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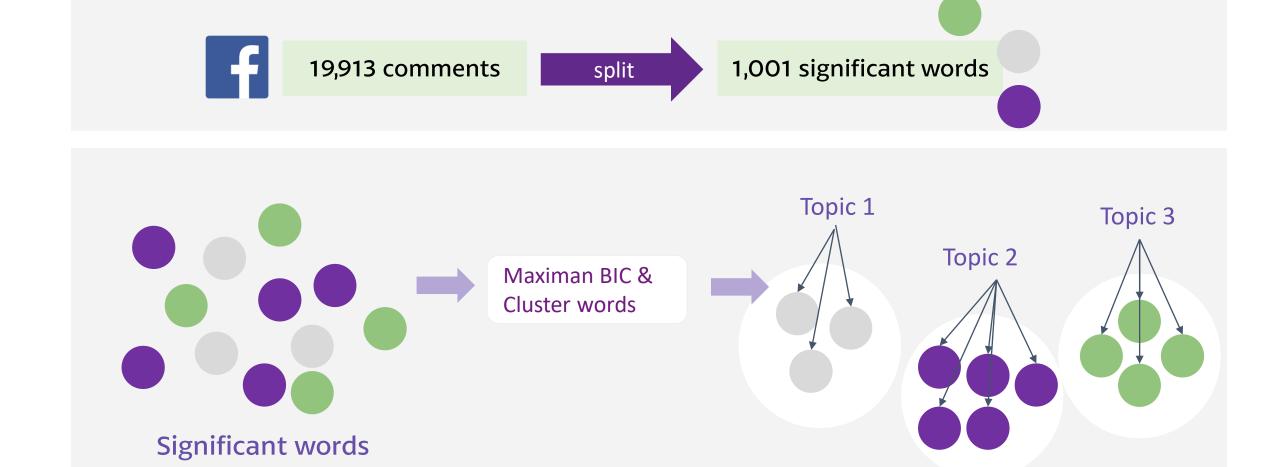


We Started with a Statement of Work

Deliverables	Data set	Methodology
Research on women aged 25–44 Create customer profiles.	EUCRISA Facebook Demographic Insights	Empirical Study
Research on competitors' media campaigns.	Online sources	Secondary Research
Analyze comments, reviews, and messages to understand the audience's attitude on Eucrisa's social media activities.	Eucrisa FB CommentsList_Widget Jan 2018–May 2019.xsl Eucrisa FB CommentsList_Widget Jan 2018–May 2019.xsl Eucrisa_QC_05212019_v14_with_dictionary.xsl	Sentiment Analysis
Data visualization and insights with key findings. My part	Data from Sentiment Analysis	Data Visualization
Analyze current social media DTC plan, build the "bridge" between conversion gaps.	Online sources	Observational Study



Hierarchical Latent Tree Topics Detection Methodology





Seven Major Topics from the Facebook Comments Taken from 19,913 comments **Skin Condition** Nonproduct [']Related **Product** Related Medical Advice **Main Topics** Insurance Skin price / Burn / Bad Make product Subtopics/ Assistance program Copay offer patient body money Story select Savings Keywords sharing natural Contact FDA Eligible Soap Support team happy /bath Eczema /scratch Websites experience Side pain burn / Work '/ Clear Contact health Dairy diet Vaccine change cut provider Participate Pharmacy Worse hand break itch Drug Call awful Doctor Information ointment mild moderate adult Visit Websites Copay Savings Sentiment Analysis of Topics on Eucrisa Facebook Comments

(Hierarchical Latent Tree Analysis)