



RAPSODO AMAZON AUDIT

DATA EVALUATED BY IAN LINDSTROM

Reason for Return	% Reported by Cases
Low Intended Future Use	50.52%
User Error Frustration	14.53%
Product Never Used	13.84%
No Clear Reason Found	11.07%
Data Not Applicable	5.88%
Actual Machine Error	5.88%



Other Reasons for Returns

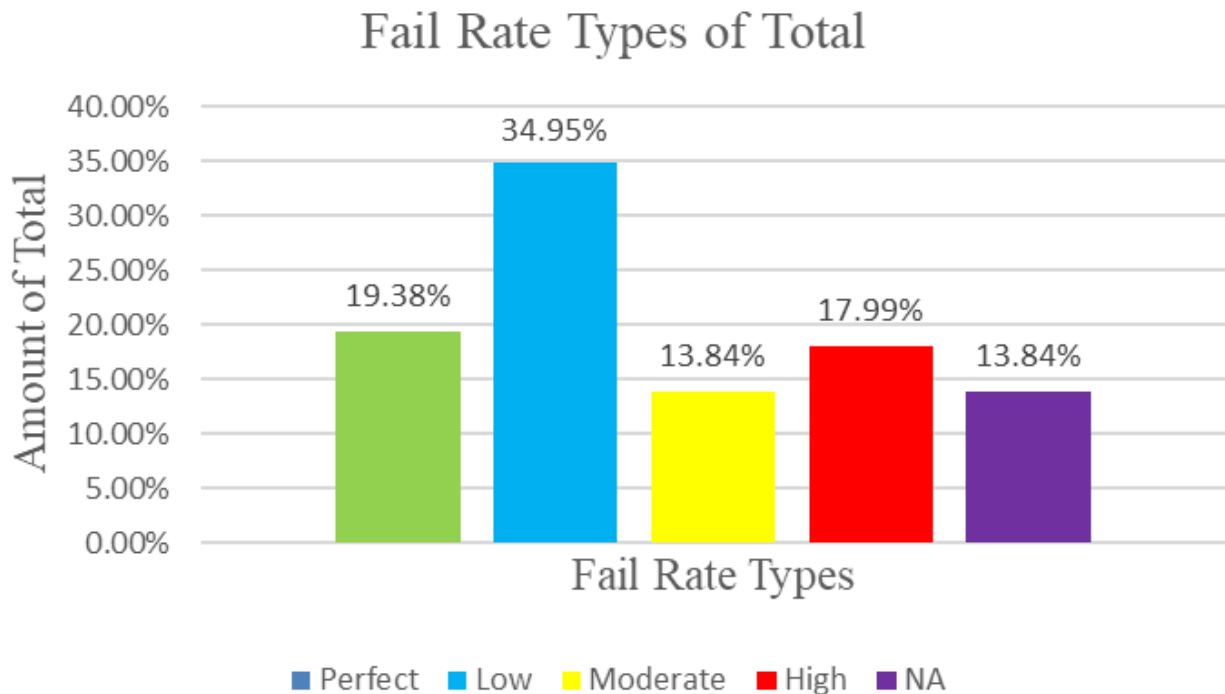
Reason for Return	% Reported by Cases
Low Calculated Distances	4.84%
Christmas Return	3.81%
Product Not Actually Returned	2.08%
Other Similar Golf Tech Owned	1.38%
Other	1.38%



User Error Breakdown

Setup Error	34	11.76%
Lighting Error	36	12.46%
Setup and Lighting Error	7	2.42%
Total User Error Present	63	21.80%





The graph above shows total fail rates broken into the following subcategories

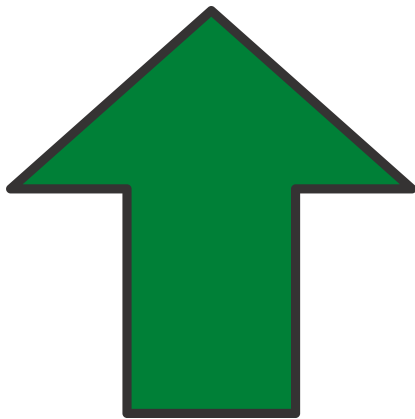
- Perfect: 0.00% Total Fail Rate
- Low: 0.1%-9.99% Total Fail Rate
- Moderate: 10%-20% Total Fail Rate
- High: >20% Total Fail Rate
- NA: Product Never Used





Ownership Lengths

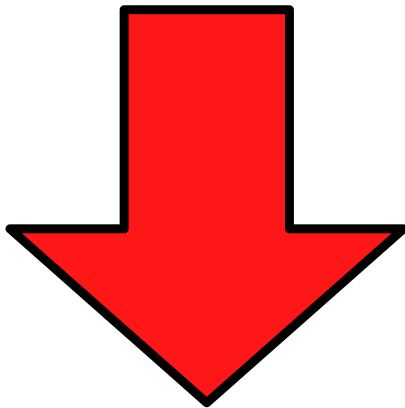
*Ownership Length is determined by the number of days between registration date and the last use date



High Day Ownership: Owned for 1
Month+

Amount: 57

Amount of Total: 19.72%

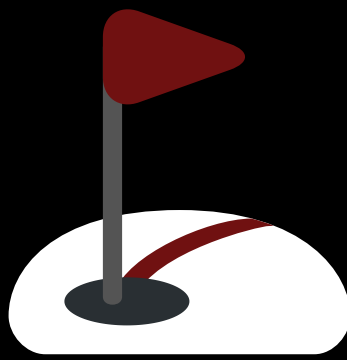


Low Day Ownership: Owned for Less
than 1 Week

Amount: 104

Amount of Total: 35.99%

Average Ownership Length: 25.12 Days



Sessions Data

Total Session's Amount Data

Average Number of Sessions: 6.20

Small Session (1-5) Amount of Total: 55.36%

Large Session (20+) Amount of Total: 6.57%

Maximum Shots Session Data

Average Shots in Max Session: 55.07

Small (1-20 shots) Max Usage of Total: 21.11%

Large (90+) Max Usage of Total: 17.65%





Additional Data

Type of Golfers

Total Users with Net:	116	40.14%
Total Users with Outdoor Use:	125	43.25%
Total Users with Both:	7	2.77%

Amazon Return Feedback

Total Amount of Feedback Received	20
Feedback Received of Total	6.92%
