Blade Smoothness & Comfort Analysis

📊 **Descriptive Statistics: Comfort & Appeal Ratings**

Distribution of Ratings by Metric

Mean Ratings for Packaging Metrics
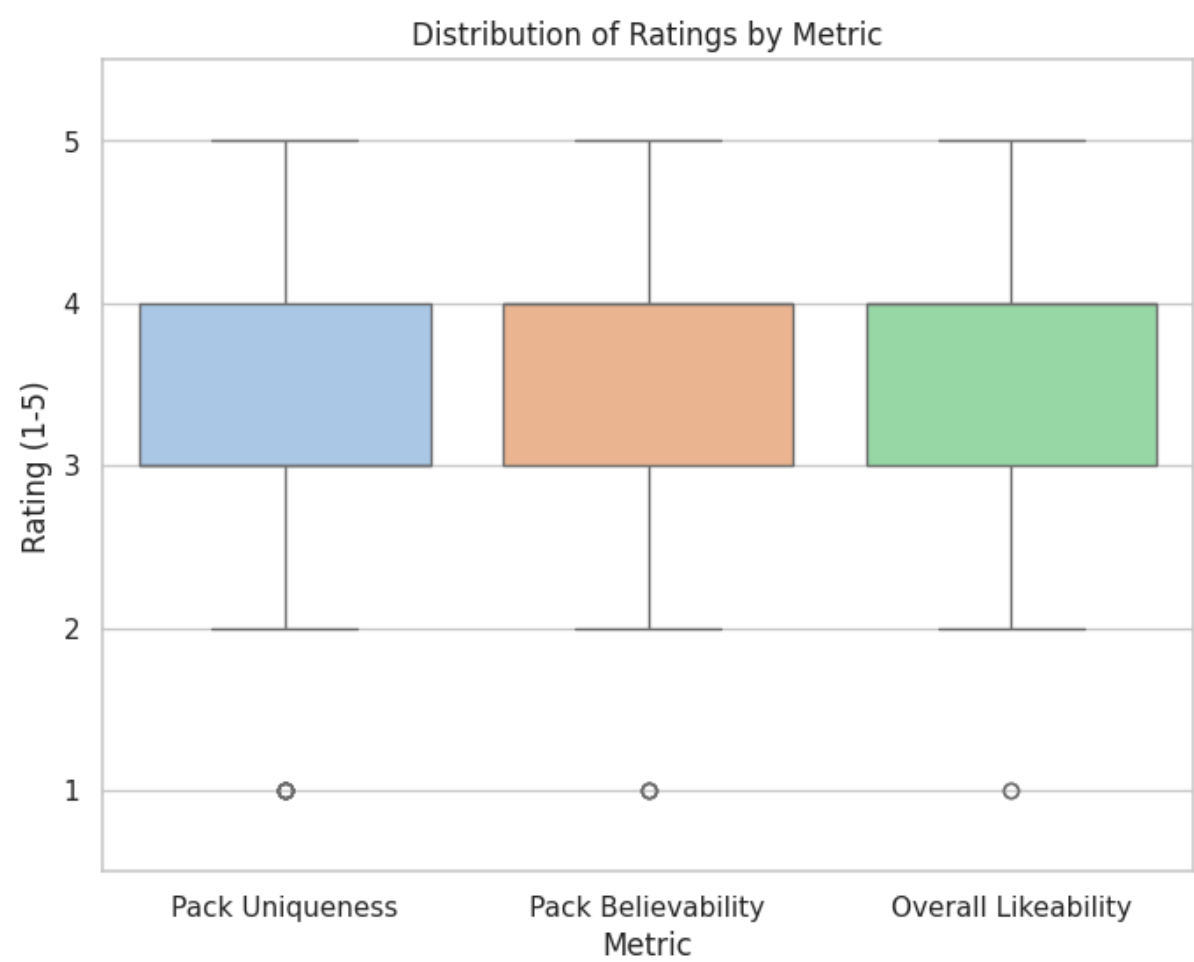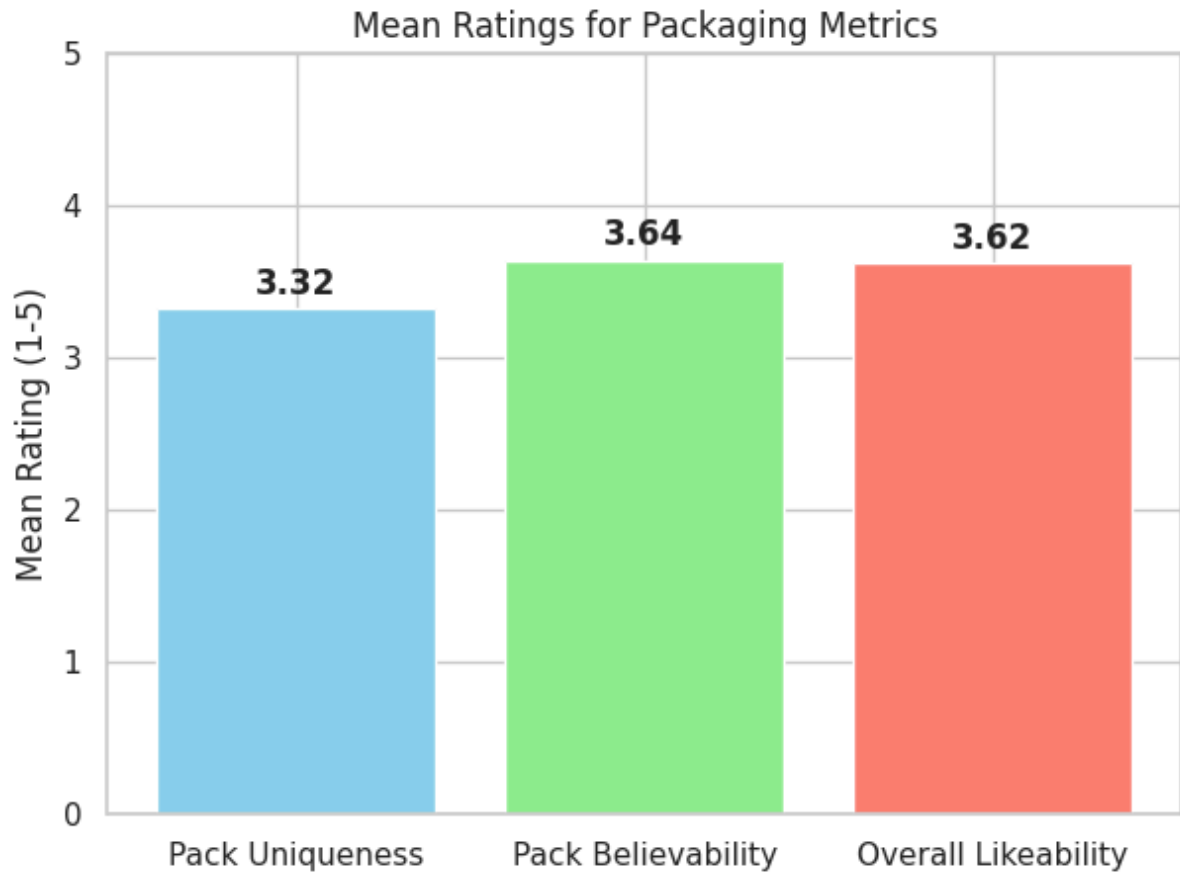
Metric	Q7. Pack Uniqueness	Q8. Pack Believability	Q24. Overall Likeability
Count	300	300	300
Mean	3.32	3.64	3.62
Std Dev	1.03	1.03	1.00
Min	1.00	1.00	1.00
25%	3.00	3.00	3.00

50%	3.00	4.00	4.00
75%	4.00	4.00	4.00
Max	5.00	5.00	5.00

Interpretation:

- **Pack Uniqueness** (Mean 3.32): Respondents generally see the packaging as somewhat unique, but this metric scores slightly lower than believability and likeability, indicating there may be room for improvement in making the packaging stand out more.

- **Pack Believability** (Mean 3.64): This metric has the highest average score among the three, suggesting consumers find the packaging credible and trustworthy. The median (50th percentile) is 4, reinforcing a positive perception overall.

- **Overall Likeability** (Mean 3.62): Very close to pack believability, this shows strong consumer approval and satisfaction with the product's packaging and experience.

Distribution Insights:

- For all three metrics, the minimum rating is 1 and the maximum is 5, showing full rating spread.

- The median ratings for **Pack Believability** and **Overall Likeability** are 4, while **Pack Uniqueness** is at 3 — implying more respondents rated uniqueness moderately rather than highly.

- The interquartile ranges (25% to 75%) cluster mostly between 3 and 4 for all metrics, showing a central tendency toward favorable but not perfect ratings.

- Standard deviations (~1.0) indicate moderate variability in responses, meaning there's a good mix of opinions but no extreme polarization.

Overall Summary:

Consumers generally perceive the packaging as believable and likeable with moderately strong positive ratings, but uniqueness scores a bit lower, hinting that making the packaging more distinct could improve consumer appeal even further. The fairly tight distribution suggests most respondents fall in the average to above-average rating range.

Interpretation:

- Most users rated the *believability* and *likeability* of the pack higher than its *uniqueness*, based on median and mean scores.

- The tight standard deviations suggest relatively consistent responses, especially for overall likeability.
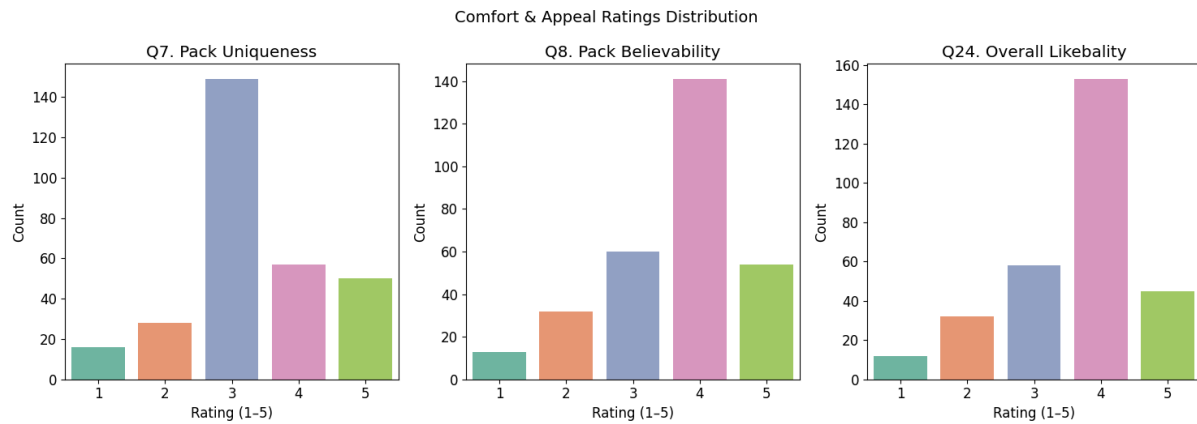
📉 Graphical Analysis

1. Distribution of Ratings (Count Plots)

Three vertical bar charts illustrate how consumers rated:

- **Q7. Pack Uniqueness**

- **Q8. Pack Believability**

- **Q24. Overall Likeability**

Comfort & Appeal Ratings Distribution

Graph Interpretation:

- **Pack Uniqueness** shows a peak at Rating 3, indicating moderate uniqueness.

- **Pack Believability** and **Overall Likeability** both skew toward higher ratings (4 and 5), suggesting stronger consumer trust and appeal.

- These distributions support the statistical summary above, reinforcing the positive perception of believability and likeability.

🔢 Value Distributions (Numeric Frequency)

Q7. Pack Uniqueness

- Rating 3 (Moderate): 149 respondents

- Rating 4–5 (High): 107 respondents combined

- Rating 1–2 (Low): 44 respondents

Q7. Pack Uniqueness - Rating Categories
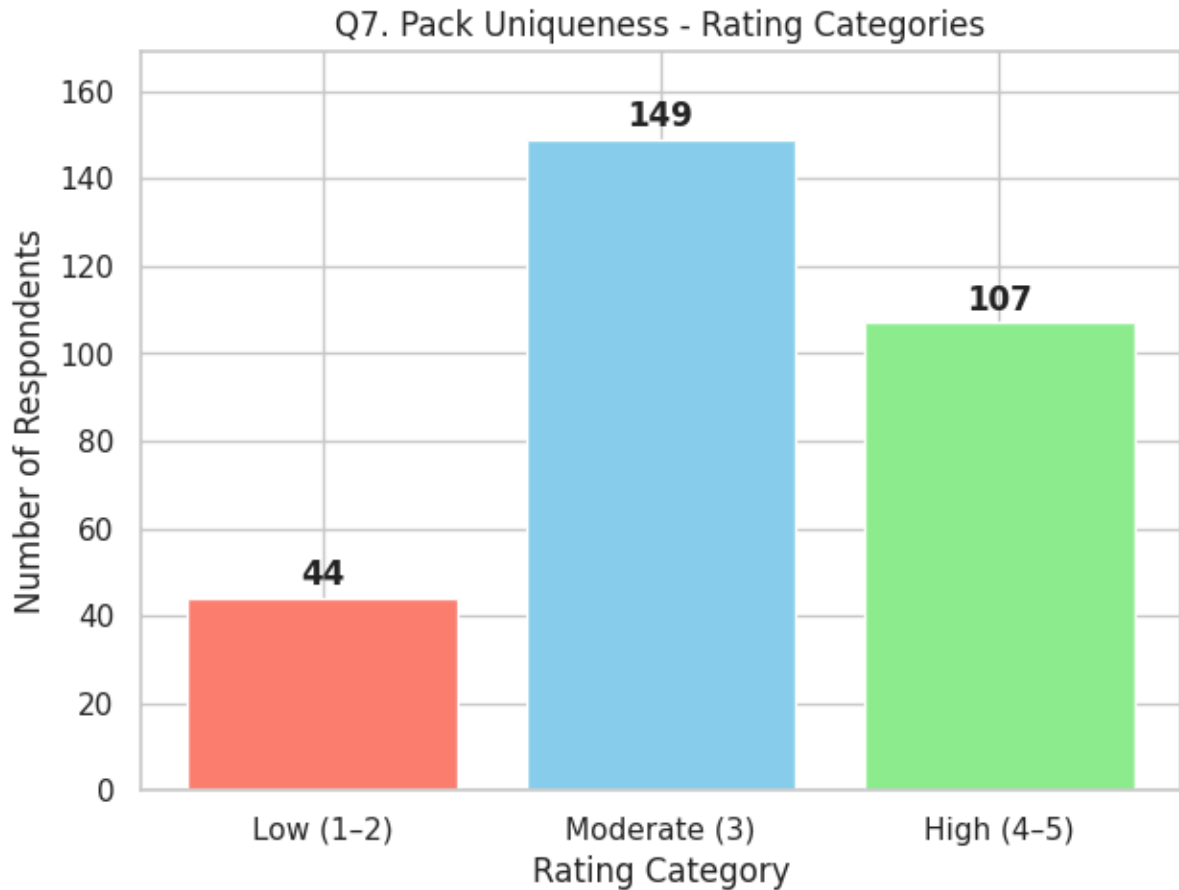
Interpretation: Q7. Pack Uniqueness

- **Moderate Ratings (3):**
  A **majority of respondents (149)** rated the pack's uniqueness as moderate. This indicates that the pack design is perceived as **acceptable but not distinctive**.

- **High Ratings (4–5):**
  A **substantial group (107 respondents)** found the packaging to be **highly unique**, showing there is a solid positive sentiment toward uniqueness among a significant segment.

- **Low Ratings (1–2):**
  44 respondents rated it low, suggesting that around **15%** of the audience finds the packaging **lacking in uniqueness or differentiation**.

Q8. Pack Believability

- Rating 4 (High): 141 respondents

- Ratings 3 & 5: 114 combined

- Ratings 1–2 (Low): 45 respondents

🔝 High Believability (Rating 4)

- **141 respondents** rated the pack a **4**, indicating a strong level of trust in the product based on packaging.

- This suggests that the **design, information clarity, and visual appeal** are resonating well with a majority of consumers.

⚖️ Moderate & Polarized Views (Ratings 3 & 5)

- **114 respondents** fall into the **middle or extreme high**—either giving it a **neutral/mixed** score (3) or full marks (5).

- This split implies:

  - Some consumers are **convinced but not strongly**.

 - Others are **highly convinced**, possibly influenced by brand familiarity or premium visual cues.

🔻 Low Believability (Ratings 1–2)

- **45 respondents** expressed **low trust or disbelief**, which might stem from:

  - Overpromising claims

  - Confusing messaging

  - Mismatch between appearance and expectations


Key Takeaways for Gillette

- The **packaging is largely effective**, with over **75% (255 out of 300)** rating it **3 or above**.

- However, **45 respondents (15%) remain skeptical**, indicating a need for:

- ○ **Clearer claims**

- ○ **Ingredient/product transparency**

- ○ **Visual simplification**

- Gillette should aim to **convert neutral and skeptical users** by reinforcing product truths and avoiding marketing exaggerations.

Q7. Pack Uniqueness - Rating Categories
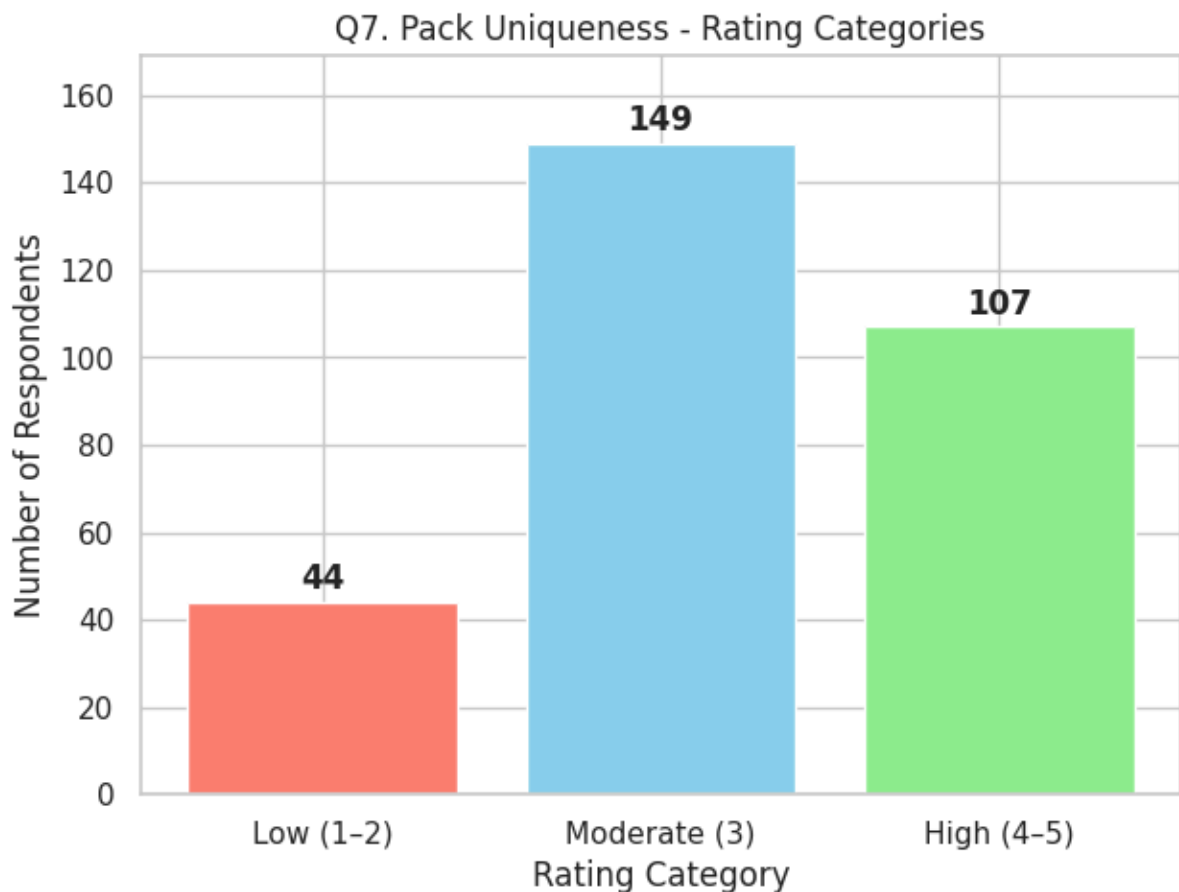
Q24. Overall Likeability

- Rating 4 (High): 153 respondents

- Ratings 3 & 5: 103 combined

- Ratings 1–2 (Low): 44 respondents

Overall Likeability Ratings
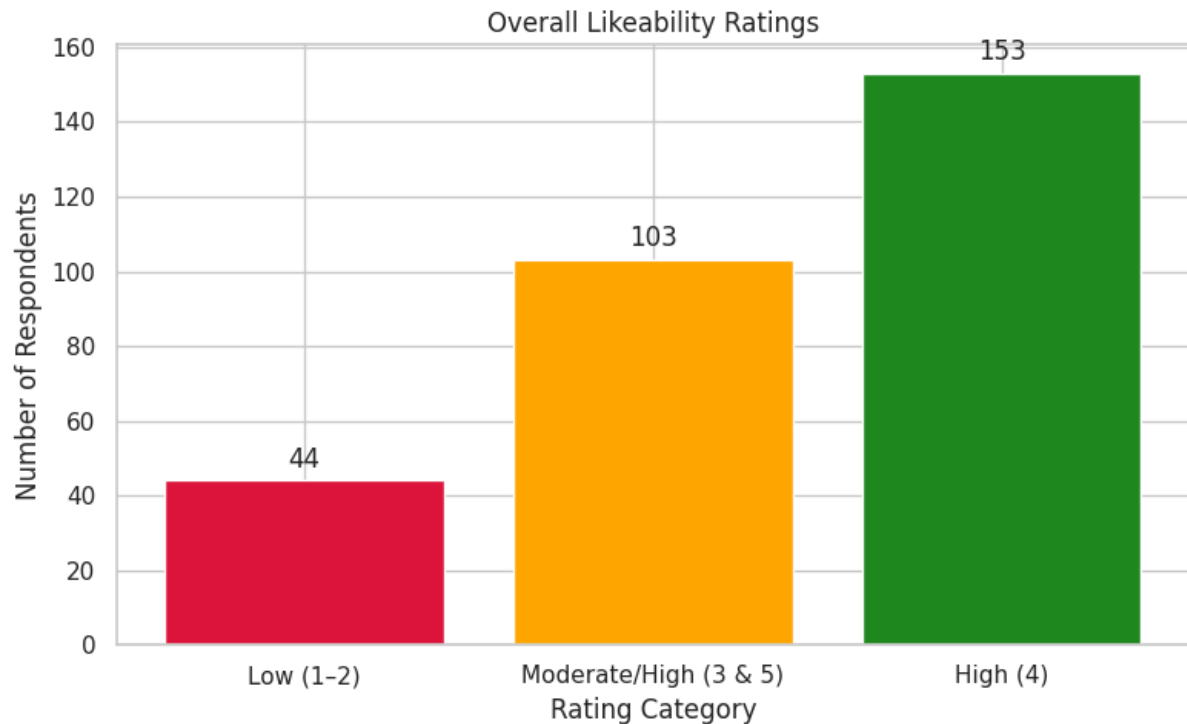
Interpretation:

- The mode of responses clearly favors positive scores (4s), indicating strong appeal in believability and likeability even more than uniqueness.

🧼 Post-Shave Comfort Feedback

**Open-ended responses to: "How do you feel right after a good shave?"**
Sample sentiments:

- "Balanced", "Cool-headed", "Peaceful", "Fine", "Chill"

- Unique emotional responses recorded: **287**

Interpretation:

- The diversity of positive emotional language reflects an overall satisfying post-shave experience.

- This supports positive scores observed in Skin Glide ratings.

📦 Skin Glide & Irritation Analysis
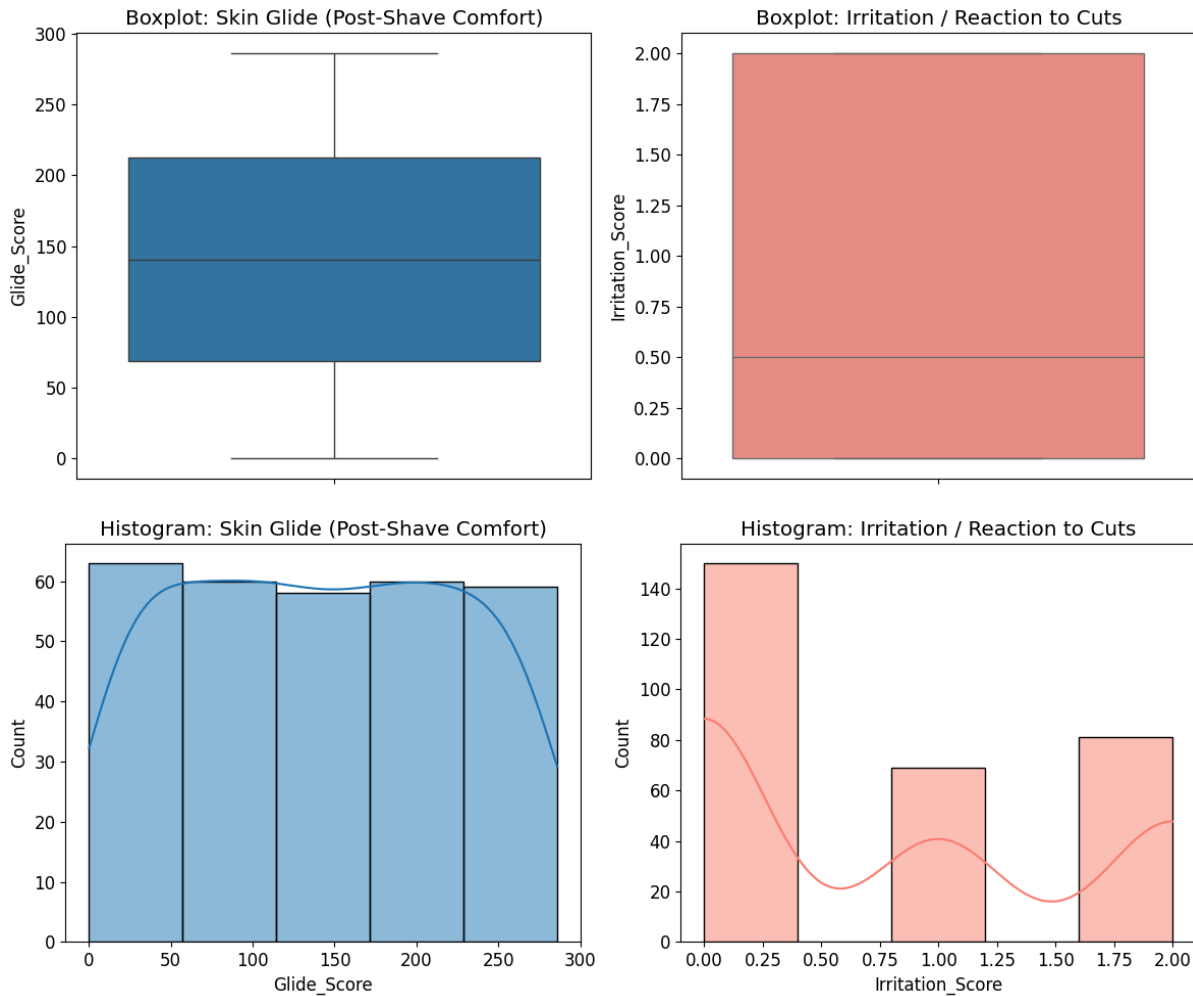
2. Boxplot: Skin Glide (Post-Shave Comfort)

- **Distribution**: Centered around the median (~160), with moderate spread.

- **Interpretation**: Most users report mid-to-high levels of post-shave comfort. Few outliers suggest some lower experiences.

3. Histogram: Skin Glide (Post-Shave Comfort)

- **Shape**: Fairly uniform with peaks in the mid and upper range.

- **Interpretation**: Comfort is widely distributed but leans toward positive, showing that the majority experienced decent glide/smoothness.

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4. Boxplot: Irritation / Reaction to Cuts

- **Distribution**: Skewed left with a low median.

- **Interpretation**: Most users reported low irritation levels, which is a favorable outcome for product tolerance.

5. Histogram: Irritation / Reaction to Cuts

- **Shape**: Sharp peak at low irritation scores, with a long tail.

- **Interpretation**: Vast majority of users experienced little to no irritation. This suggests product is skin-friendly for most users.

🔥 Irritation Reaction Feedback (Categorical)

E1Q2. Reaction to Cuts

- *Annoyed but continue using same*: 150 respondents

- *Indifferent, it's part of shaving*: 81 respondents

- *Frustrated, consider switching products*: 69 respondents

Interpretation:

- 77% of users do **not** consider switching products despite irritation.

- Indicates strong brand loyalty or product acceptance despite minor discomfort.

✅ **Data Validity Summary**

- **Valid Records Analyzed**: 300 responses

- Dataset integrity is sound, with full participation across all evaluated metrics.