

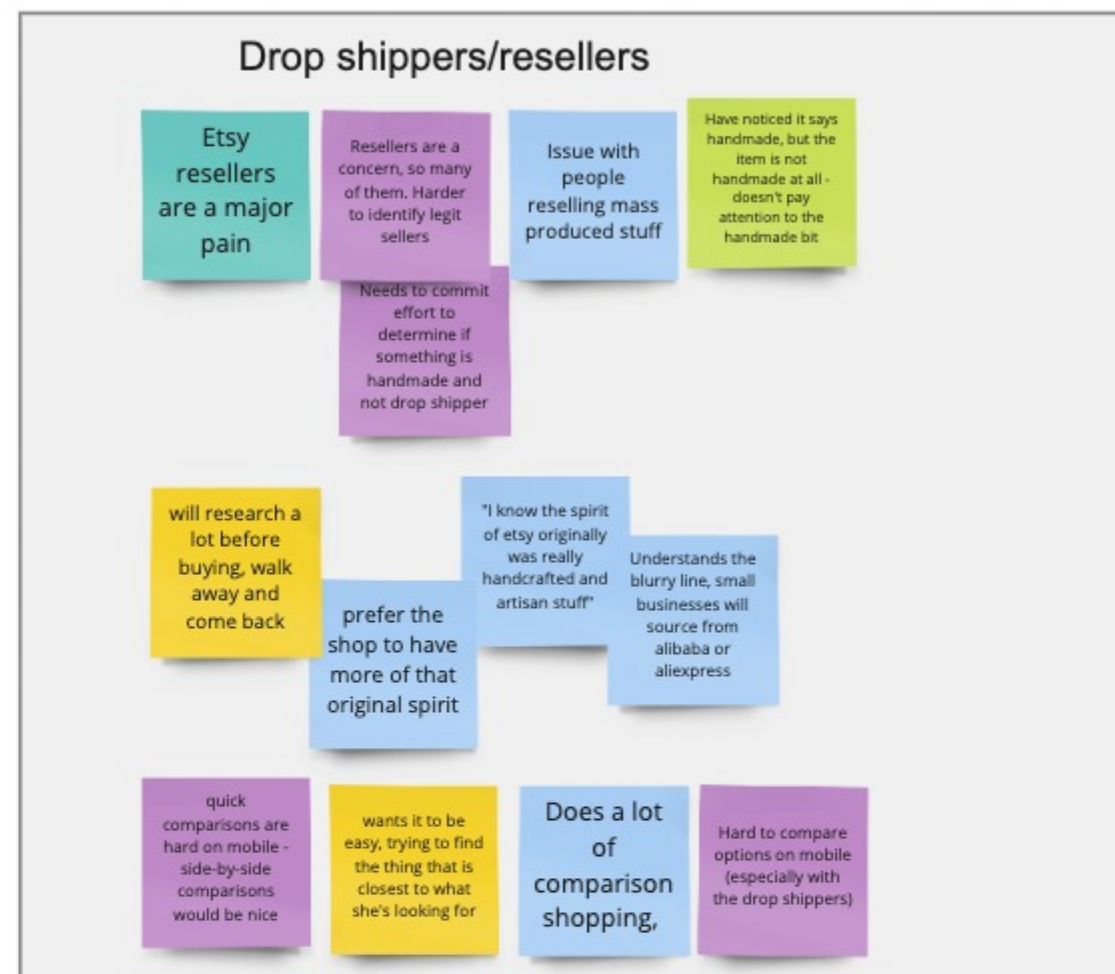
Positives (why etsy?)



High Value Information



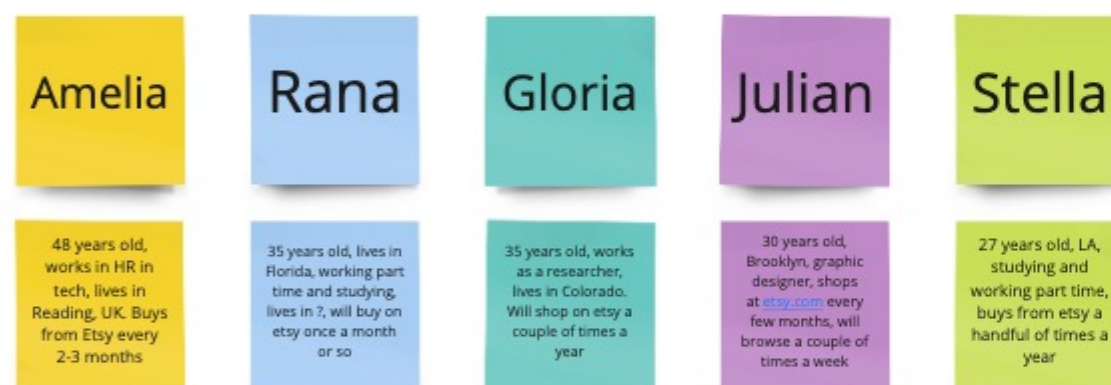
Pain Points



Other opportunities/research



Mid/low Value Information



Outliers

