| **Filter** | **Insights** | **Actions** |
| --- | --- | --- |
| Positive mentions | * GingerBread Latte is popular | * Both Java House coffee and Great Grounds feel expensive for the target audience. It would be wise to differentiate with our competition by lowering our price. This can be done through sales campaign or just lowering the price straight * Improve the taste of peppermint latte or pull it out of the menu. |
| Negative mentions | * Peppermint latte is taste terrible * The price hike for the cost for latte is too much |
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