

E-commerce Brand Performance Analysis



4.42

Average Product Rating

5316

Rating Volume

66

Product Listings

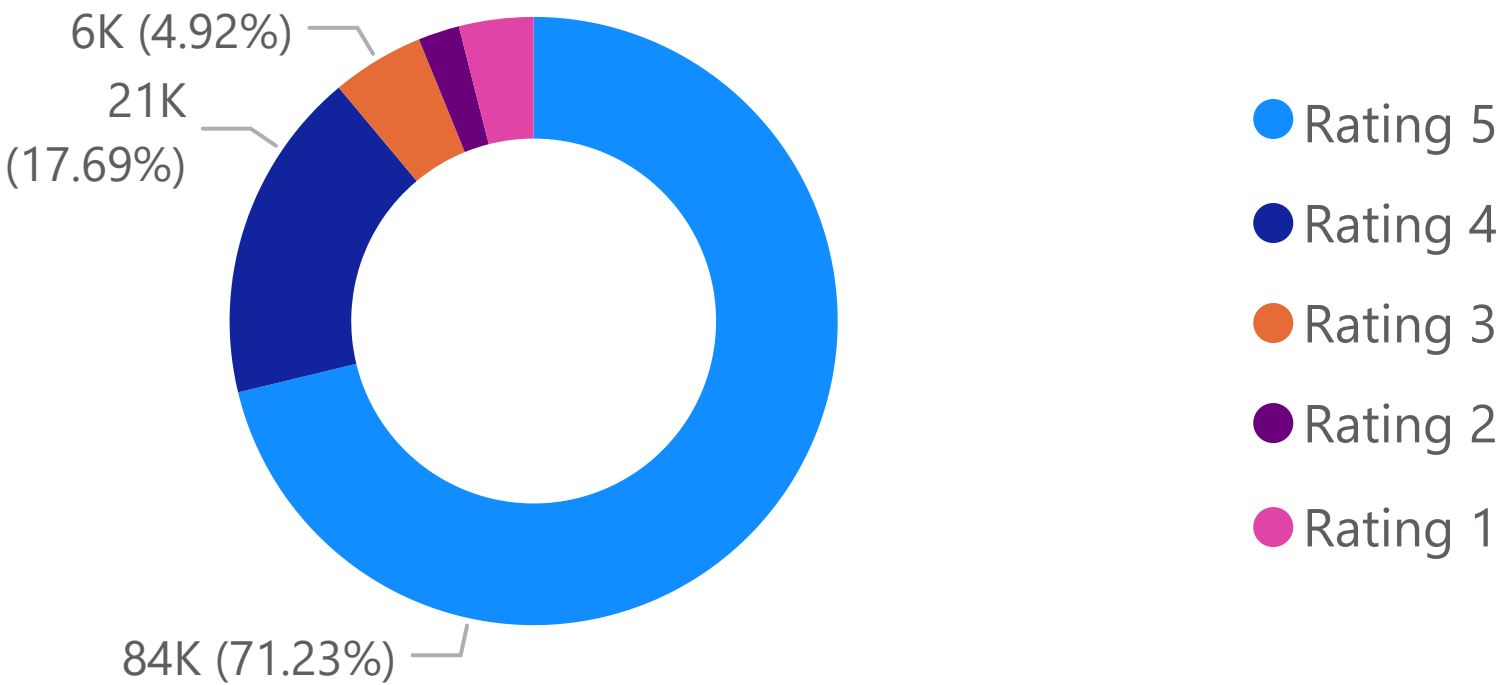
1048

Positive Reviews

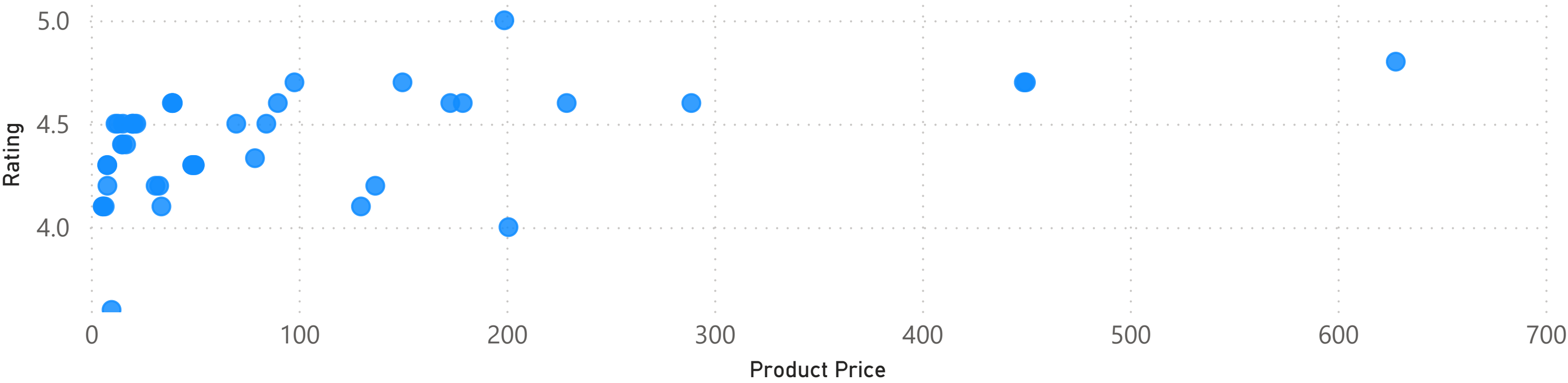
64

Negative Reviews

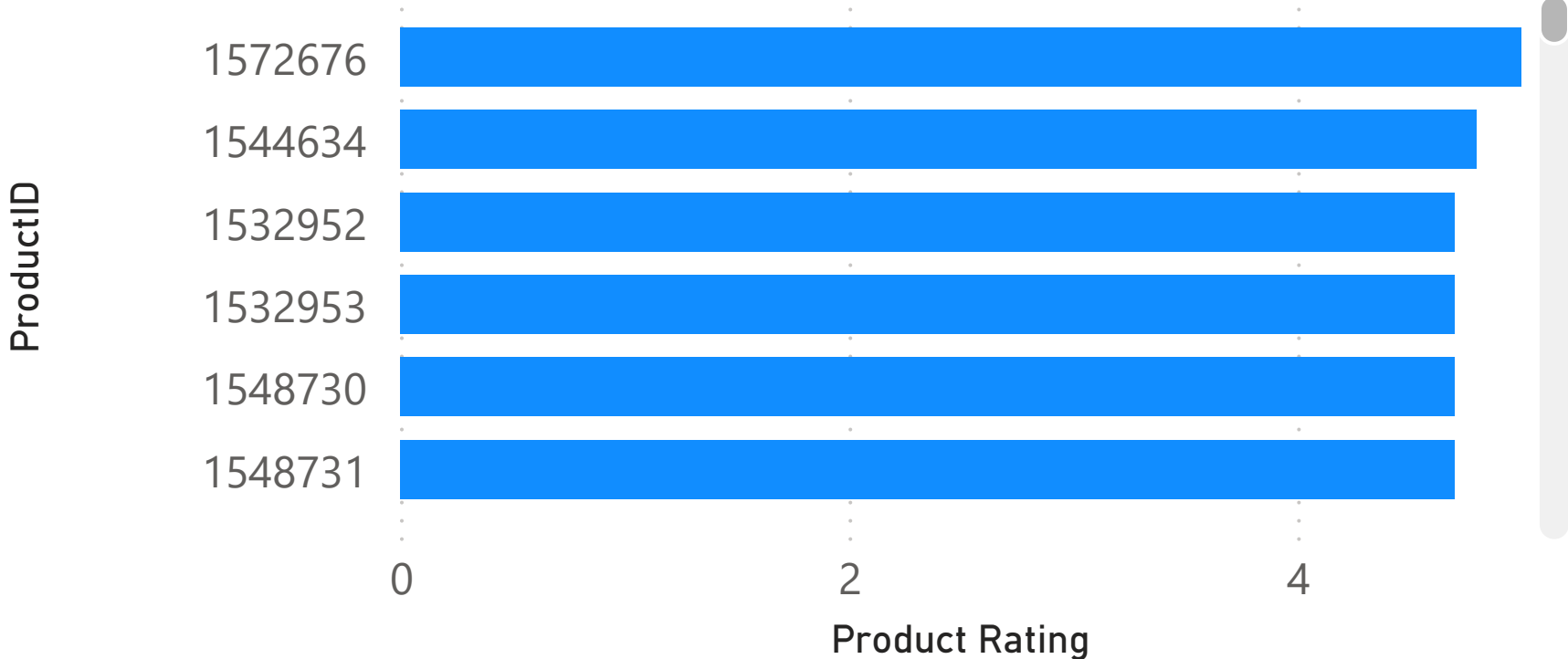
Distribution of Customer Ratings



Product Ratings vs Price Analysis



Top Performing Products



Brand Strengths

Strength	Feedback
Recommendation	Worthwhile
Comodidad y Usabilidad	Nice
Problemas de Sonido	Good sonido
Batería	Good
Calidad de la Imagen	good
Design and Construction	Good

Brand Weaknesses

Weakness	Feedback
App Issues	Unstab
Asistencia al Cliente	Poor
Audio Quality	Poor
Cable Issues	Poor
Calidad Baja	low
Calidad de Construcción	Poor

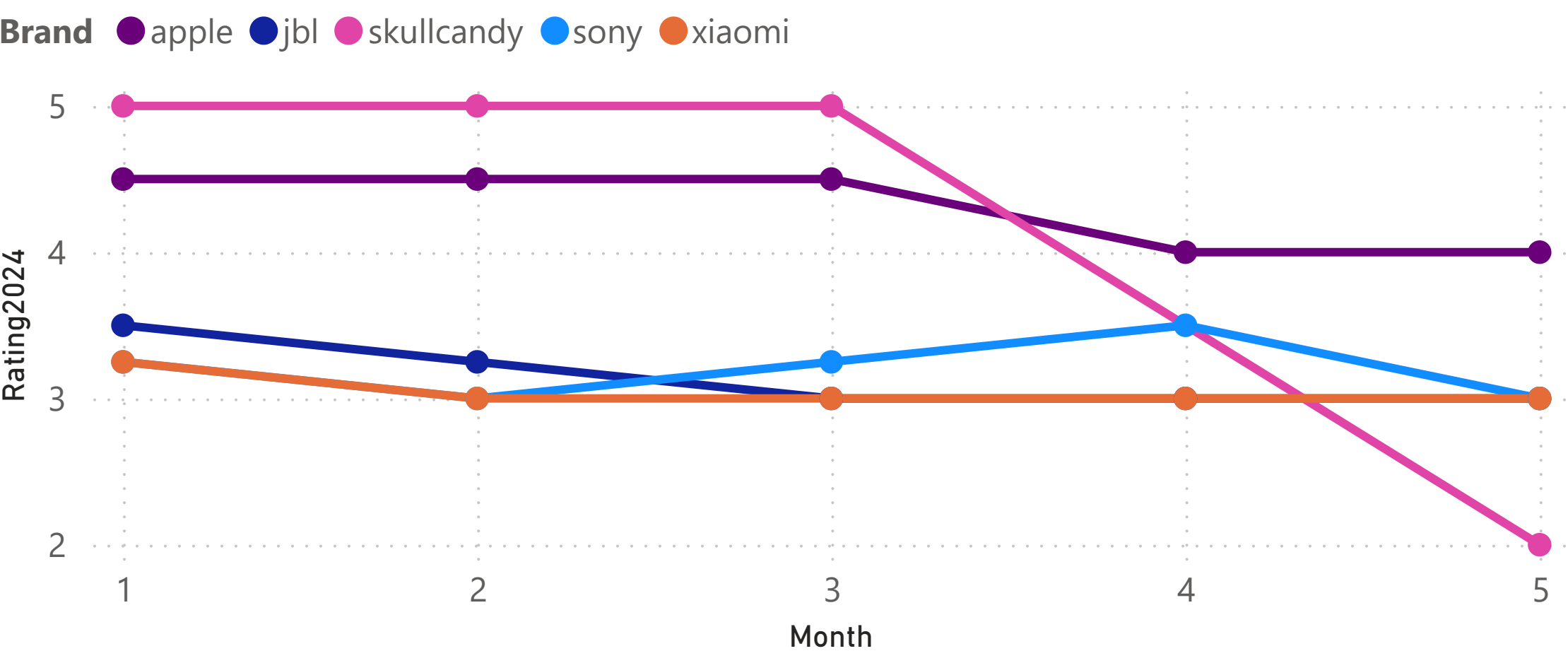
E-commerce Competitor Analysis

Select competitors

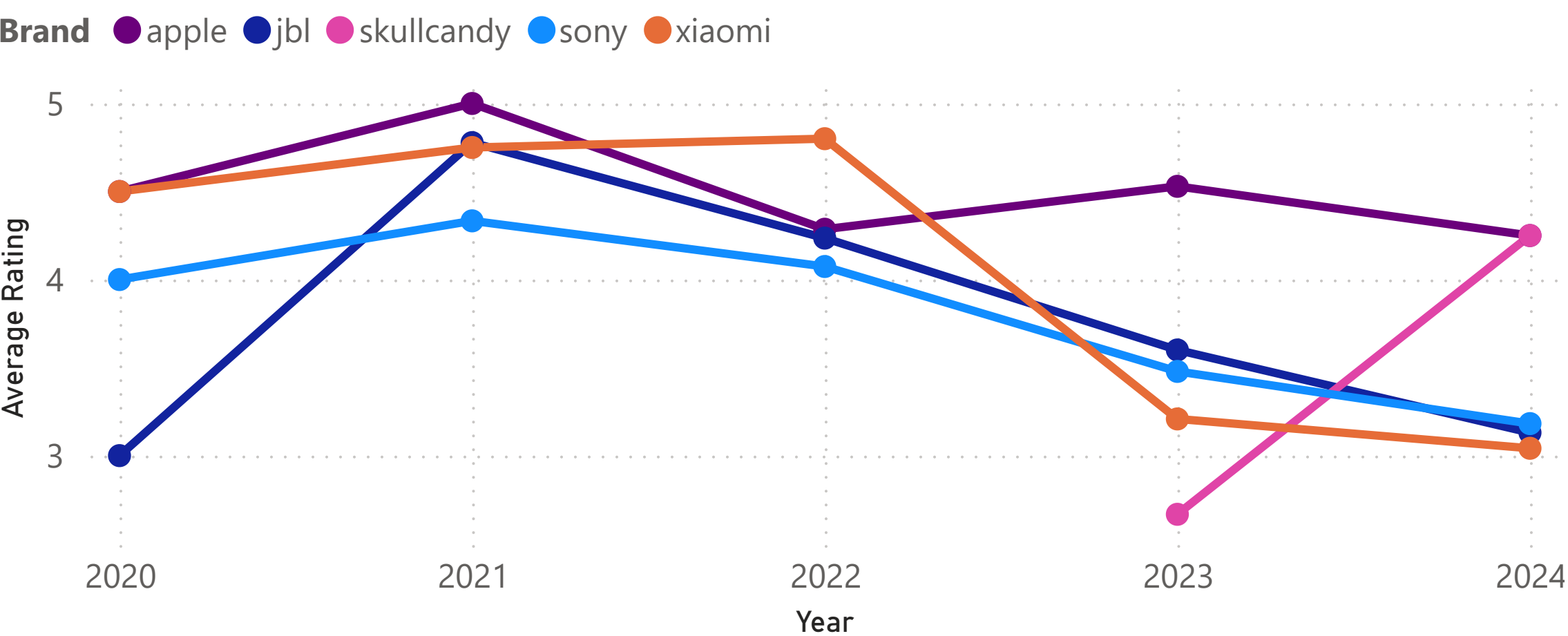
Multiple selections



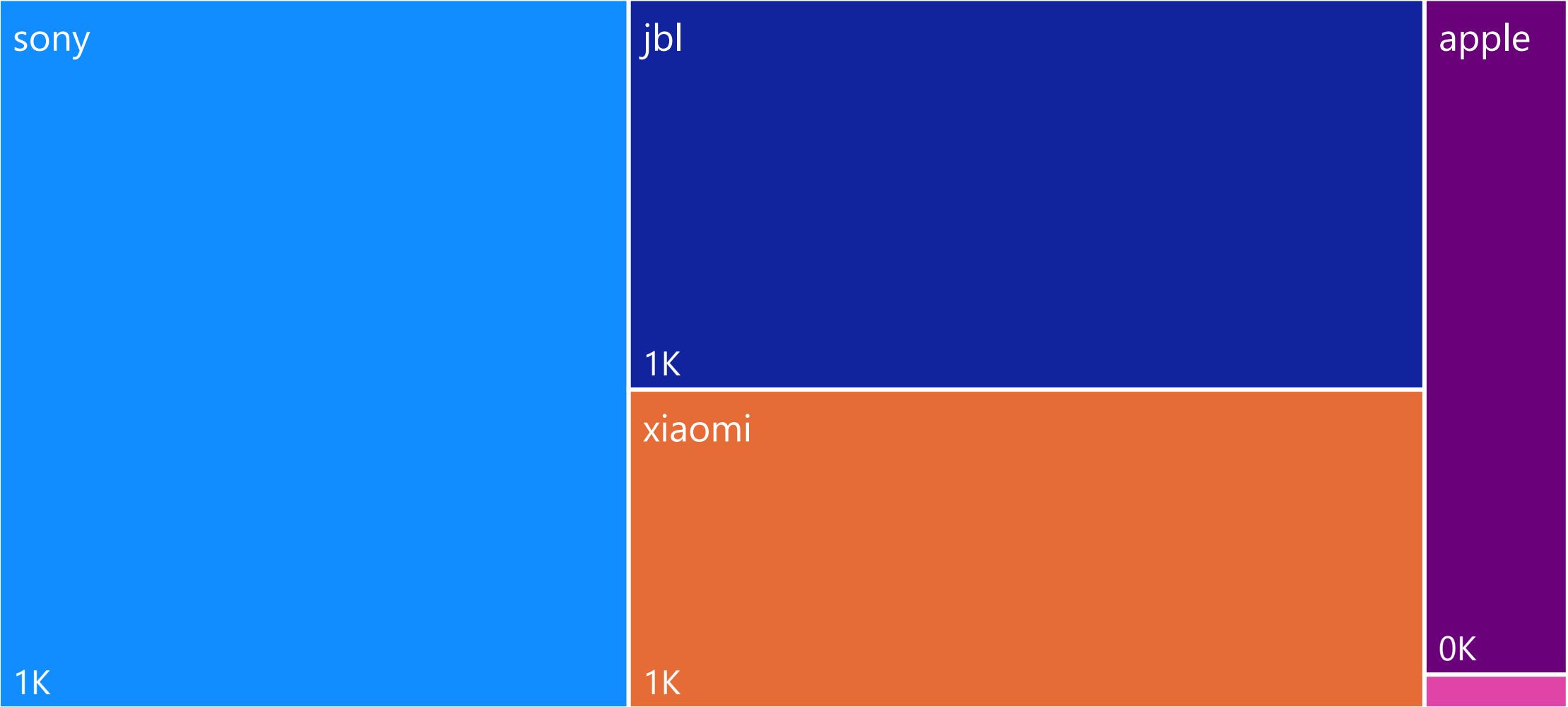
Monthly Rating Analysis



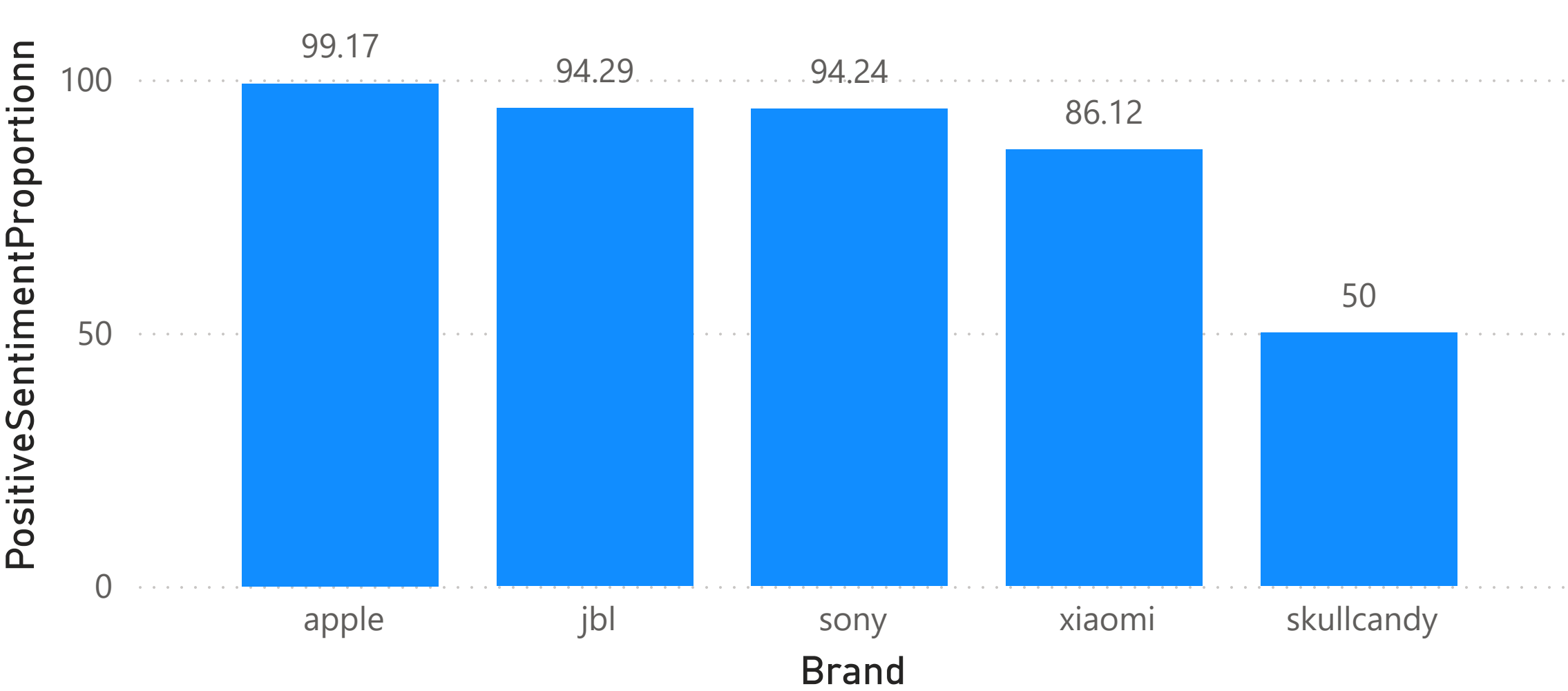
Annual Rating Analysis



Rating Volume



Proportion of Positive Reviews



E-commerce Product-wise Analysis



Select product

Sony WI-C100 Auriculares Inalámbricos - Hasta 25 Horas de Duración de la Batería, Micrófono Incorporado para Llamadas, Compatible con Asistentes de Voz, Conectividad Bluetooth Fiable, Blanco



Insights from Positive Feedback

Theme	Latest Positive Review
Calidad de Sonido	El audio es de alta calidad
Calidad del Sonido	El producto es bien hecho
Comodidad de los Auriculares	El sonido es genial
Duración de la Batería	Caben perfectamente en la bolsa
Precio Asequible	Funcionan correctamente

Insights from Negative Feedback

Theme
Amazon no ofrece opciones para ejercer el derecho a la garantía
El cable es demasiado largo y delgado
El producto deja de funcionar después de solo dos meses
El proveedor no proporciona opciones para ejercer el derecho a la garantía





645K

Total Likes

12M

Total Impression

15.12

Average Engagement Rate

A word cloud of hashtags related to audio and music. The most prominent words are 'audio' and 'music'. Other significant words include 'headphones', 'sound', 'quality', 'tech', 'life', 'review', 'advice', 'workout', 'gear', 'noise', 'cancellation', 'wireless', 'app', 'customer', 'experience', 'waterproof', 'durability', 'style', 'new', 'gear', 'ai', 'fi', 'noise', 'cancelling', 'wireless', 'app', 'customer', 'experience', 'waterproof', 'durability', 'style', 'new', 'gear', 'ai', 'fi'. The words are arranged in a circular pattern, with 'audio' and 'music' at the top. The colors of the words are varied, including shades of blue, green, yellow, orange, red, and purple. The font size of the words varies, with 'audio' and 'music' being the largest. The background is white.

Product Name	product_type	Rating	Strengths
Sony WH-1000XM5	Headphones	9.20	'dramatic improvements with voice-calling performance', 'refined sound'
Sony WF-1000XM5	Wireless Earbuds	9.00	'improved performance', 'better noise canceling', 'better sound', 'impressive'
Sony WH-1000XM4	Headphones	8.70	"it's a little more comfortable", 'has improved noise canceling', 'better voice-calling performance'
Sony WH-XB910N	Headphones	8.50	'improved noise canceling', 'multipoint Bluetooth pairing', 'Mode', 'hard case', 'up to 30 hours of battery life'
Sony C500	Earbuds	8.40	'The buds are compact, lightweight, fit comfortably', 'great sound', 'excellent noise canceling'
Sony LinkBuds S	Earbuds	8.40	"They're more compact and lighter than Sony's former earbuds for people who can't afford Sony's flagship earbuds", "They're still quite good for the price", "They're still quite good for the price", "They're still quite good for the price"
Sony MDR7506	Headphones	8.30	'very well-balanced sound', 'excellent clarity', 'great bass', 'treble range, which makes the sound a little crisper'
Sony WF-1000XM4	Earbuds	8.30	'great-sounding earbuds', 'excellent noise canceling', 'great sound', 'excellent noise canceling', 'great sound', 'excellent noise canceling'
Sony CH-720N	Headphones	8.00	"They're lightweight and very comfortable", 'They sound great', 'Their overall performance is a step up from their previous models'

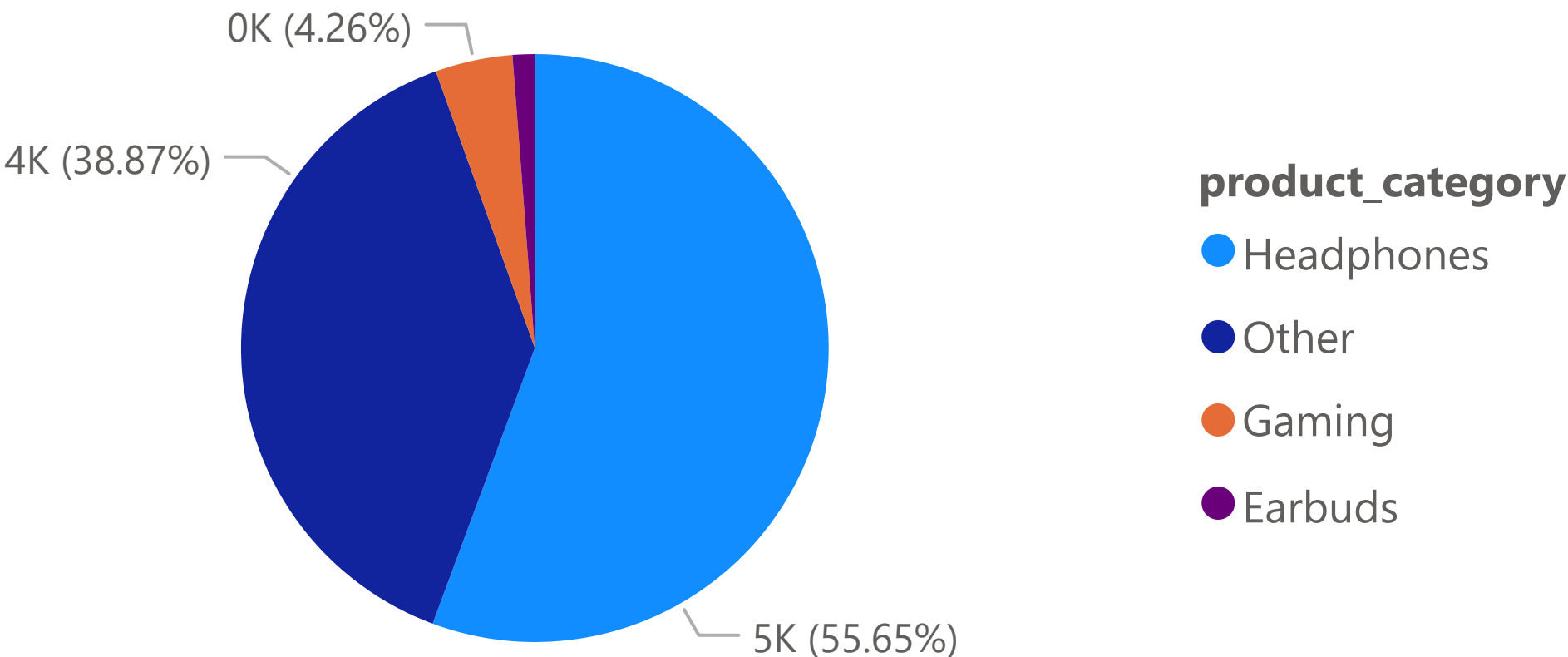
Twitter Competitor Analysis

brand_name

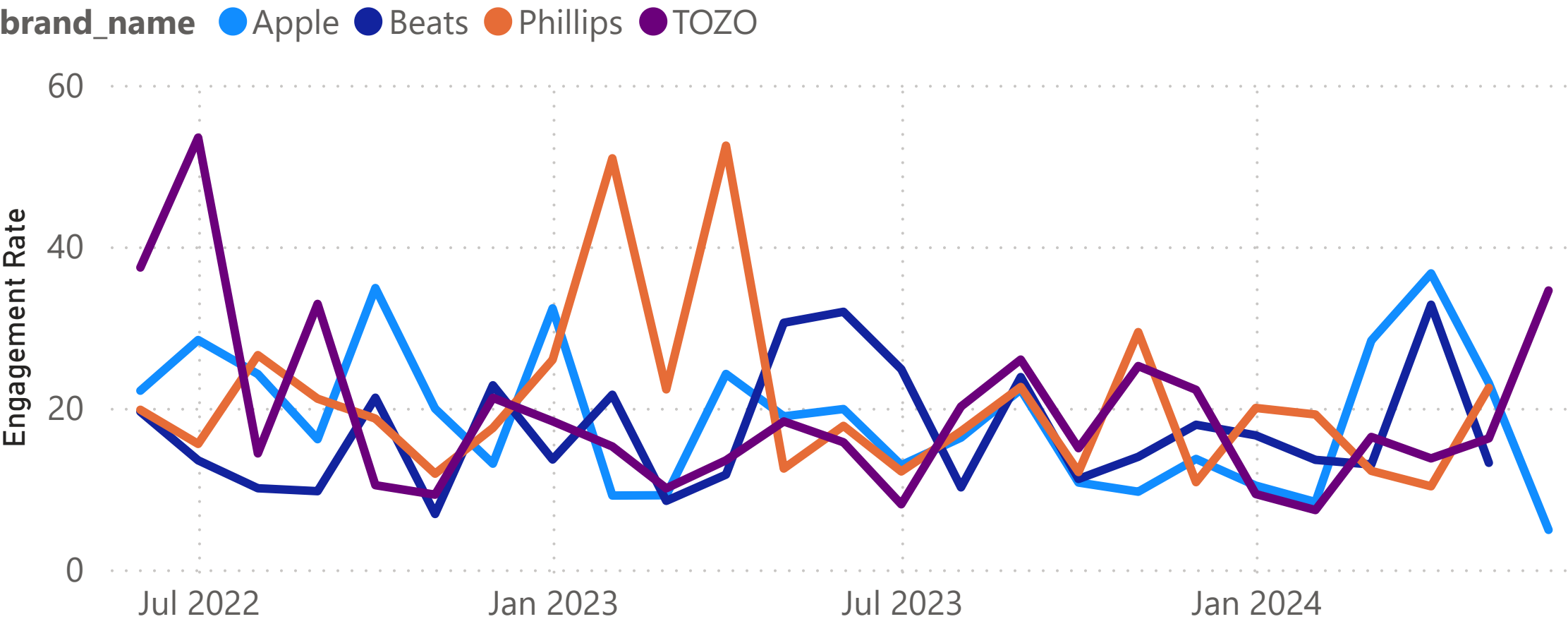
Multiple selections



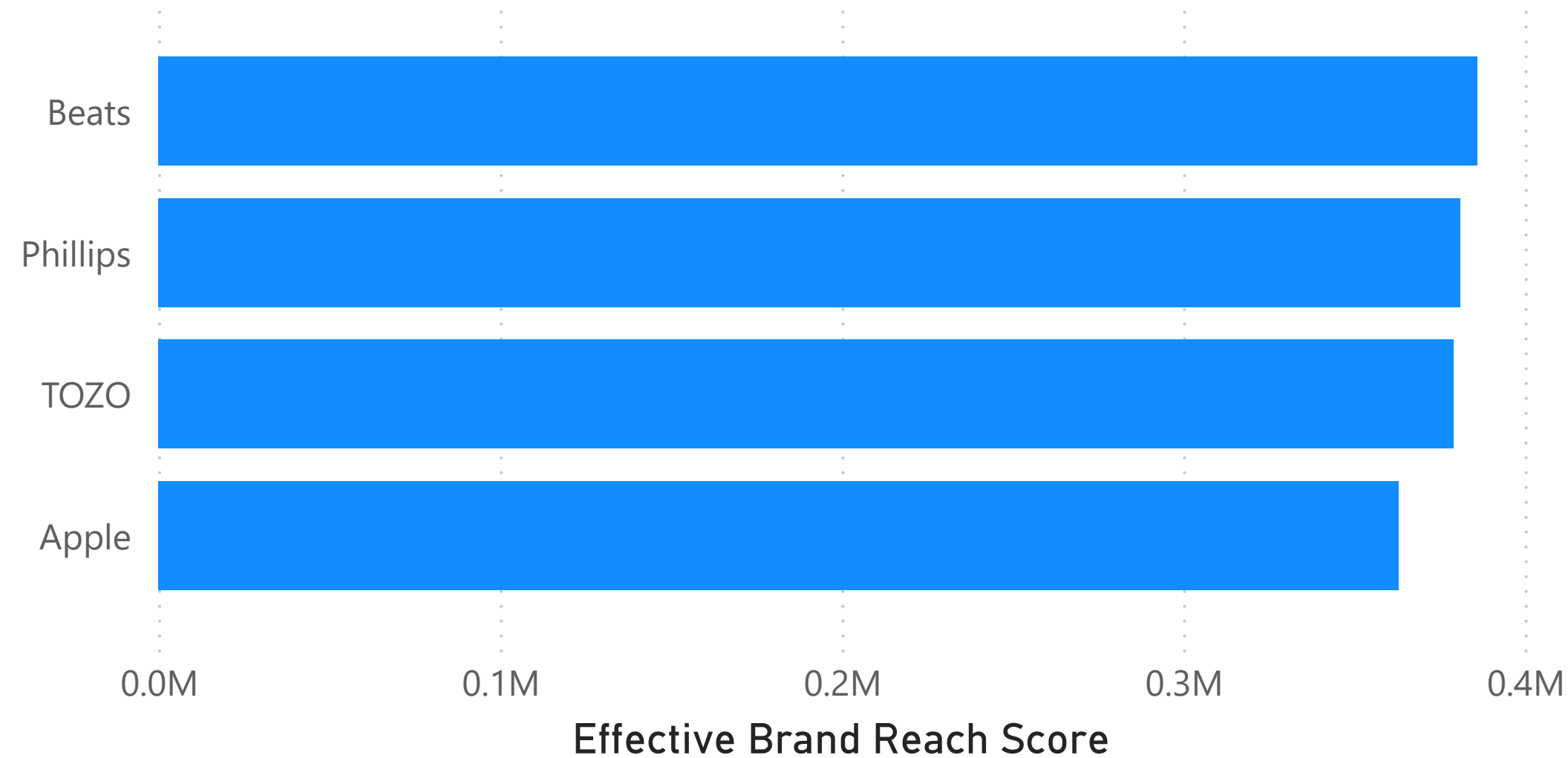
Tweets Volume by Product Category



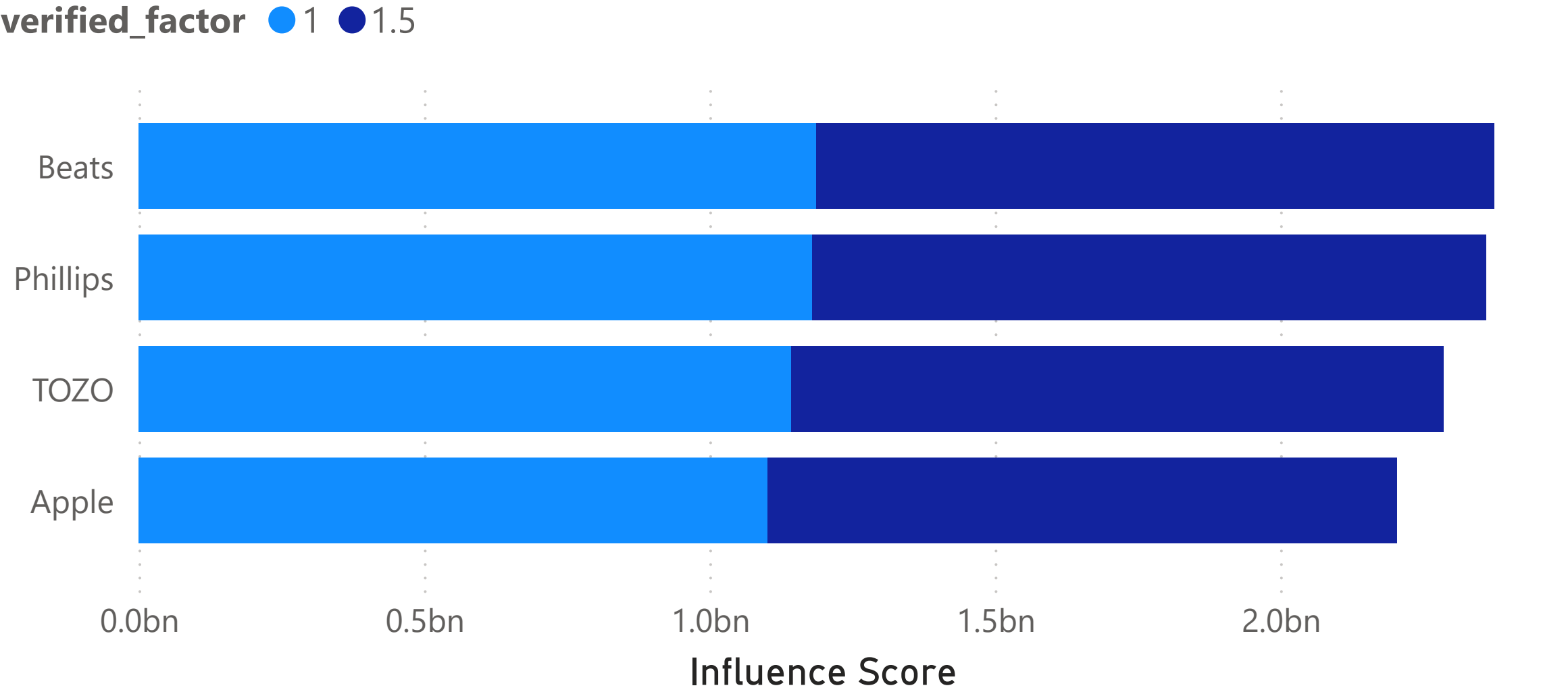
Monthly Engagement Rate of Brands



Effective Brand Reach Scores



Influence Score of Brands by Verified Factor





Facebook Page Analysis

Date

Last

▼

6

Months (Calendar)

▼

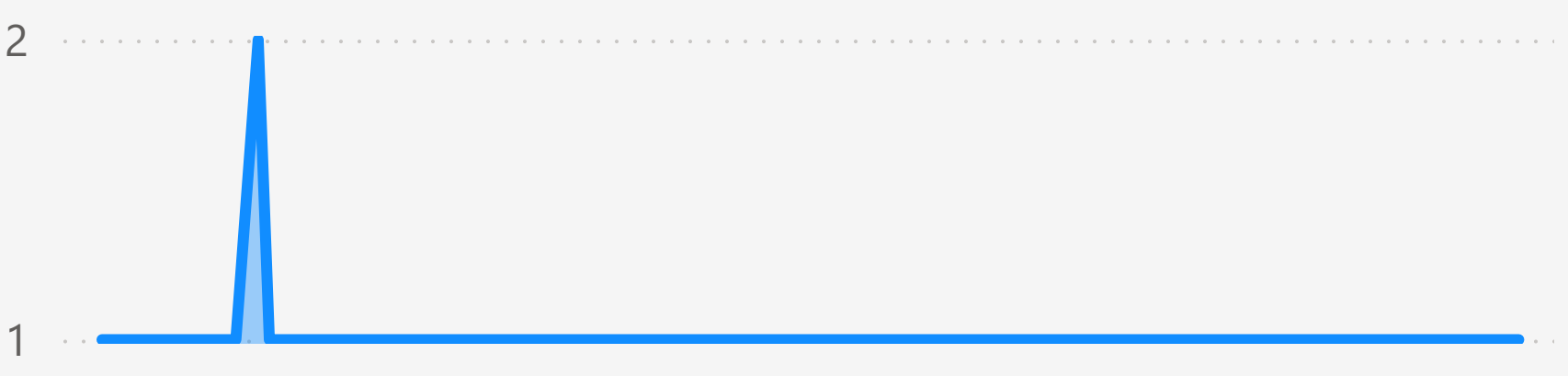
📅 12/1/2023 - 5/31/2024



22

Post Volume

Post Volume by Time



5604

Comment Volume

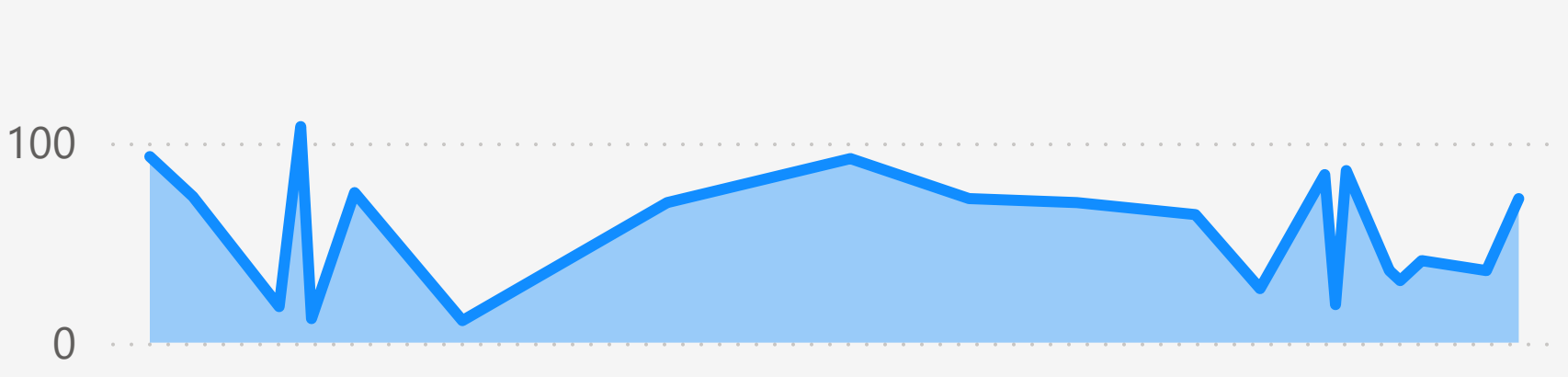
141K

Comments Liked

1190

Post Like Count

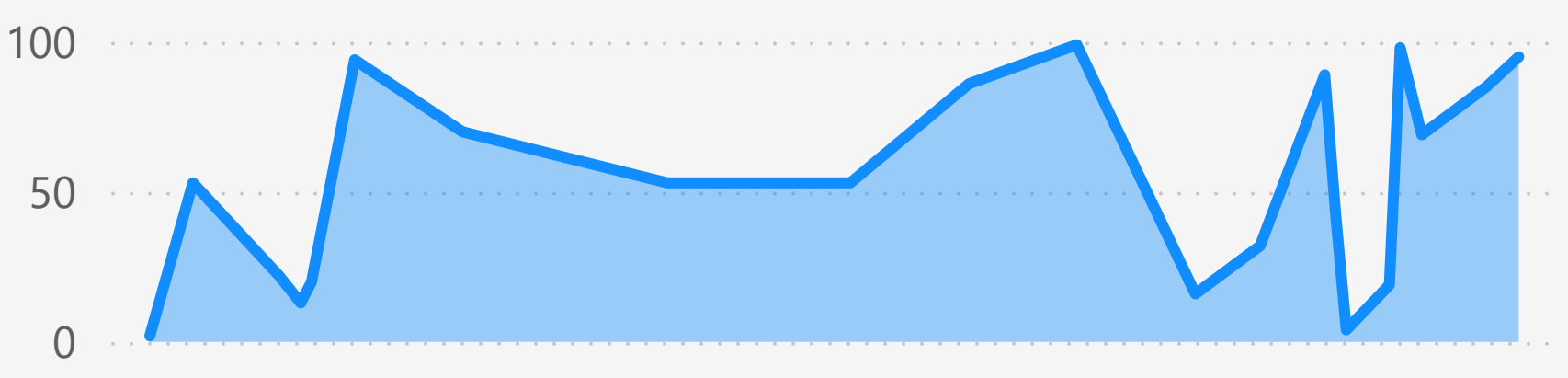
Post Like Count by Time



1115

Post Reactions

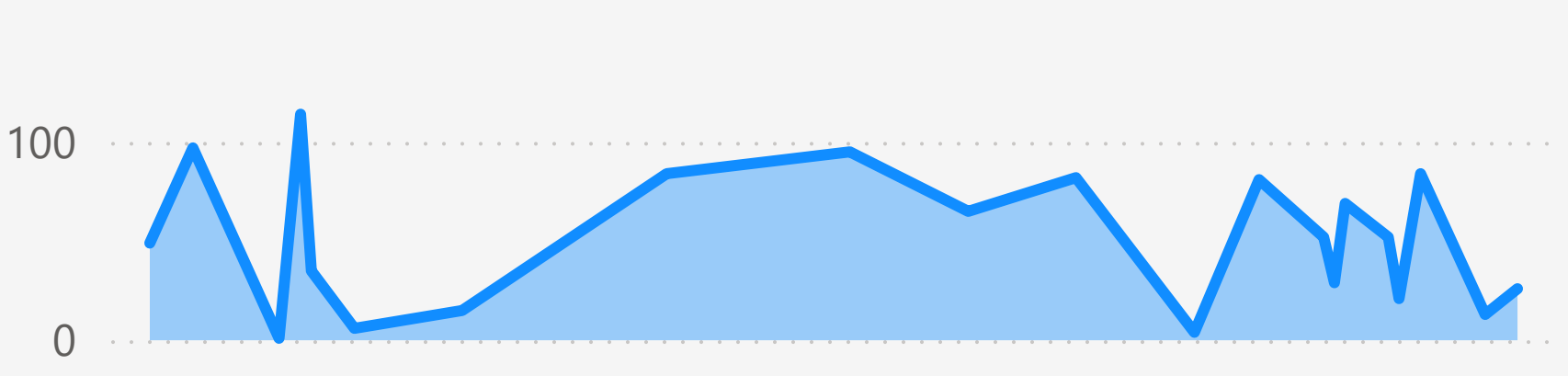
Post Reactions by Time



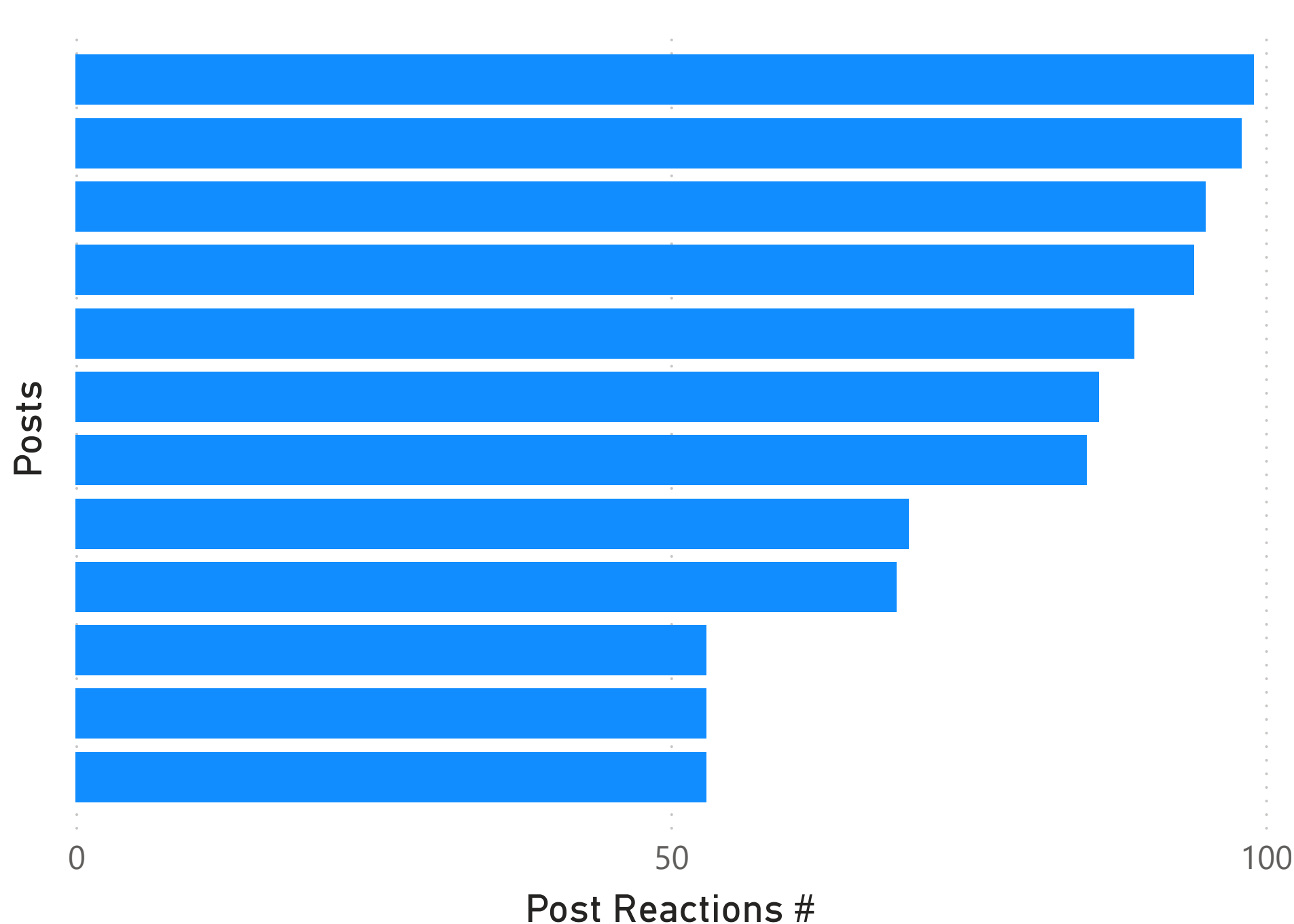
1074

Post Shares

Post Shares by Time



Top 10 Reacted Posts





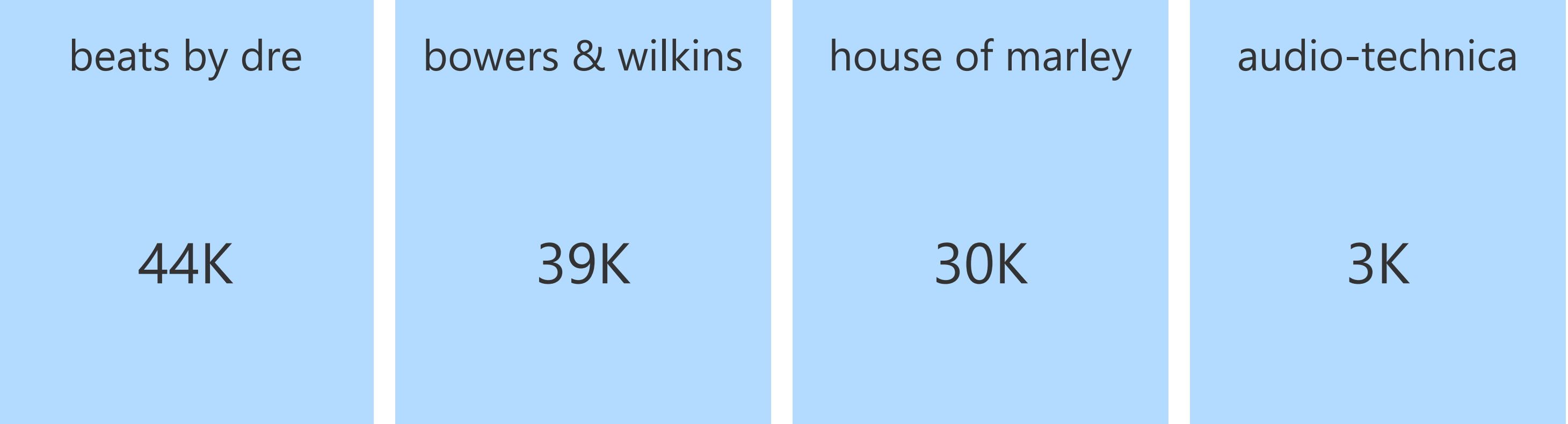
Facebook Competitor Analysis

Company

Multiple selections



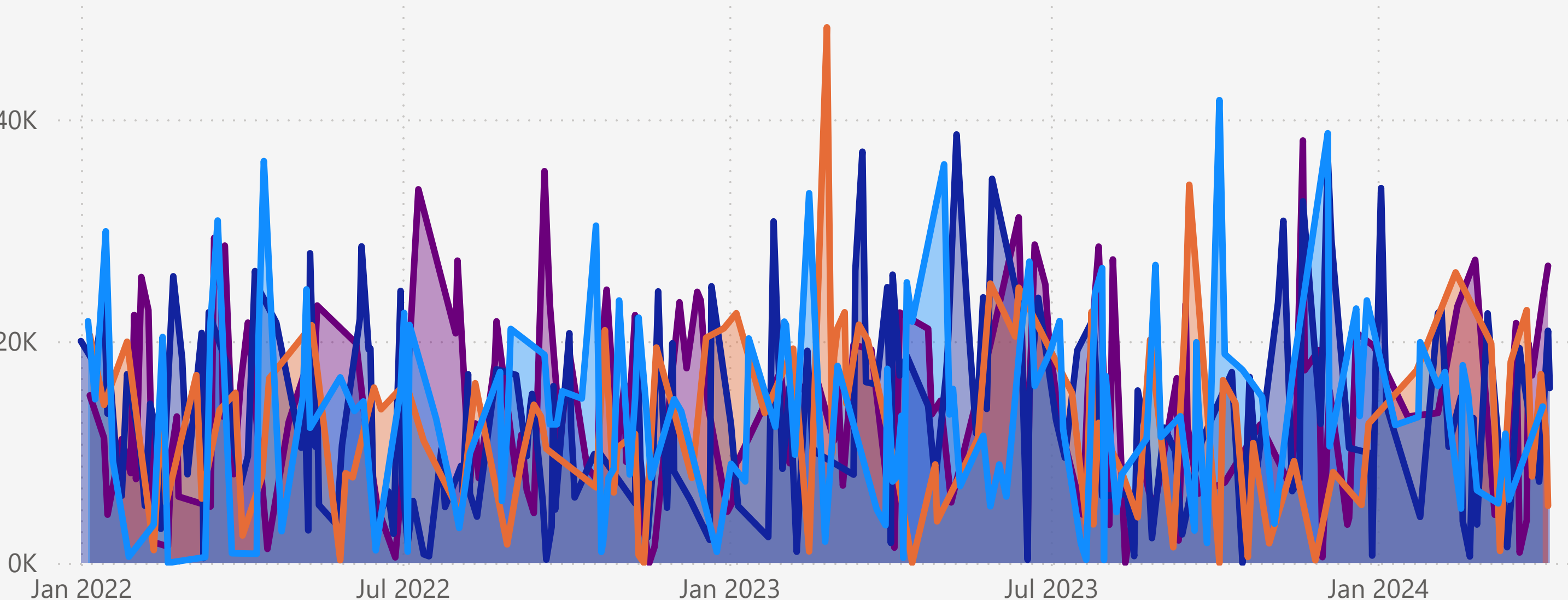
Followers Count



Company	Verified
audio-technica	False
beats by dre	True
bowers & wilkins	True
house of marley	True

Post Reactions by Time

name ● audio-technica ● beats by dre ● bowers & wilkins ● house of marley



Fans Volume

