**Dylan Robertson:**

A. External Data

Questions:

* What is the question exactly?

Feedback:

-QDAVI cycle for the question and data steps especially do not seem to be apparent in the formatting of the report

-What is the geographic business scope of PopStore? Is it a primarily Australian brand given the context of the assignment? How do you derive that information outside of the context? The report seems to make mention of and assume a primarily Australian market while comparing it to a global context, why is this comparison relevant?

-The argument for sharing a market only with Amazon because of its English listings seems a bit hasty, what about language options and localization options for many e-commerce sites? And furthermore, if only English-speaking sites mattered not assuming the previous point how does the growth of non-English sites factor in the analysis?

B. Internal Data

Questions:

* Revenue vs Losses probably, but still not listed

Feedback:

-There seems to be many cases where hypotheses are proposed that are asides to the core question or narrative, as they reference data that either do not exist inside and probably falls outside the scope of the notebook or are unverifiable and almost anecdotal in nature. This may or may not add to a pleasant reading experience, but I don’t see this as contributing in any way to describing the analysis and visualization that is present.

-It seems to me that broad generalizations are being made of the global market without questions being defined in the QDAVI that either makes such a comparison necessary or with consistent categories that would make the comparison prescient, neither is there enough data which would need to be in copious quantities to make these conclusions plausible.

**Quoc Huy Nguyen:**

A. External Data

Questions:

* Is the concerned market growing recently? What is the potential market size?
* What is the competitiveness of the market?
* What some COVID-related factors that could affect the business lauching timeline?

Feedback:

-How does vaccination rate translate to business metrics such as sales? What is the correlation of vaccination and engagement with e-commerce? Does decreasing or increasing vaccine rates accurately predict pandemic outlook as it relates to the business?

-Monthly data along with year is not analysed for external analysis, what about the difference between February 2018 to February 2019 for example?

-“Australia is aimed to get 80% before fully open the lockdown. **ACT, NSW** and **TAS** seem to be the first three hitting the target.” There seems to me to be a fair bit of extrapolation on what lifting the lockdown would mean and which states would achieve it first, if the lockdown caused a soar of sales does that mean that the opening lockdown would cause a decrease in sales?

-E-commerce sales growth percentage for the year 2015 is weighed against the last quarter (3 months) of the year 2014. Making it 300-350%, this is quite strange and can be misleading. Especially as the table displays the X value as 2014 rather than only the last quarter.

B. Internal Data

Questions:

* What are some of the key products that affects the growth of the business?

Feedback:

-The question was answered alongside correct visualization