Peer Review:

Johnathan:

* Should have more details on business background, goal, and current state.
* Can expand the TO analysis further by analyze business competition. The current report shows the trends in various product types but did not link them to the business current situation.
* Should have examined the month data separately with the year. The report has assumed different Year does not have impact in the business performance each month.

Dylan:

* Good background context of the business.
* Should improve the skeleton of the report. Different steps of the QDAVI should be clearly indicated and explained.
* Comprehensive TOWS analysis. The report has analyzed the ecommerce market as well as competitors in regard with the business main market sector. Performance of the business over each year and product type is clearly indicated.