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| **Filter** | **Insights** | **Actions** |
| Positive mentions | Holiday coffee drink flavors-such as gingerbread, pumpkin spice, and eggnog lattes-are very popular right now. | Heavily promote Great Grounds’ holiday flavors, particularly gingerbread latte. Directly thank users who posted positive comments about Great Grounds’ holiday flavors.  Share Complains about the recent Great Grounds’ price increases with stakeholders. In order to help justify these increases, emphasize in posts that Great Grounds coffee is a premium product. Offer promotions such as “Buy one Get one Free,” discount days/times to encourage sales. |
| Negative mentions | Many people complained about coffee being too expensive |
| Great Grounds mentions | Some people stated that they were upset about the recent increase in Great Grounds’ prices. |

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