Note: Script must be less than 10 minutes long (<1000 words)

Introduction:

To demonstrate the use of the dashboard, we will present user stories and insights we got using it

| **Team** | **Key Insight** | **Script** |
| --- | --- | --- |
| **Product Team** | GSave (rating 1 vs. rating 5) | So for example, I am part of the product development team and I want to know how a specific feature is generally perceived by the users. For this example, we can try GSave. To do this, I can type gsave for both of the search words and adjust the rating to 1 and 5.  Based on the comparison of its usage trend between ratings 1 and 5, more people have been generally dissatisfied with the feature especially during its first few months especially July 2019  With this insight, we can come up with ways or solutions that would improve Gsave and make it more useful or user-friendly. |
| Load (rating 1 vs. rating 5) | Moving on to the next feature, one of GCash’s main services is allowing users to buy load through the app. To check this feature I can replace the words to load and refer to the line graph once more.  It can be observed that, the most recent periods (starting from may 2020) reveal that more people are becoming dissatisfied with this service as shown in the opposing trends between rating 1 and rating 5 reviews.  With this, we can try to dig deeper into this problem and see if there are any errors happening or we can also find ways on how to make it more useful and easier to use. |
| Log-in and Verification | Lastly, if I want to check the top topics or concerns of the users within a certain timeframe, I can check the pie graph below and adjust it to show only reviews with 1 star rating.  Here we can see that the top topics are … (enumerate) if we adjust the timeframe we can see that login or verification is mostly the top concern. With this information, we can dig deeper and focus on working and improving these topics/concerns.  I will now pass it on to Lanz to talk more about the use of the dashboard |
| **Marketing Team** | General perception of users (all ratings) | Thank you, David.  Moving forward, we want to know how someone from the marketing team might make use of our dashboard.  Probably one of the most crucial things in marketing is getting to know how customers perceive your product. So we want to know the key strengths of GCash in the point of view of its customers and utilize this knowledge to come up with reliable marketing campaigns.  So how do we do this? Well, one way to do it is to look at the five-star reviews where the pie charts are and see which topics are being mentioned the most. We could see that customer satisfaction has the highest proportion of 39.3%. But since this consists of not-so-insightful reviews, usually expressions (eg. nice, great, wow, ganda, amazing, etc.), we look at the next contenders: Easy and fast transactions, and Services offered. Therefore, what a member of the marketing team can do for their ads and promotions is to focus on how easy and convenient GCash is for its users, and how diverse its range of services are. |
| maganda (rating 5) | But what if we want to go into more specific words? For instance, easy and fast transactions can be narrowed down to say, the design of the app. It could be that the app is nicely designed to allow users to navigate transactions easily. Let’s try searching up this word under the five-star ratings, since it appeals to the design.  As you could see, the word maganda is being used more and more in five-star app reviews as the years go by. It is likely that these refer to single words saying na maganda ang app, like those reviews under the topic of customer satisfaction. But overall, maganda is a very visual term, which refers to the design and functionality of the app. This is something that GCash can market, and perhaps, they can work with the product team by telling them to focus on this strong point. The strong point being, easy and fast transactions thanks to the app’s design. |
| hassle vs. free (rating 5) | On the other hand, speaking of easy and fast transactions, you could also try searching for two words or bigrams that are usually mentioned together. For example, “hassle” and “free.” You could see from the graph that these two words are very closely linked to each other, so maybe if the marketing team would like to make a tagline for their next advertisement, they could use “hassle-free transactions.” This tagline is justified because of this dashboard. |
| Useful (rating 5) | Out of curiosity, maybe the marketing team wants to find out about the relevance of GCash today compared to the past years, so they could see how much of an opportunity it would be to start aggressively marketing their product.  Looking at the table, we can check the five-star reviews and see how useful GCash has been throughout time. As you can see, the trend is increasing. More customers are mentioning in their reviews that GCash is useful and more relevant.  If we look closer, we see that this increase started at around the end of 2019. Perhaps, it is because of the pandemic that people are finding the app more useful, but this just means that GCash should do their best at this time in providing their services, so that even after the pandemic, people would still continue to use GCash. This is important not just for the marketing team or for public relations but also for the entire company. |
| GForest (rating 5 vs. all ratings) | Okay, so the last insight we want to try is figuring out if feature releases or marketing campaigns were effective. We could look at one of the most recent feature releases, called GForest, which was launched early-to-mid 2019. We could search up “gforest” and take a look at the trend. Looks like the number of reviews that included the word gforest had spiked to 18 at around September 2019, and then went down quickly after two months. From this, we could imply that the marketing for this feature was not that groundbreaking or strong enough for users to talk about in their reviews.  It also means that this feature was loved by customers when it was introduced, but near the end, people started seeing the feature neutrally, such that it is no longer worth mentioning in the reviews. This is not necessarily bad. It just means that now, the feature is neither a strong point nor a weak point for the app in the perceptions of its users.  To make this a strong point, perhaps the marketing team could have done more to promote this feature in the long-term rather than simply introducing it as such. Personally, I haven’t heard of this feature until this project, so that just goes to say how it would have been better if they kept on promoting or developing this feature.  That is it for the demonstration of our dashboard. I now pass the floor to Yssa to talk about sustainability. |