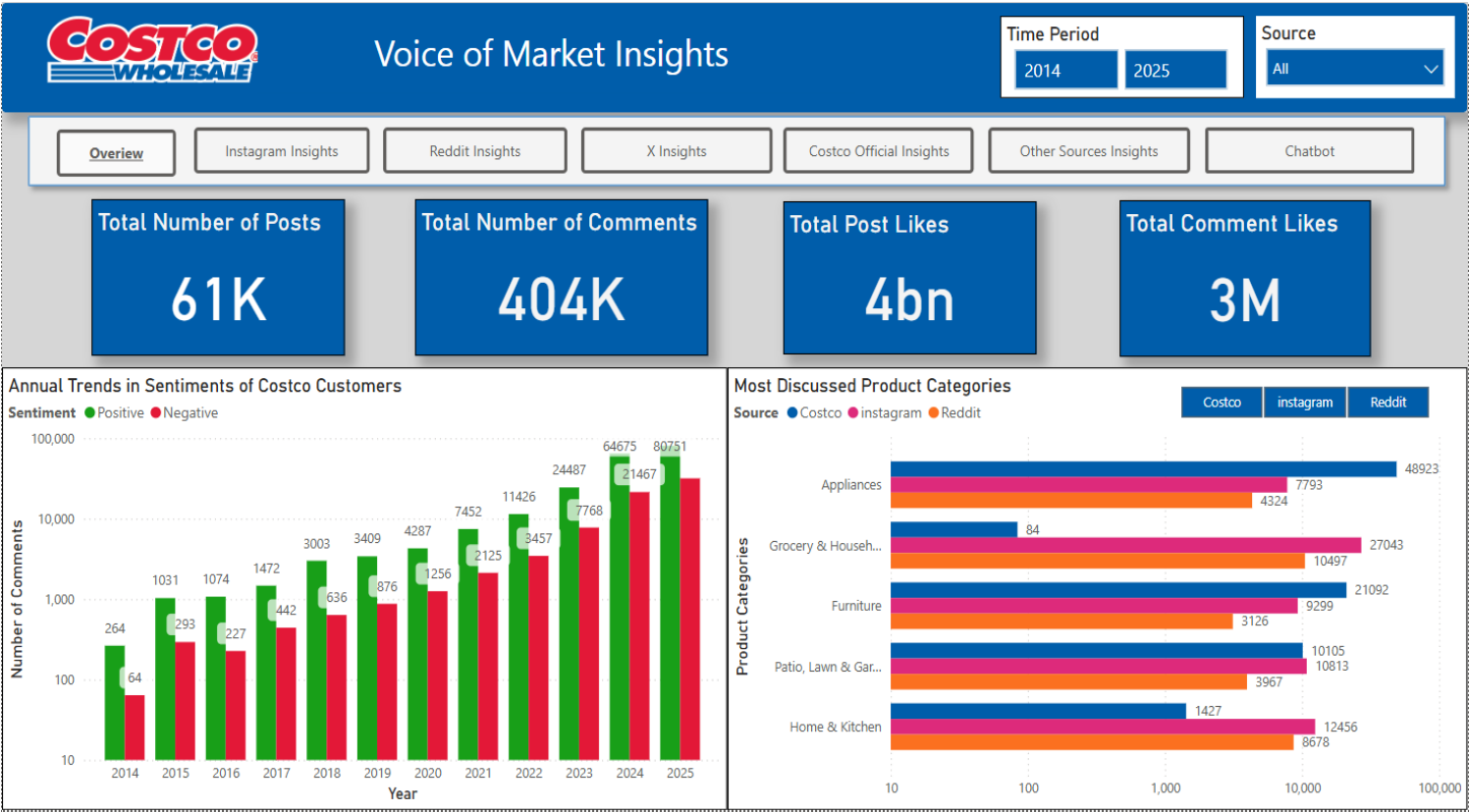


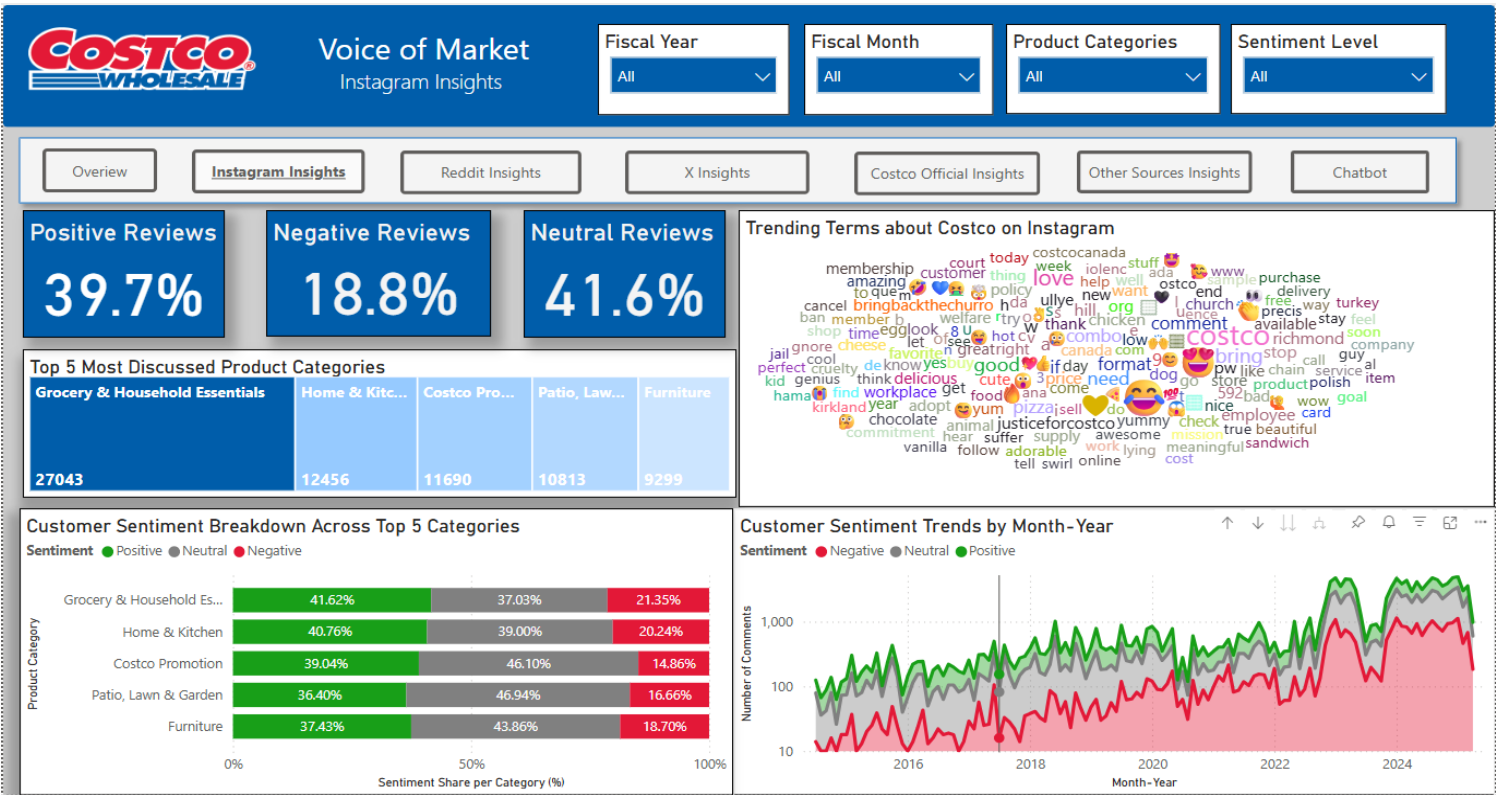
Power BI Dashboard Overview: Multi-Platform Sentiment Analysis of Costco Customer Feedback

For more information, kindly refer to the final report

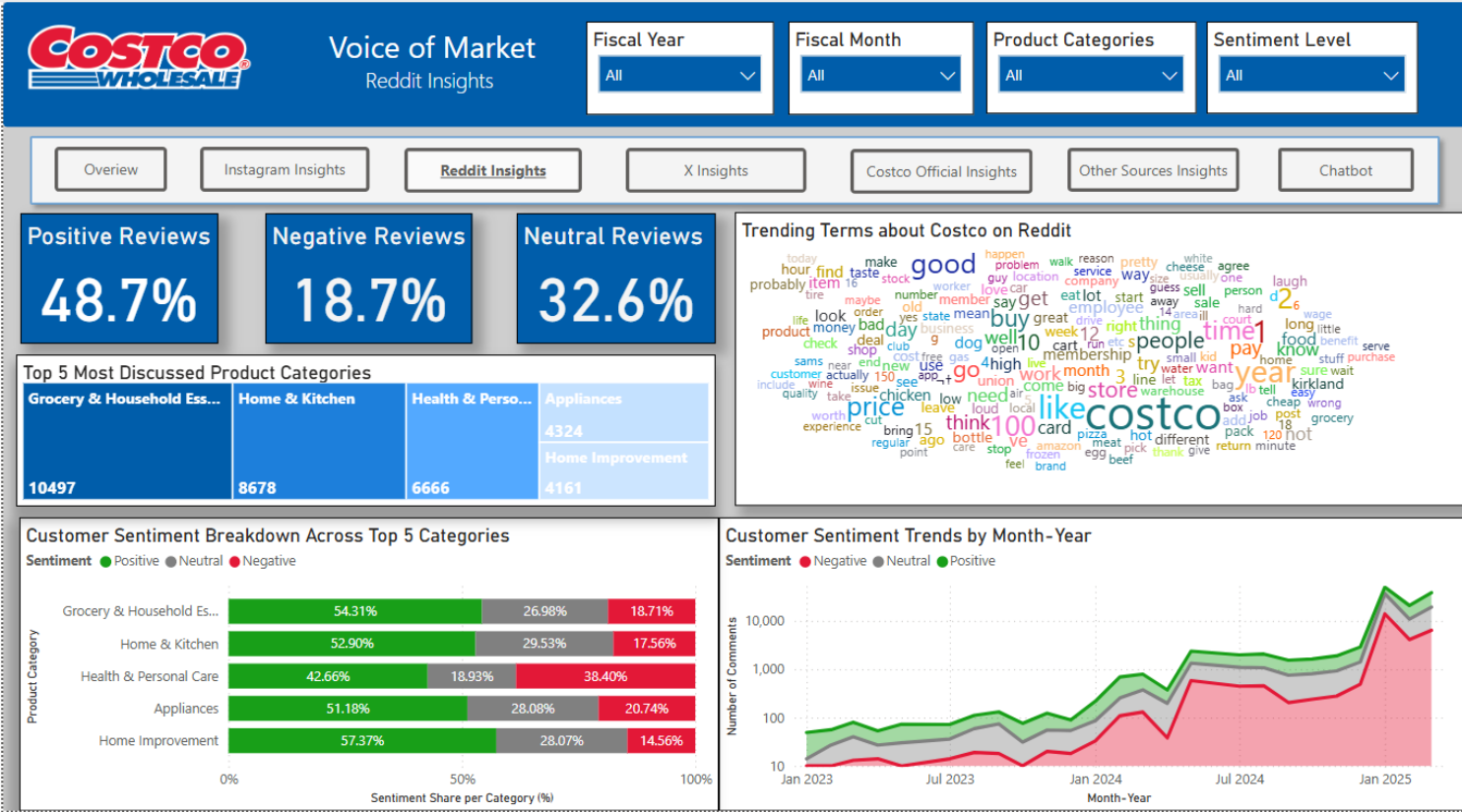
- Voice of Market Overview: Sentiment and Discussion Trends



- Instagram Voice of Market: Customer Sentiment and Trends



• Reddit Voice of Market: Customer Sentiment and Key Topics



Top 5 Most Discussed Product Categories

Grocery & Household Ess...	Home & Kitchen	Health & Perso...	Appliances
10497	8678	6666	4324
			Home Improvement

Trending Terms about Costco on Reddit

Customer Sentiment Breakdown Across Top 5 Categories

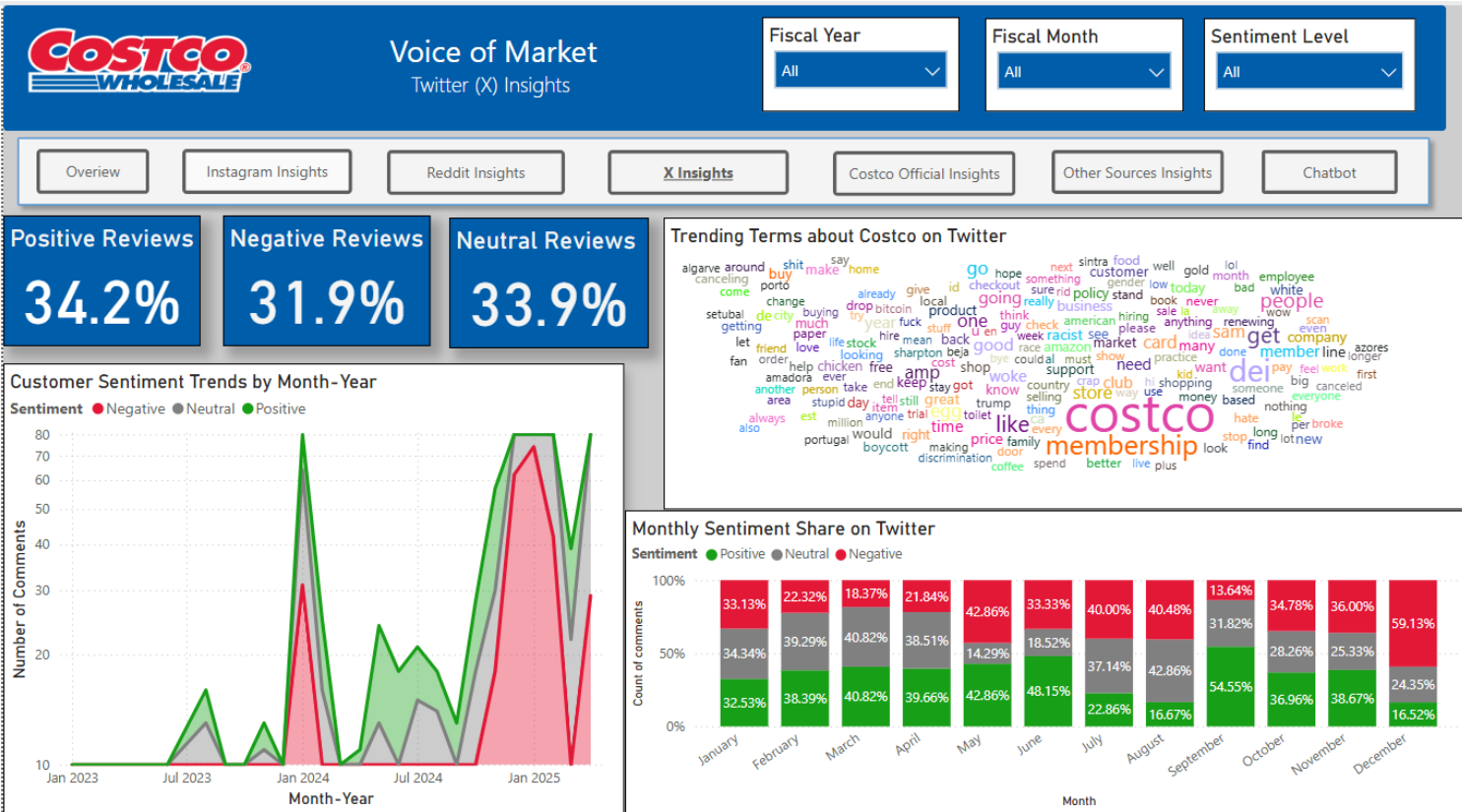
Sentiment ● Positive ● Neutral ● Negative

Grocery & Household Es...	54.31%	26.98%	18.71%
Home & Kitchen	52.90%	29.53%	17.56%
Health & Personal Care	42.66%	18.93%	38.40%
Appliances	51.18%	28.08%	20.74%
Home Improvement	57.37%	28.07%	14.56%

Customer Sentiment Trends by Month-Year

Sentiment ● Negative ● Neutral ● Positive

• Twitter Voice of Market: Monthly Sentiment & Discussion Analysis



Trending Terms about Costco on Twitter

Customer Sentiment Trends by Month-Year

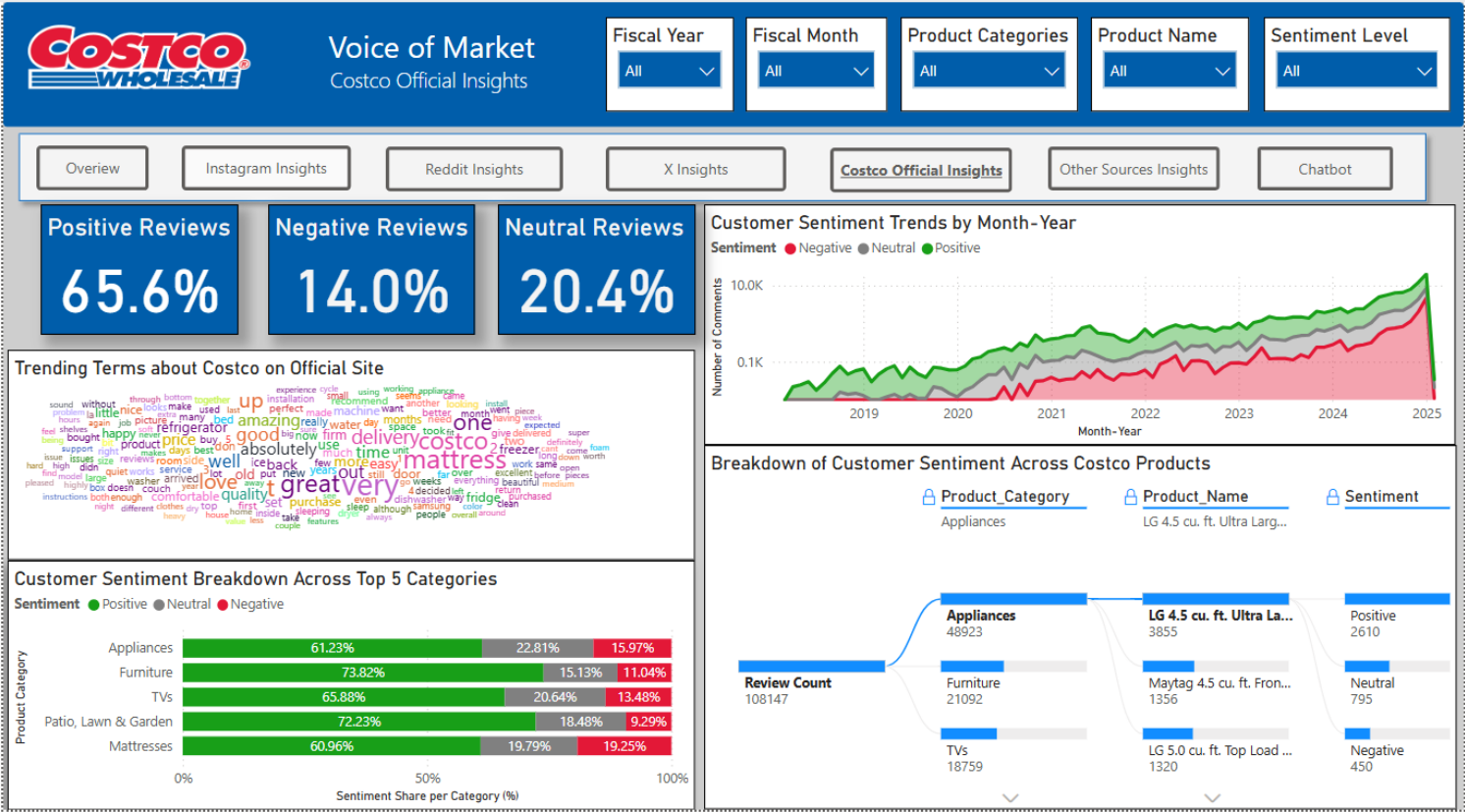
Sentiment ● Negative ● Neutral ● Positive

Monthly Sentiment Share on Twitter

Sentiment ● Positive ● Neutral ● Negative

January	February	March	April	May	June	July	August	September	October	November	December
33.13%	22.32%	18.37%	21.84%	42.86%	33.33%	40.00%	40.48%	13.64%	34.78%	36.00%	59.13%
34.34%	39.29%	40.82%	38.51%	14.29%	18.52%	37.14%	42.86%	31.82%	28.26%	25.33%	24.35%
32.53%	38.39%	40.82%	39.66%	42.86%	48.15%	22.86%	16.67%	54.55%	36.96%	38.67%	16.52%

Official Website Insights: Product-Level Sentiment Analytics



Trending Terms about Costco on Official Site



Customer Sentiment Breakdown Across Top 5 Categories

Sentiment

Positive

Neutral

Negative

Product Category	Positive	Neutral	Negative
Appliances	61.23%	22.81%	15.97%
Furniture	73.82%	15.13%	11.04%
TVs	65.88%	20.64%	13.48%
Patio, Lawn & Garden	72.23%	18.48%	9.29%
Mattresses	60.96%	19.79%	19.25%

Sentiment Share per Category (%)

Customer Sentiment Trends by Month-Year

Sentiment

Negative

Neutral

Positive



Breakdown of Customer Sentiment Across Costco Products

Product_Category

Product_Name

Sentiment

Product_Category	Product_Name	Sentiment
Appliances	LG 4.5 cu. ft. Ultra Larg...	Positive 2610
Appliances	Maytag 4.5 cu. ft. Fron...	Neutral 795
Appliances	LG 5.0 cu. ft. Top Load ...	Negative 450

Review Count 108147

Sitejabber: External Sentiment Monitoring



Trending Terms about Costco on Sitejabber



Customer Sentiment Trends by Month-Year

Sentiment

Negative

Neutral

Positive



Monthly Sentiment Share on Sitejabber

Sentiment

Positive

Neutral

Negative

Month	Positive	Neutral	Negative
January	19.83%	52.59%	27.59%
February	22.61%	54.78%	22.61%
March	22.46%	61.59%	15.94%
April	17.92%	54.72%	27.36%
May	25.61%	56.10%	18.29%
June	17.82%	48.51%	33.66%
July	27.59%	44.83%	27.59%
August	28.32%	43.36%	28.32%
September	14.94%	55.17%	29.89%
October	26.19%	50.00%	23.81%
November	25.64%	50.00%	24.36%
December	22.29%	40.76%	36.94%

Count of comments