

# SkullCandy IIT-B DATATHON

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# Introduction of the Problem



*Although star ratings look stable, the product is struggling:*

-  Sales are going down
-  More negative reviews are showing up
-  Product returns are increasing



# Skullcandy

Skullcandy is an audio brand known for its innovative headphones, earbuds, and speakers, emphasizing a lifestyle approach to music. While emphasizing on:

- Youthful and adventurous vibe
- Premium sound quality with a deep bass
- Immersive listening experiences



# Let's compare our Main 4 products

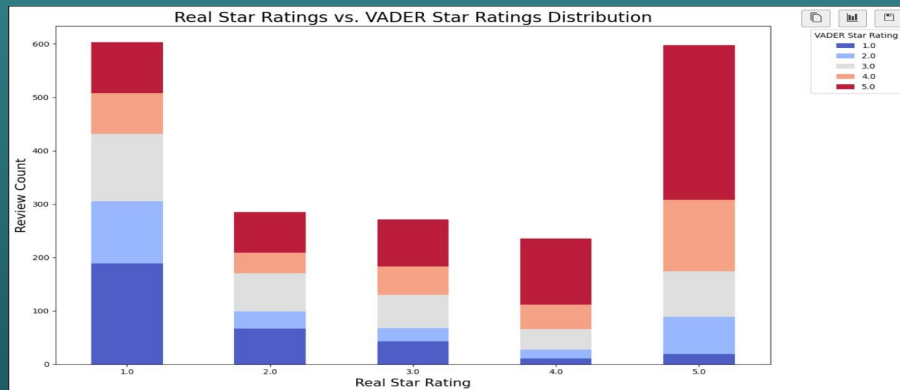
1) Skullcandy Indy Evo True Wireless In-Ear Bluetooth Earbuds

2) Skullcandy S2DUDZ-023 Wired Earbuds

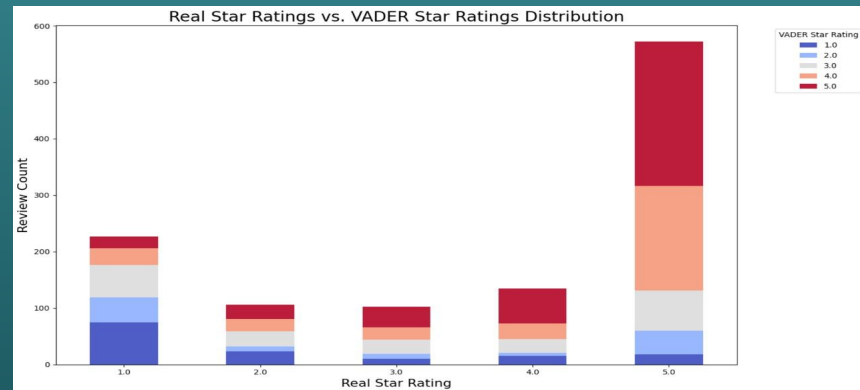
3) Skullcandy Jib True Wireless Earbuds

4) Skullcandy Riff Wired On-Ear Headphones

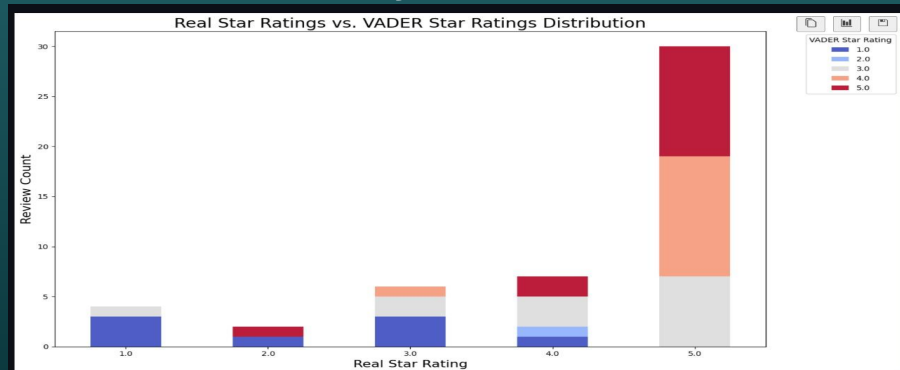
# Real Star Rating vs Sentiment Rating



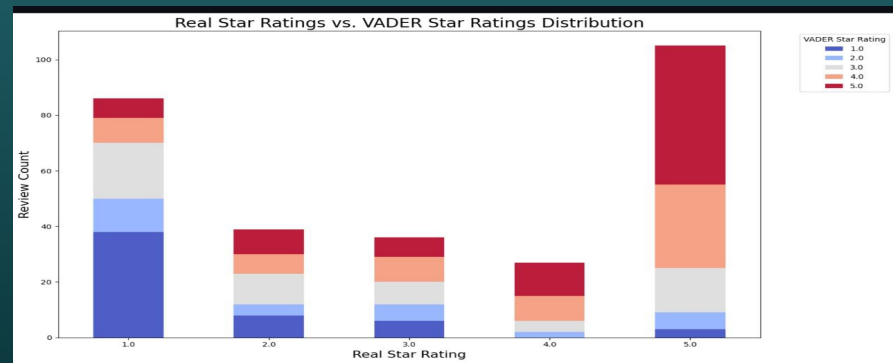
Indy Evo True



Jib True Wireless Earbud

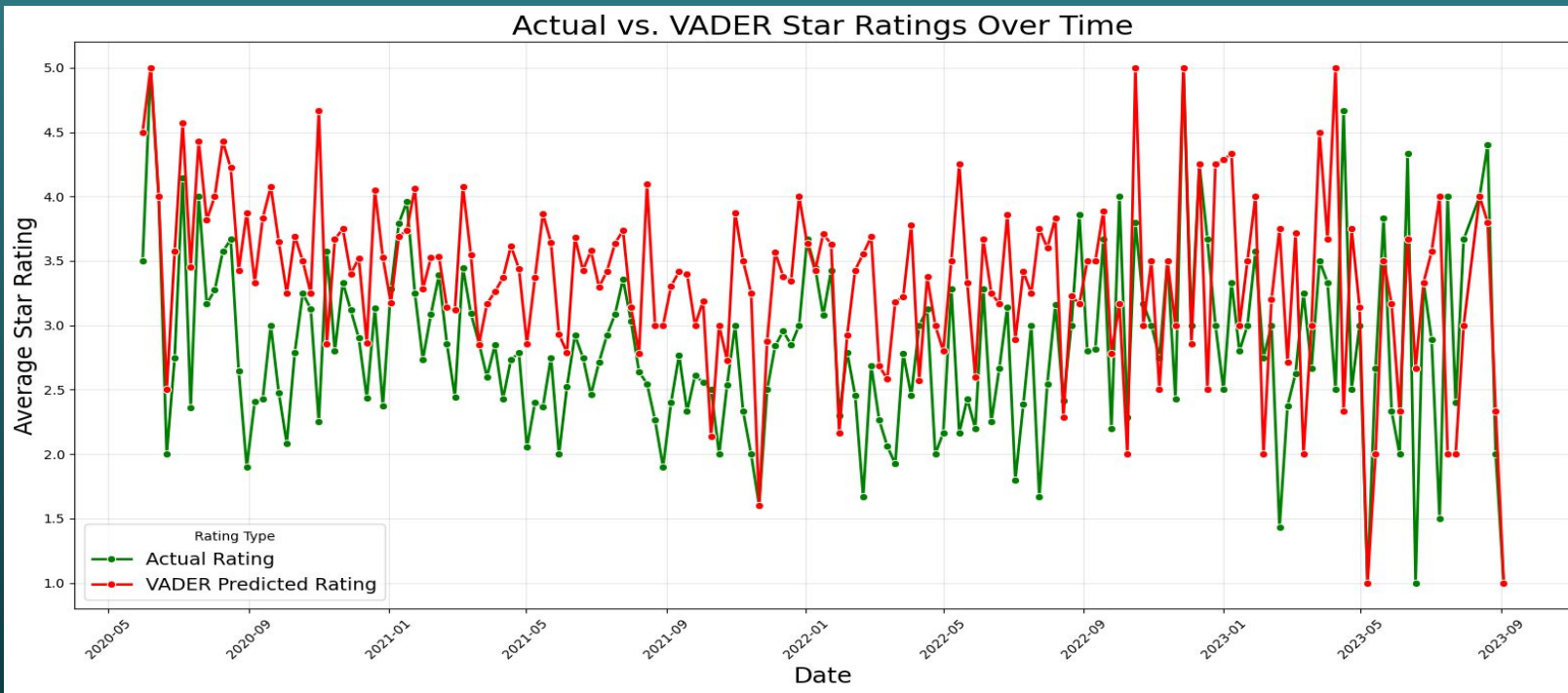


S2DUDZ023 Wired Earbuds

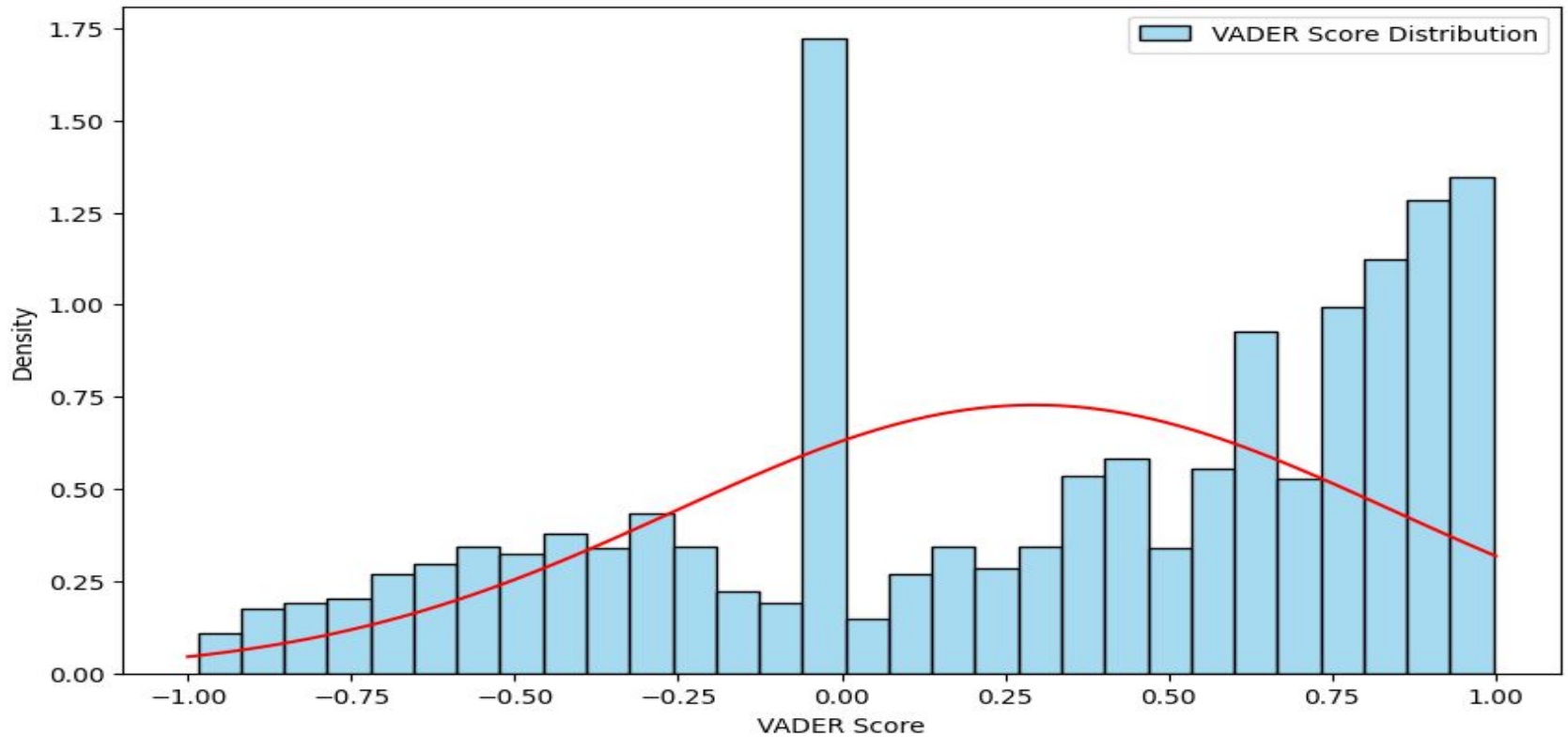


Riff Wired On-Ear HeadPhone

# Target Product –Indy Evo True

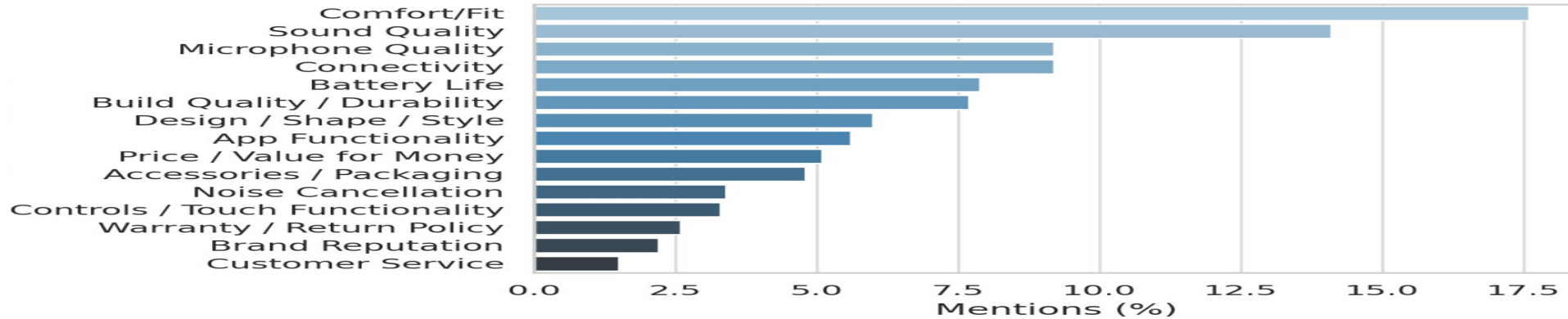


VADER Sentiment Distribution

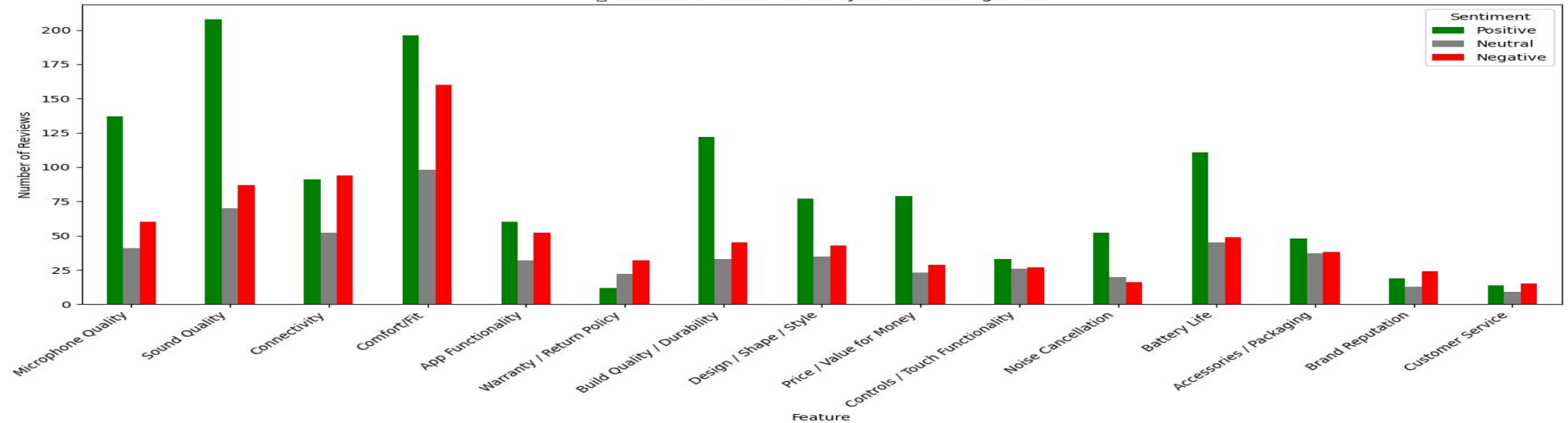




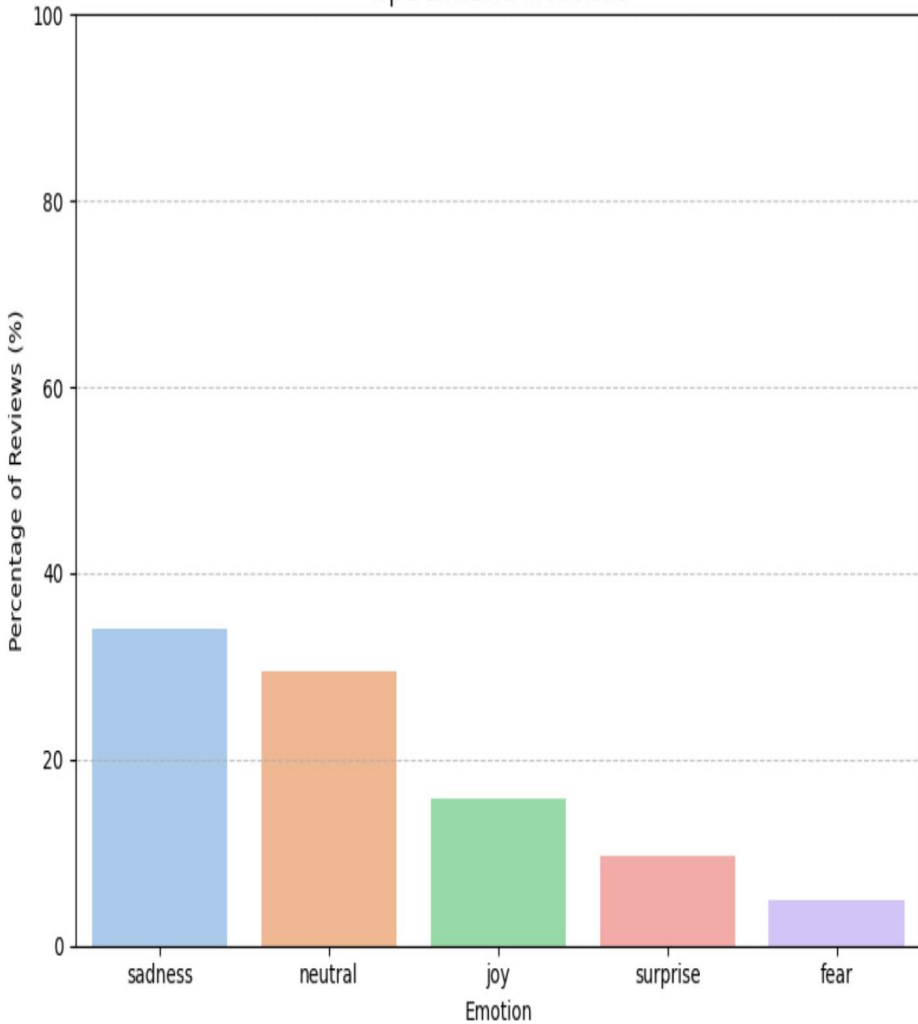
# Most Mentioned Features



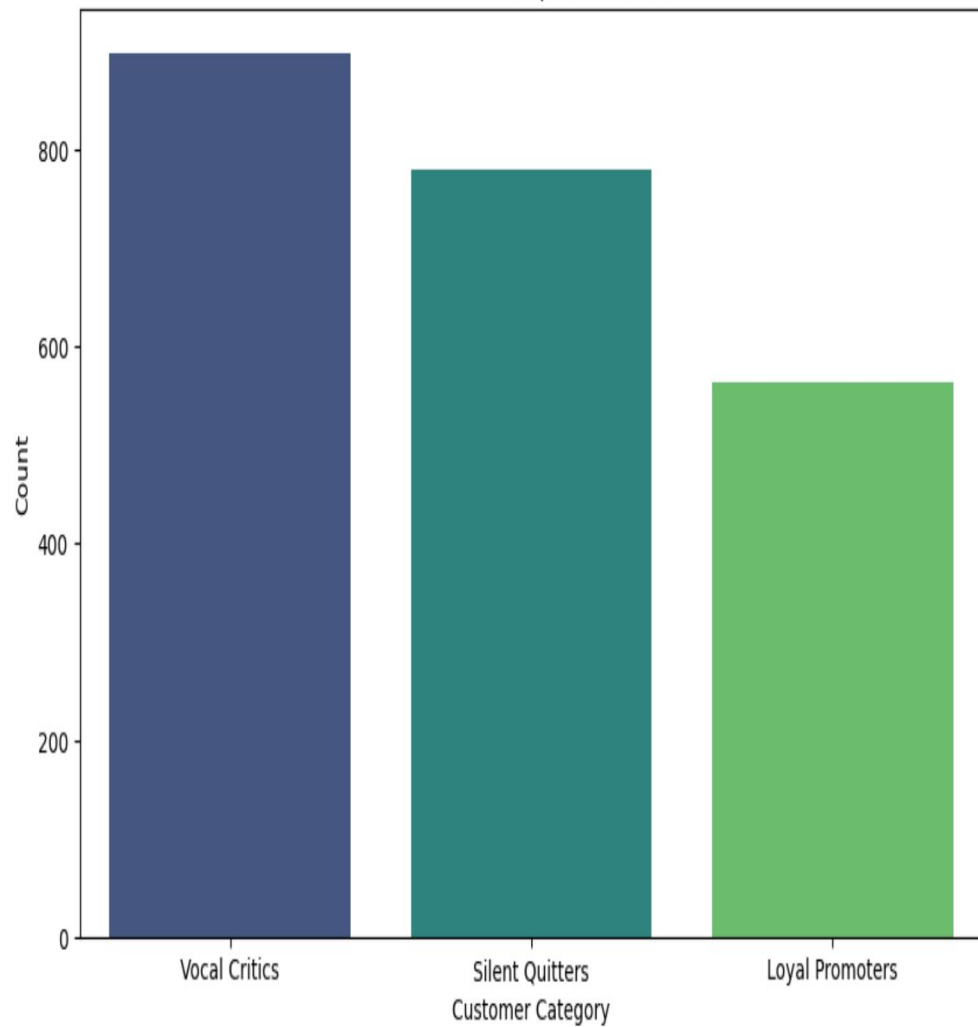
## Sentiment Distribution by Feature using BERT



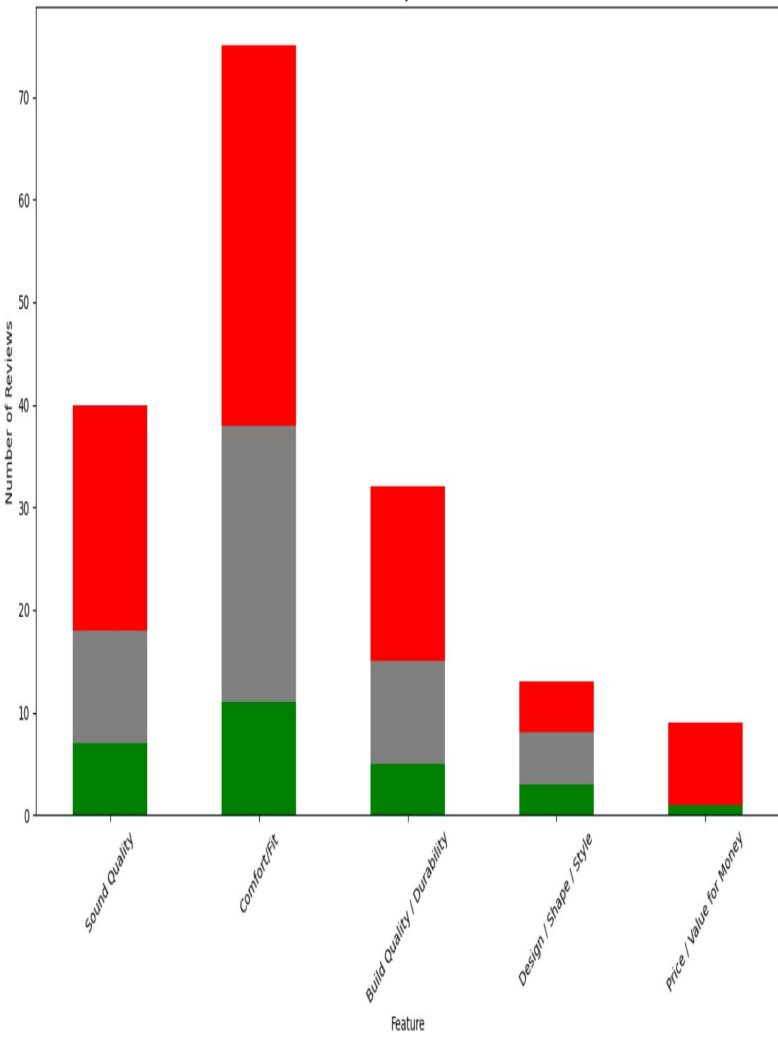
### Top 5 Emotions in Reviews



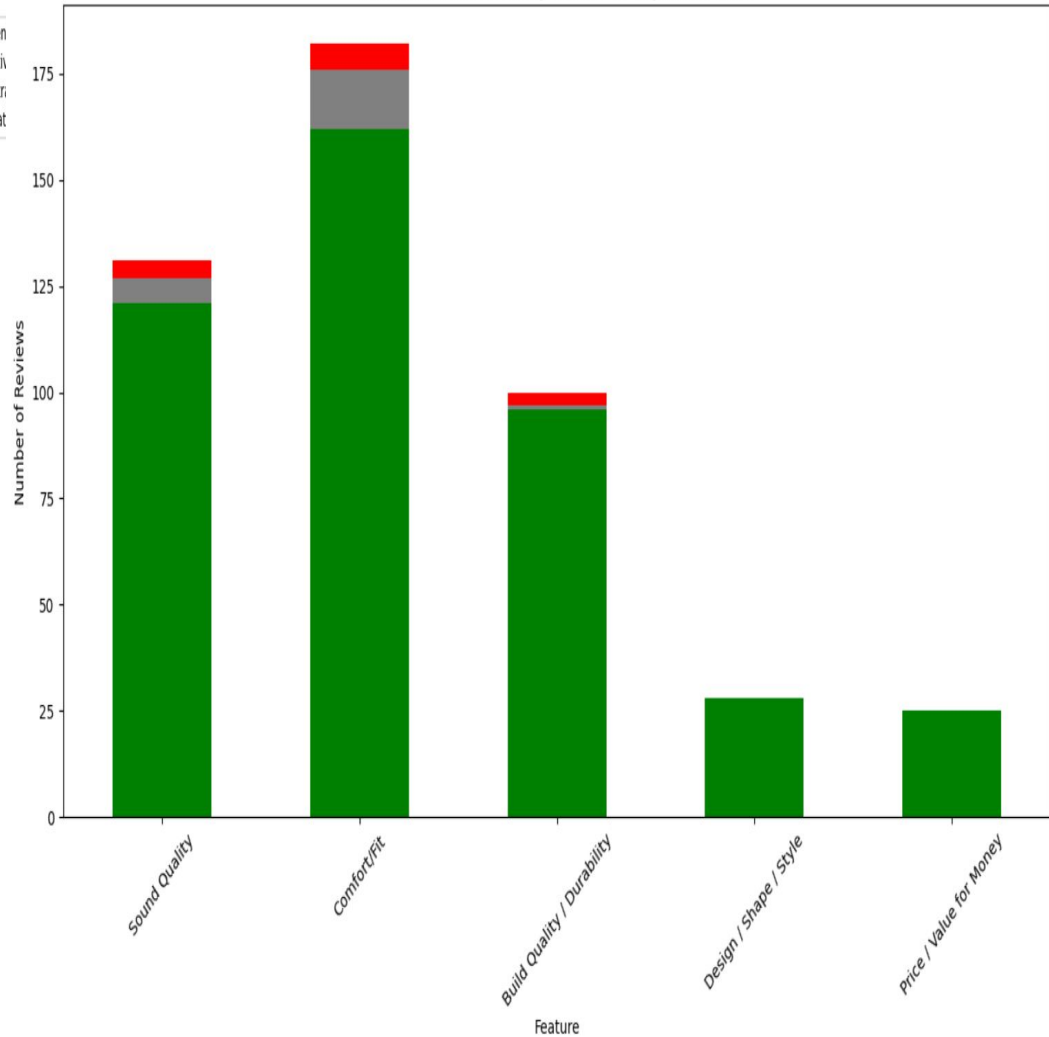
### Customer Group Distribution



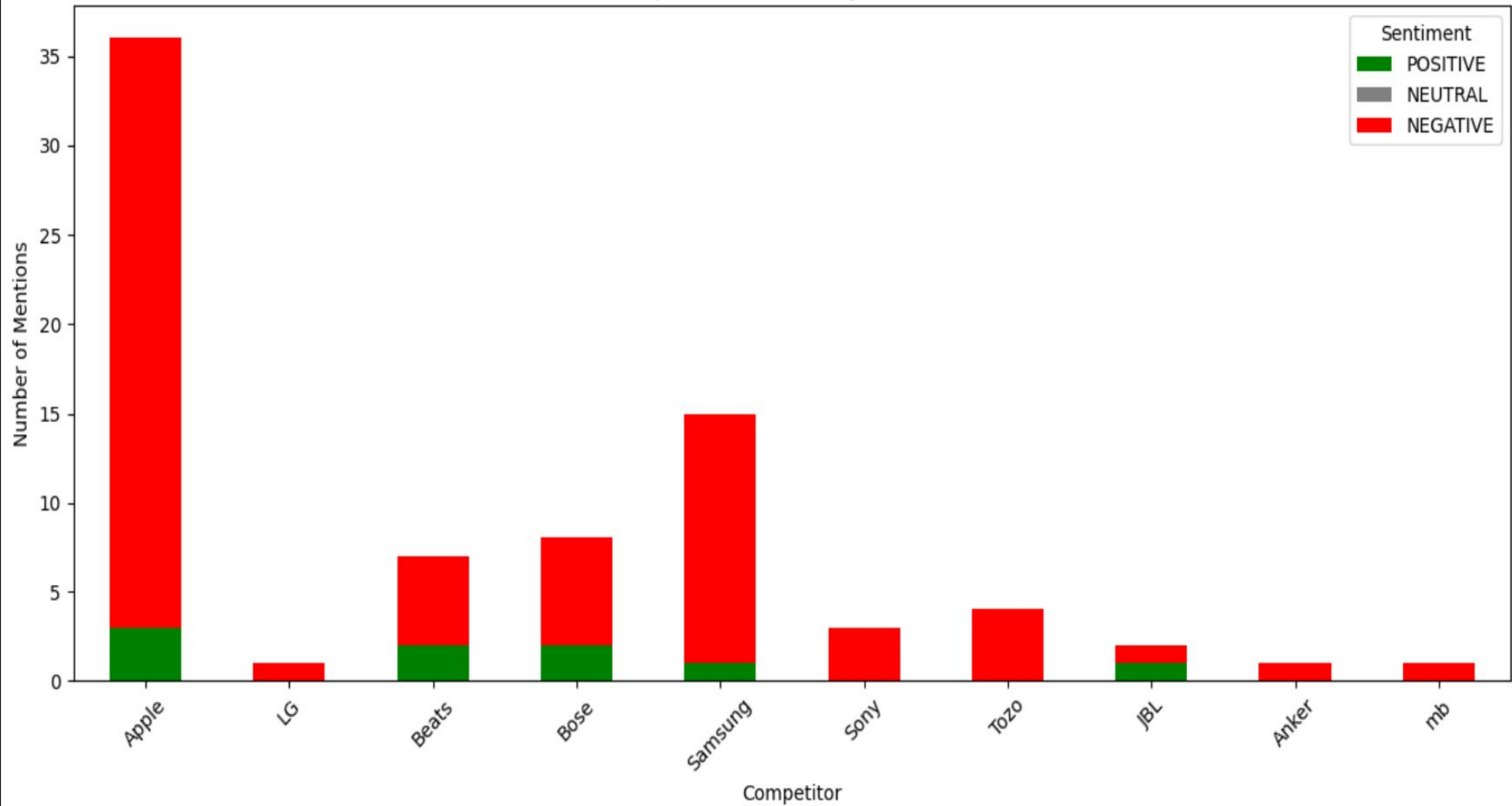
Sentiment Distribution by Feature for Vocal Critics



Sentiment Distribution by Feature for Loyal Promoters



Competitor Mentions by Sentiment



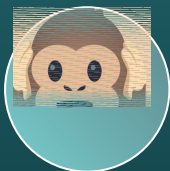
# What still we have to improve



**Comfort fit**



**Value for Money**



**Noise cancellation**



**Branding**

# Target Area

## **Short-Term Targets**

**Comfort Fit:** Add tip options, run quick-fit surveys

**Value:** Offer bundles, improve product page clarity clearly highlight key features to show better value

**Noise Cancel:** Push firmware tips, optimize app guide

**Branding:** Refresh visuals, start micro-influencer tie-ups

## **Long-Term Targets**

**Comfort Fit:** Redesign with ergonomic testing

**Branding:** Run lifestyle campaigns, sponsor youth events



# Thank you

