# What to do with online Product Reviews

We are going to talk about how to make product reviews actionable? In other words, what do you do with this stuff? What do you do with the data?

Up, on the left side of the chart, we have **a lot of volume** (around 50 reviews per month) and **a low rating**. What do you do with this? This goes to **product development** and they need to fix it. They are getting a lot of volume, there is a lot of interest, but when the people are buying it, they are saying that they have problems with it.

Up, on the right side, are your winners. Here is where you are making your money. So **sales** needs to be aware of this so they can continue to push the winners.
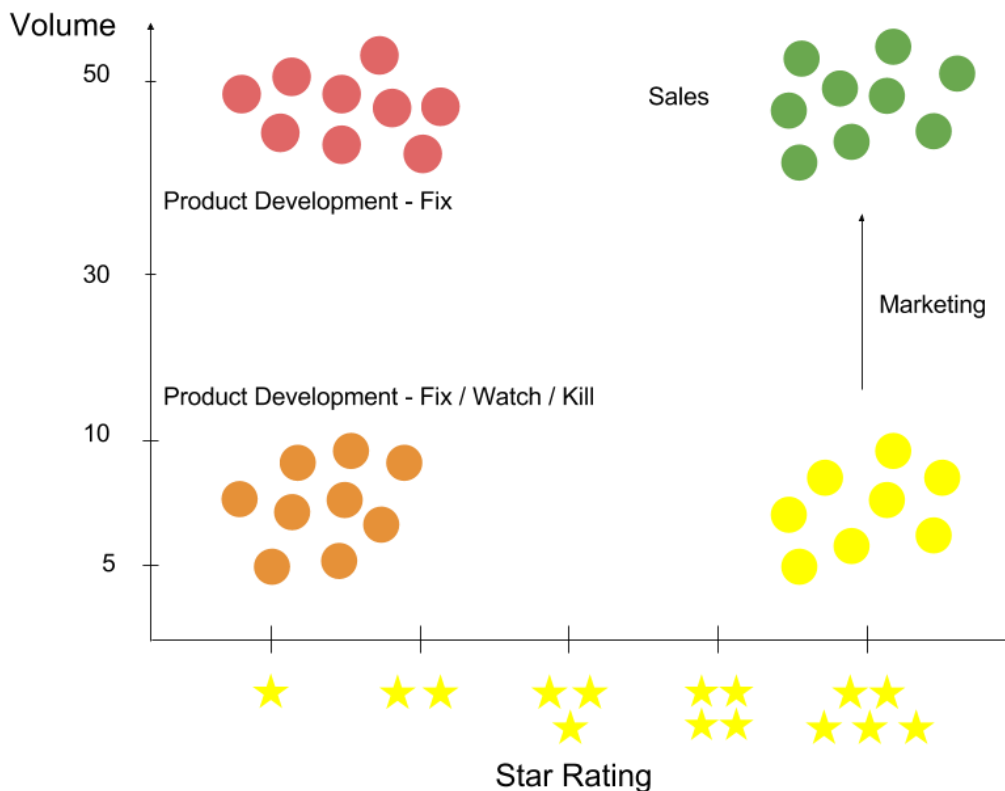
Down, on the left side of the chart, we have products that have **low volume and low rating** (one star or two stars). So, therefore, what do you do with this? First of all you must have a platform that identifies them. And this goes to **product development** and product development then says "we have to either fix this, watch this a little bit more or we have to kill it.

Down, on the right side, we have a potential winner. We have **a very high rating** (4-5 stars) and you have **low volume**. We want to move this up. Because here, where the green dots are, is **high volume and high rating** and this is where a lot of money is being made. So this is a **marketing** problem. Marketing needs to figure out how to get more people writing about this products so that we can get more volume.

In essence, this chart says let's identify where the products land and how the consumers are reviewing them and then let's push them to the right department whether it would be product development, whether it would be marketing or whether it would be sales.