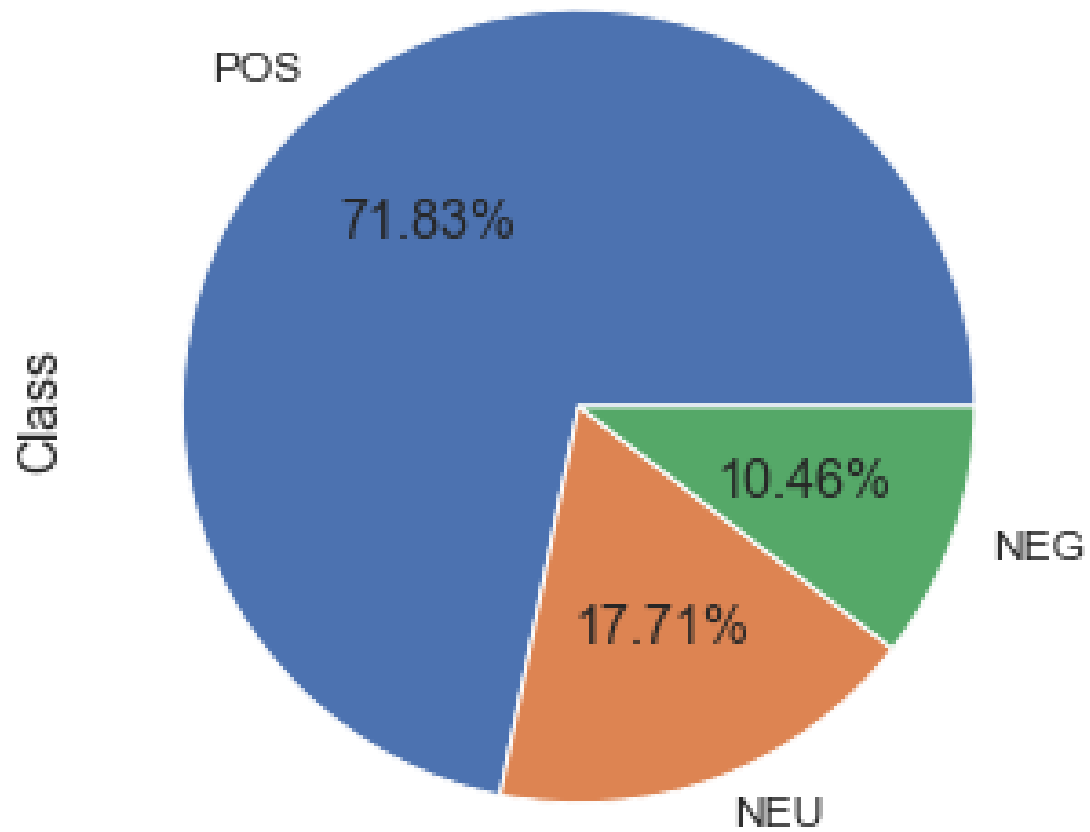


Sentiment and Revenue in US

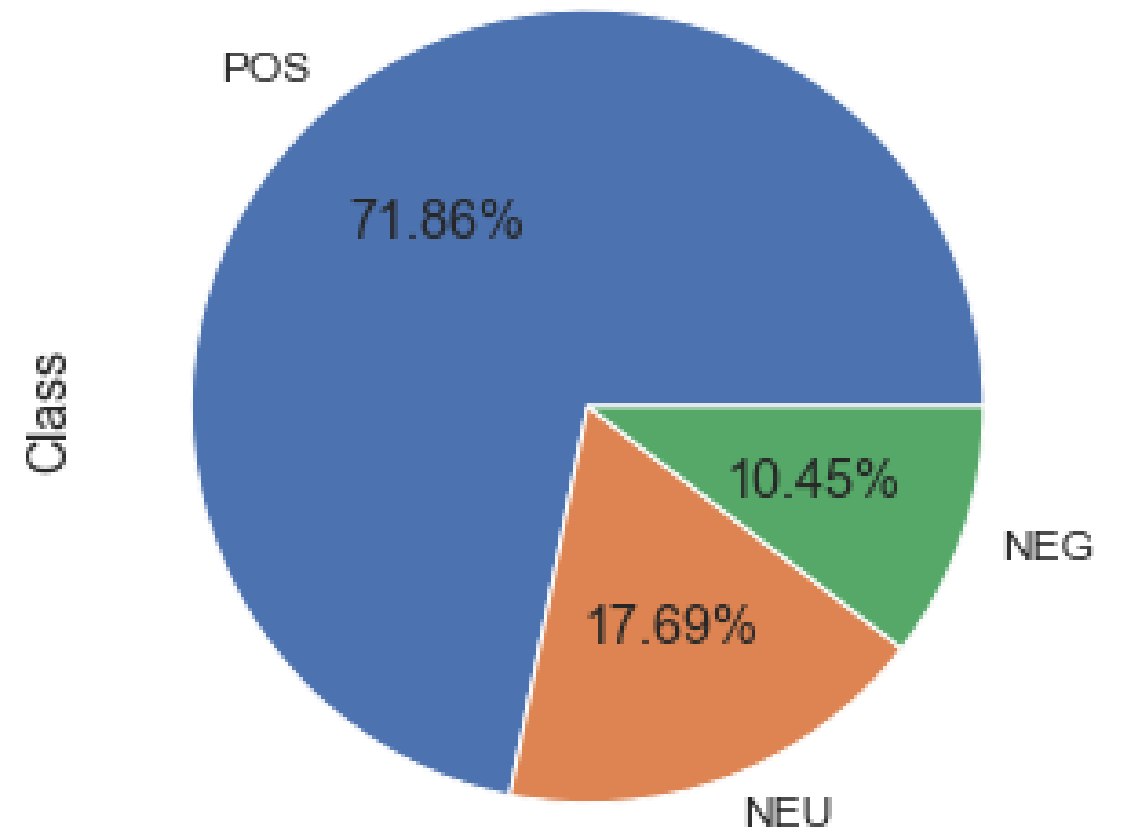


Sentiment Comparison

Sentiment Class Pie Chart



Sentiment Class Pie Chart Globally



Thank you.

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Malaysia



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