1. Core Platform

Brazil

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

A picture containing graphical user interface

Description automatically generatedNoun chunks

Chart, scatter chart

Description automatically generatedAdj & adv

A picture containing chart

Description automatically generatedA picture containing chart

Description automatically generatedVerb

Noun

* 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 Chunk

Chart, bubble chart

Description automatically generatedAdj & Adv

Verb

Chart, scatter chart

Description automatically generated

Chart, bubble chart

Description automatically generatedNoun

* Do LDA on each product’s description

A picture containing text

Description automatically generated

* Get keywords on each product’s description

[‘soap’, ‘natural’, ’bars’, ‘oils’, ‘fragrances’, ‘moisturized’, ’extraction’,’ vegetation’, ‘cleanness’, ‘hydratant’]

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 antiseptic to keep soap from decay

Natural:

* Add plenty of natural substance into the soap such as vegetable, flowers, vegan herbs, oats, tea and fruits
* 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 to moisturize skin, balance hydration
* Use anti acne substance
* Add clay to take away dirty things
* sodium hydroxide, sodium chloride, etidronic acid, titanium dioxide, sodium palmate, sodium palm kernelate, sodium stearate and excess oil are important ingredients in the soap
* Always makes people feel gentle, pleasant when they are washing hands.