

TO: Travis Gritter, English 301 Student

FROM: Josh MacDonald, English 301 Student

DATE: March 23, 2017

SUBJECT: Review of Formal Report Draft

I have reviewed your formal report draft and I thought that you have a very interesting idea for your final report. I noticed that you still have some things to add content-wise, and I will do my best to provide feedback on what you have so far and give suggestions on what you need to add.

Content:

This is a very interesting topic that I have never heard of before. Overall, it seems like you have done a good job choosing specific topic to focus on and that you can have a real effect on. I did not really understand what NPS was until I looked at the wikipedia page for it. Make sure that you clearly define it so that any reader will know what it means. I also noticed that you did not state what your problem was explicitly. I was not sure if you wanted the definition of NPS to change or if you wanted more people to understand NPS. Make sure the problem that you are addressing is clear in your final copy. I enjoyed that some of the customers compared Best-Buy to Disneyland. I also noticed that you did not include any of your citations; make sure to add them! You should also include any limitations that your research has (you currently just have a single sentence mentioning limitations). You should always be critical of your own work.

Organization:

Your draft appears well organized. Some of your sections are extremely short, which is probably because you need to add more content. Overall I thought that the flow of topic → definition → findings → interpretations → solution was intuitive and easy-to-follow. As mentioned before, you might want to add in a section discussing the limitations of your research at length, and a section that introduces NPS more thoroughly.

Style:

I liked your style throughout this paper. I think that sometimes your grammar affected the flow of your paper.

Grammar:

There are quite a few grammar errors throughout this draft. Your first sentence does not make sense. It refers to 'our' stores without providing context. Your second sentence (this feeling that we track gives us data...) also appears to be grammatically incorrect. In your 'purpose' section you start with 'This reports purpose' instead of 'This report's purpose'. Overall, you need to go through this draft and make sure that your grammar is correct.

Overall Impression:

I think that you have a very interesting topic. You need to make sure that your grammar is correct in your final copy. You still have content that needs to be added. I think you need to set up your topic better by explaining what NPS is. I think that your 'research' section has a good flow, so keep the general structure but add more content. Great job and good luck on making your final report.