Strategic Analysis Report

Data Science Consultant

1 Metric Development: Net Sentiment Score (NSS)

To get a better picture of brand health than just looking at star ratings, we developed the **Net Sentiment Score (NSS)**. This KPI considers both how strongly users feel about a feature (Sentiment) and how often they talk about it (Frequency). This method prevents rare issues from skewing the data while highlighting the features that matter most to the majority of customers.

Formula

$$NSS = \frac{\sum(AverageSentiment_i \times Frequency_i)}{\sum TotalFrequency} \times 100$$

Where:

- $AverageSentiment_i$: The calculated SentiWordNet score for a specific aspect i.
- $Frequency_i$: The total count of reviews that mention aspect i.

Data Calculation

- **Total Aspect Mentions:** 10,299
- **Weighted Sum Breakdown:**
  - *Warranty Issues:* $0.38 \times 1813 = 688.9$
  - *Condition of Product:* $0.45 \times 2215 = 996.7$
  - *Mic/Call Quality:* $0.20 \times 413 = 82.6$
  - *Price/Bass:* $0.59 \times 3412 = 2013.1$
  - *Battery/Audio:* $0.86 \times 2446 = 2103.6$
  - **Sum Total:** ≈ 5885
- **Final NSS:** $5885/10299 =$ **57.14**

Insight: The calculated score of **57.14** reflects a generally satisfied customer base. However, there is a clear divide: while audio performance is rated highly, the score is pulled down significantly by a $\sim$43% drop in sentiment related to ”Call Quality” and ”Warranty.”

2 STP Framework (Segmentation, Targeting, Positioning)

Segmentation

The data reveals a dominant user group (3,412 mentions, Score: 0.59) that frequently uses terms like *”price”*, *”paisa vasul”*, and *”superb bass”*.

- **Segment Name: ”Economy Audio Enthusiasts”**.
- *Description:* This group primarily consists of students and daily commuters who want loud, punchy sound and long battery life but have a limited budget. They care less about build refinement.

Targeting

Focus on buyers currently using cheap, wired headsets who are looking to upgrade to wireless without spending a lot of money.

Proposed Value Proposition

”Big Bass. Small Price.”
Strategy: Marketing should double down on the high satisfaction scores for ”Battery Life” (0.86) and ”Bass.” The goal is to own the ”budget endurance” niche.

3 SWOT Analysis

Strengths	Weaknesses
Endurance & Sound (Score: 0.86): The strongest selling point. Users are very happy with how long the battery lasts and the general audio output.	**Microphone Performance (Score: 0.20):** The weakest link. Users frequently complain about static noise (”srrrr srrr”) making calls impossible.
Cost-Benefit Ratio (Score: 0.59): The term ”paisa vasul” appears often, proving the price is a major strength.	**Product Reliability (Score: 0.38):** A high number of reviews mention ”warranty” and ”month,” suggesting early hardware failure.

Opportunities	Threats
Mobile Entertainment: With strong ratings for sound and battery, the brand could target mobile gamers and binge-watchers.	**Return Rates:** The volume of warranty complaints indicates a high return rate, which will eat into profit margins.

4 Root Cause Analysis (5 Whys)

Issue: Extremely poor sentiment (0.20) for ”Call Quality” (Key phrase: *”call ke time bat krne pr srrrr srrr ki awaj”*).

1. **Why is there static noise during calls?**
    - *Observation:* The issue is specific to voice calls (”bat krne pr”) and is described as a background hiss.
2. **Why does this hiss occur only when talking?**
    - *Observation:* The microphone is likely amplifying background noise or has poor signal isolation.
3. **Why is the isolation poor?**
    - *Hypothesis:* The device lacks active noise suppression for the microphone input.
4. **Why was noise suppression left out?**
    - *Hypothesis:* To keep the price low (aligned with the ”Economy” segment), cost-cutting measures were applied to the microphone components.
5. **Conclusion & Fix:**
    - **Root Cause: Budget Constraints.** High-quality microphones were sacrificed for better battery/bass components.
    - **Fix:** Implement a **software noise gate** in the firmware update. This cuts off the mic input when the user isn’t speaking, reducing the perceived static without needing new hardware.