1. Core Platform

Brazil

* Scraped bar soap info from mercado livre and amazon website in Brazil
* Draw bubble charts to see the frequency of noun chunks, noun, verb and adj & adv in each product’s description

Chart, bubble chart

Description automatically generatedNoun chunks

Chart, bubble chart

Description automatically generatedAdj & Adv

Chart, scatter chart

Description automatically generatedVerb

Chart, bubble chart

Description automatically generatedNoun

* Do LDA on each product’s description

Text, letter

Description automatically generated

* Get keywords on each product’s description

'para', 'naturals', 'peles', 'vegetation', 'formulas', 'unites', 'moisturized', 'containers', 'produto', 'cleanness', 'fragrances', 'bodies', 'sodium', 'perfumers', 'soft', 'free', 'hydratant', 'extraction', 'ideal', 'originals', 'bases', 'protects', 'creaminess', 'feels', 'careful', 'fragrancias', 'essentially', 'beautiful', 'daily', 'combine', 'promotions', 'barras', 'remover', 'aromas', 'glycerinated', 'oiliness', 'babys', 'oleos', 'bathe', 'lines', 'tests'

Mexico

* Scraped bar soap info from mercado livre and amazon website in Mexico
* Draw bubble charts to see the frequency of noun chunks, noun, verb and adj & adv in each product’s description

Chart, bubble chart

Description automatically generatedNoun Chunks

Chart, scatter chart

Description automatically generatedAdj & Adv

Chart, scatter chart

Description automatically generatedVerb

Chart, bubble chart

Description automatically generatedNoun

* Do LDA on each product’s description

Text, letter

Description automatically generated

* Get keywords on each product’s description

'para', 'naturalness', 'jabones', 'pieles', 'helpful', 'containers', 'cleaned', 'moisturization', 'frees', 'ideales', 'bodies', 'providing', 'producto', 'leaves', 'aroma', 'cleansings', 'protective', 'formulas', 'cares', 'actively', 'coconut', 'como', 'removable', 'purchased', 'hydration', 'essentially', 'ingredient', 'aceite', 'sodium', 'thank', 'fresh', 'preventive', 'packaged', 'oiliness', 'originally', 'vitaminized', 'beautiful', 'pieces', 'recommendations', 'colorful', 'organism', 'high', 'faciales', 'feelings', 'glycerine', 'acnes', 'softness', 'hand',

'packs', 'ayudas'

Based on the analysis above, we can get a sense of the features in core platforms

Wellness:

* Focus on deep cleaning, use antibacterial substance
* Use neutrogerm antiseptic body to get rid of germs
* Add clay, activated charcoal and snail slime etc. to take away dirty things or dead cells
* Add antiseptic to keep soap from decay

Natural:

* Add plenty of natural substance into the soap such as vegetable, flowers, vegan herbs, oats, tea, olive and coconuts
* Use natural material to make bar soaps original so that baby can also use it.
* Use organic substance

Protective Care:

* Add nutrients such as oil and butter to moisturize skin, balance hydration
* Use anti acne substance
* Always makes people feel gentle, pleasant and fresh when they are washing hands.