**YouTryThis Customer Analysis Report**

**EXECUTIVE SUMMARY:**

This customer analysis report provides views of jewel shop owners on virtual try on of gold jewels. The data used in this report was collected from customer surveys.

**INTRODUCTION:**

The goal of this customer analysis report is to provide views of jewel shop owners. This information can be used to improve the company's products and marketing campaigns.

**CUSTOMER ANALYSIS:**

The following patterns were observed in the customer analysis:

1)70% of the jewel shop owners who have the stock of 3kg-10kg of gold gave positive views.

2)30% of the jewel shop owners find it like, it will not be suitable for the small shops.

**Positive views:**

* The use of jewelry before purchasing can be avoided, so that it doesn’t get faded and the shine will remain the same,
* Customers can try on jewels anytime anywhere easily.
* We can avoid the jewel theft cases due to carelessness of the staffs.

**Negative views:**

* It will not be suitable for every jewel shop.
* Everybody do have smartphones but they don’t know how to operate it wisely.
* Some people get satisfied only by trying on jewels in person.

**CONCLUSION:**

The conclusion that can be drawn from the customer analysis is the virtual try on of gold jewels may not be famous at today’s time but in future it can be used and loved by everyone.