

The Core Dashboard: Your Network's Health at a Glance

This is the main landing page, providing a high-level overview of the entire network's performance.

- **Performance KPIs:** Displays the network-wide average rating, the total number of reviews this month, and a sentiment trend line (e.g., "Sentiment is up 5% over the last 30 days").
 - **Leaderboard Ticker:** A dynamic list showing the **Top 3 "Winning" Locations** and the **Bottom 3 "Challenged" Locations** based on recent sentiment and rating trends. This directly addresses the need to identify under/overperforming shops.
 - **Red Flag Alerts:** A dedicated module that surfaces critical new reviews in near real-time. The AI will flag any review that is 1 or 2 stars and mentions a critical theme like **"Cleanliness," "Order Accuracy,"** or a potential safety issue. This directly addresses the client's desire to "see red flags early, not after the damage has been done".
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Location Deep-Dive: Understanding the "Why"

This is an interactive page where the client can select any location to analyze its performance in detail.

- **Location Scorecard:** Shows the selected location's individual stats: overall rating, review volume, and a historical trend chart of its performance.
 - **Thematic Breakdown:** A simple bar chart visualizing the most frequently discussed themes for that location (e.g., **Taste, Speed of Service, Staff Attitude**). The chart will show both positive and negative mentions for each theme, immediately highlighting strengths and weaknesses. This is designed to answer, "Why is this shop performing worse than a very similar shop nearby?".
 - **Competitor Benchmark Overlay:** With a single click, the user can overlay the average thematic breakdown of the location's direct competitors. This will instantly show if the shop is underperforming on "Queue Time" compared to the local benchmark, addressing the client's need to know how they compare to others.
 - **"Golden Nugget" Reviews:** A curated feed of the most insightful and descriptive reviews for that specific location, both positive and negative. This surfaces the rich, qualitative context behind the numbers.
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Strategic Insights Module: Your AI-Powered Analyst

This is the most powerful feature, where the AI agent system moves from presenting data to generating synthesized, actionable advice.

- **Automated Insight Generation:** The system will proactively generate plain-English insights based on patterns it detects in the data. These insights will be categorized for clarity:
 - **Location-Specific Insight:**
 - *Example:* "The **Pipera** location has received 3 separate complaints about 'bitter coffee' this month, a theme not present at other Office Zone locations. **Suggestion:** Check the calibration of the espresso machine."
 - **Cross-Location Pattern:**
 - *Example:* "Across all three **Flagship** locations, mentions of 'queue time' have increased by 20% in the last quarter during morning hours. **Suggestion:** Review staffing levels or workflow efficiency during the 8-10 AM peak."
 - **Positive Outlier Detection (The "Maria Protocol"):**
 - *Example:* "The **Titan Metro** location has received 5 unprompted positive mentions of a staff member named 'Maria' this year, praising her friendliness and efficiency. **Suggestion:** Ask Maria to share her customer service approach with other store managers." (Directly addresses)