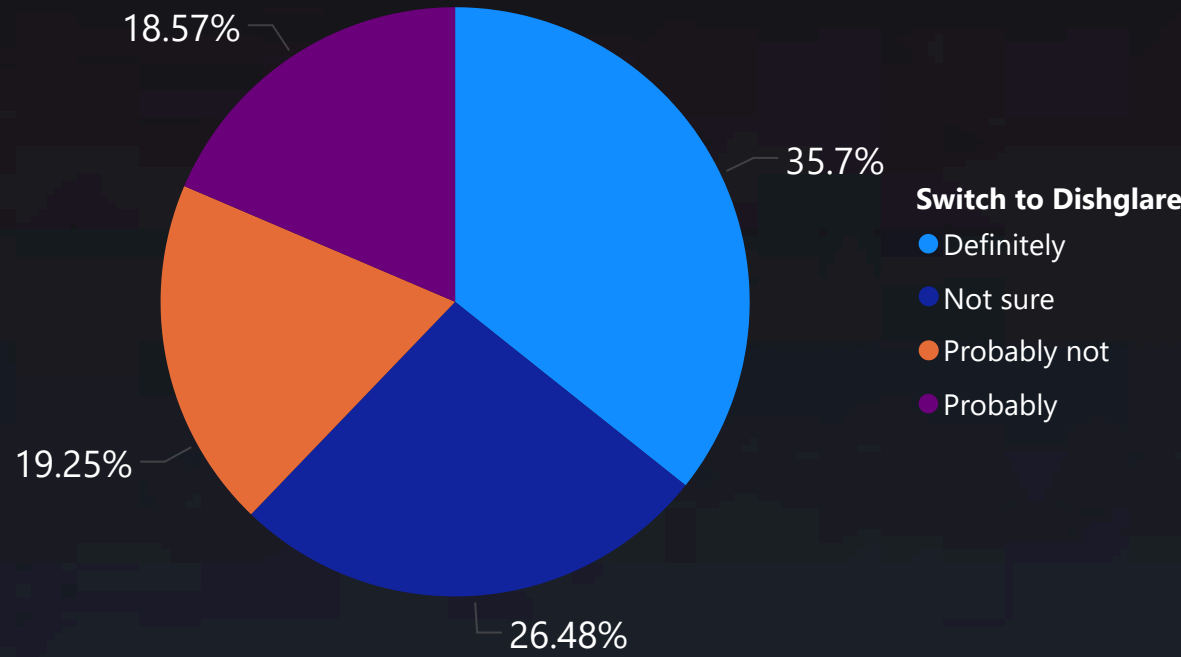


# Dishglare Prelaunch Consumer Feedback Dashboard (Dummy Data)

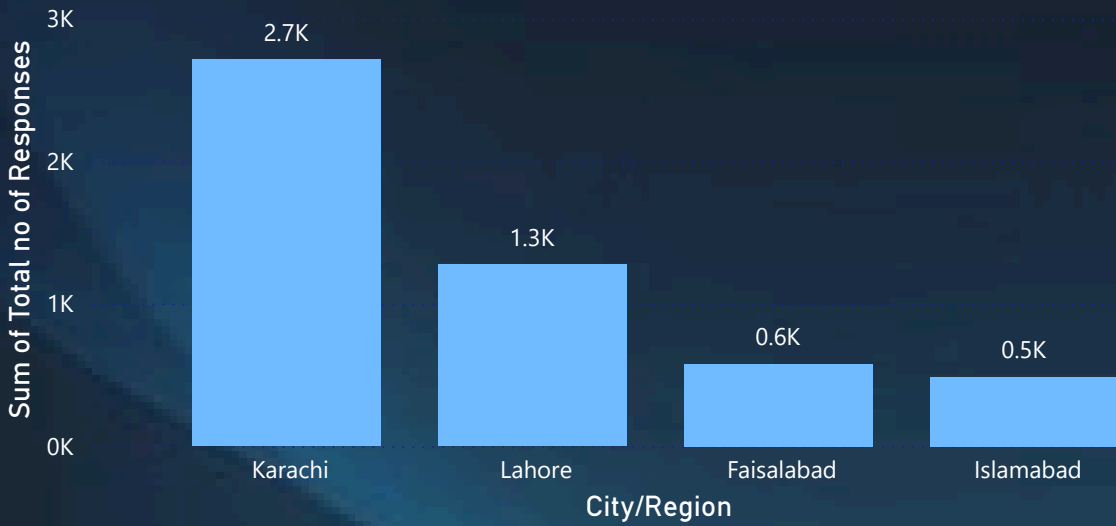
## Respondents Switch to Dishglare

Sum of Total no of Responses by Switch to Dishglare



## Responses by City/Region

Sum of Total no of Responses by City/Region



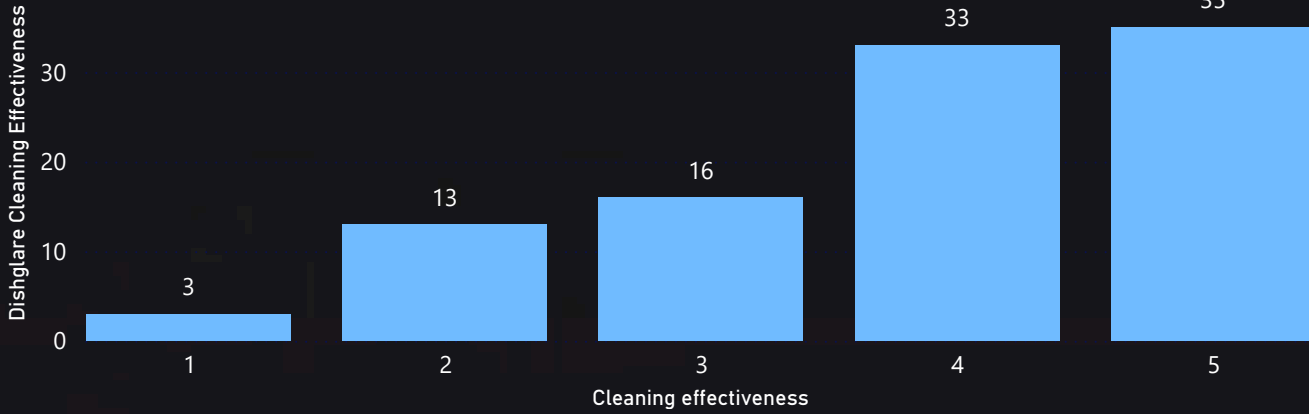
## Major Competitors



100  
Total no of Responses

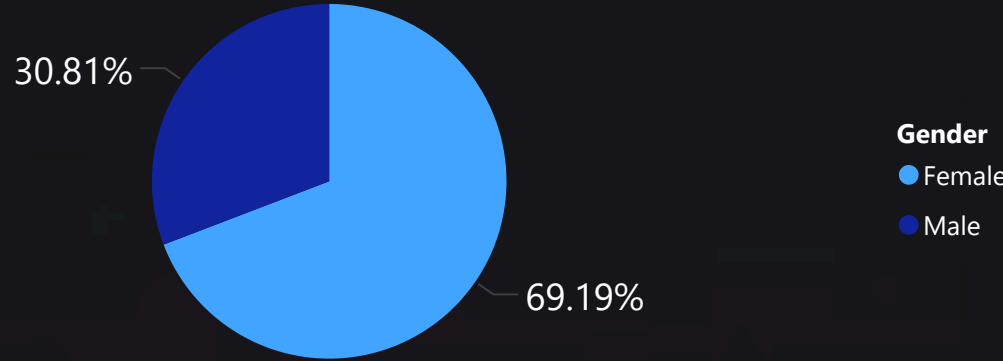
## Dishglare Cleaning Effectiveness

1 = Ver Poor, 2 = Poor, 3 = Average. 4 = Good, 5 = Excellent



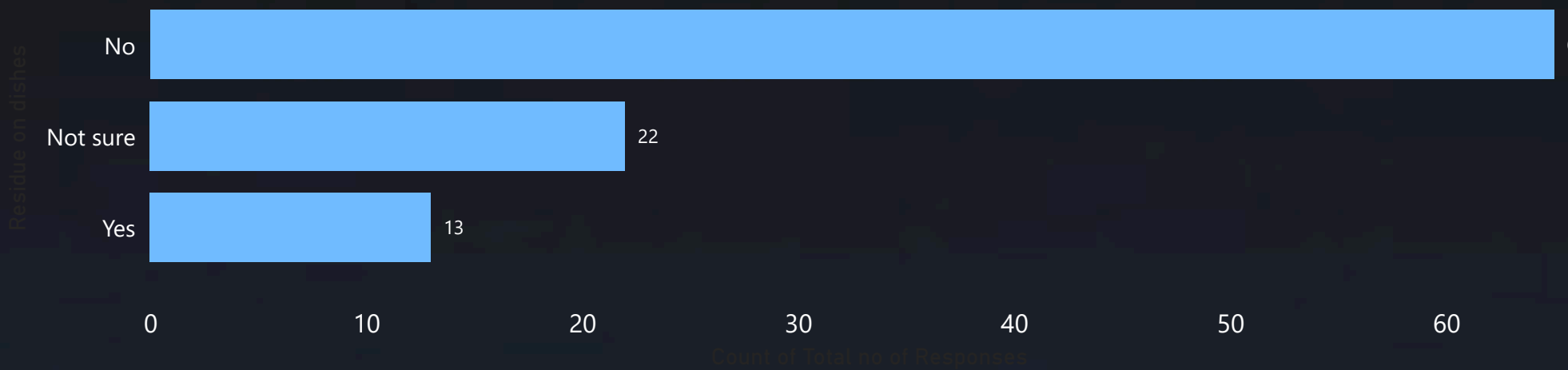
## Responses by Gender

Sum of Total no of Responses by Gender



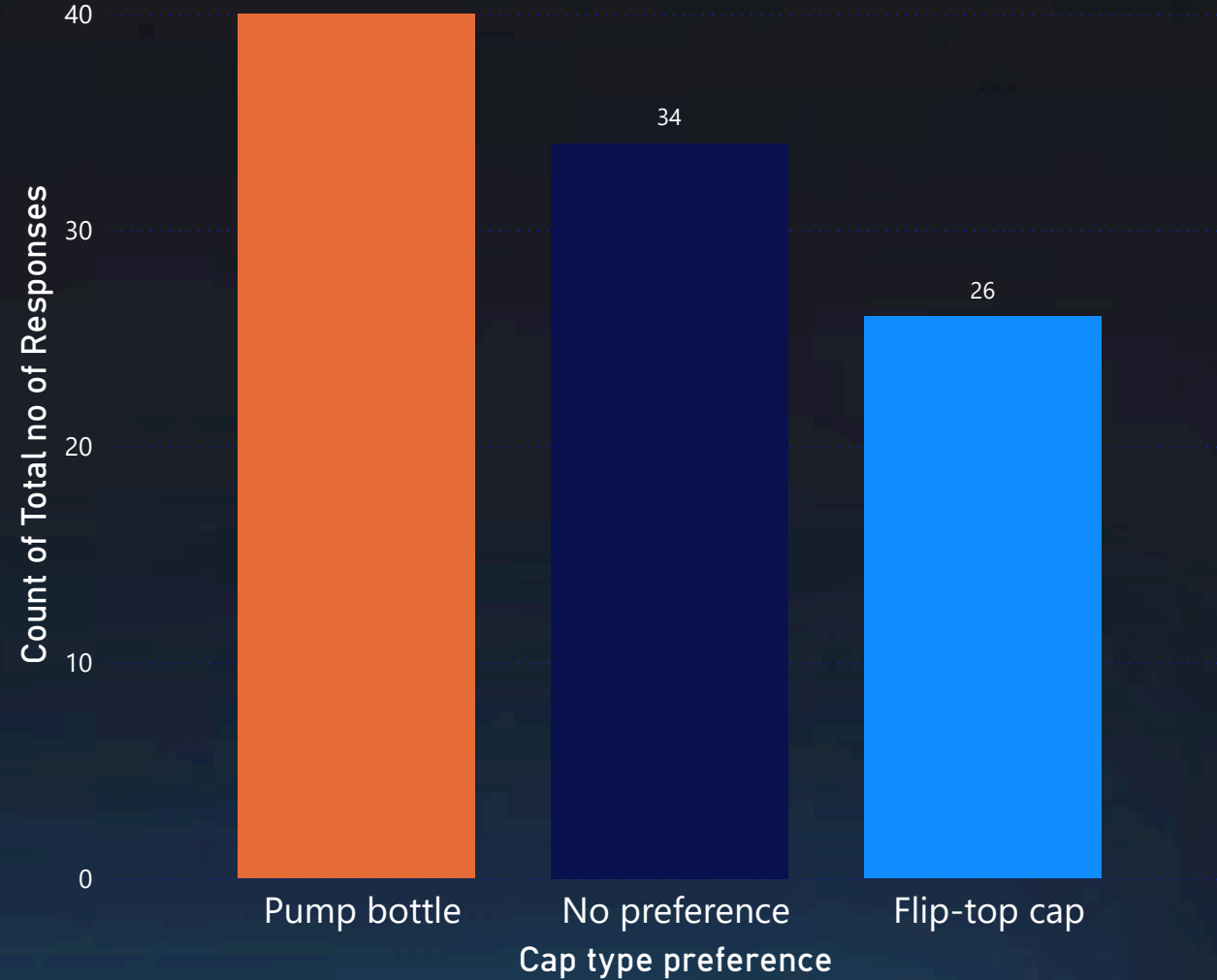
## Residue left on dishes after washing

Count of Total no of Responses by Residue on dishes

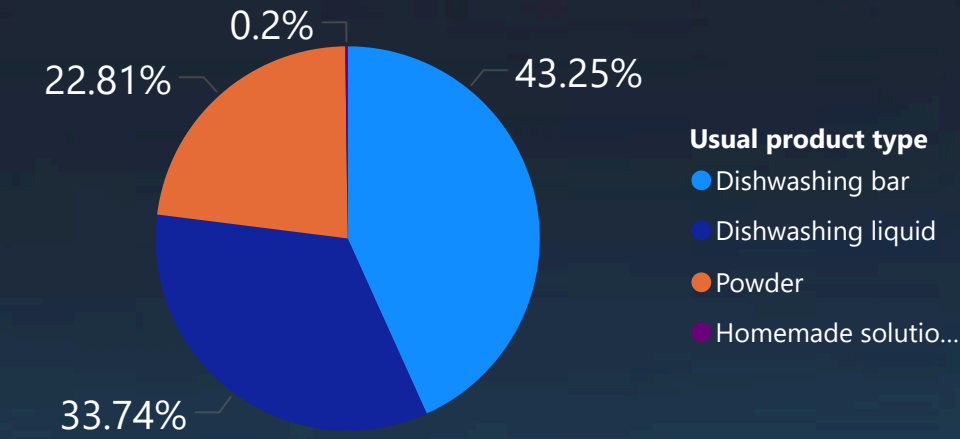


## Respondents Cap type preference for Dishglare

Count of Total no of Responses by Cap type preference

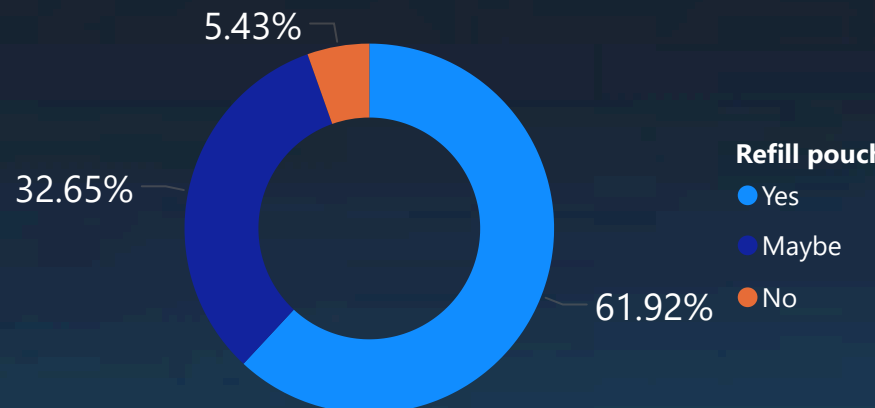


## Respondents' Dishwashing product usage



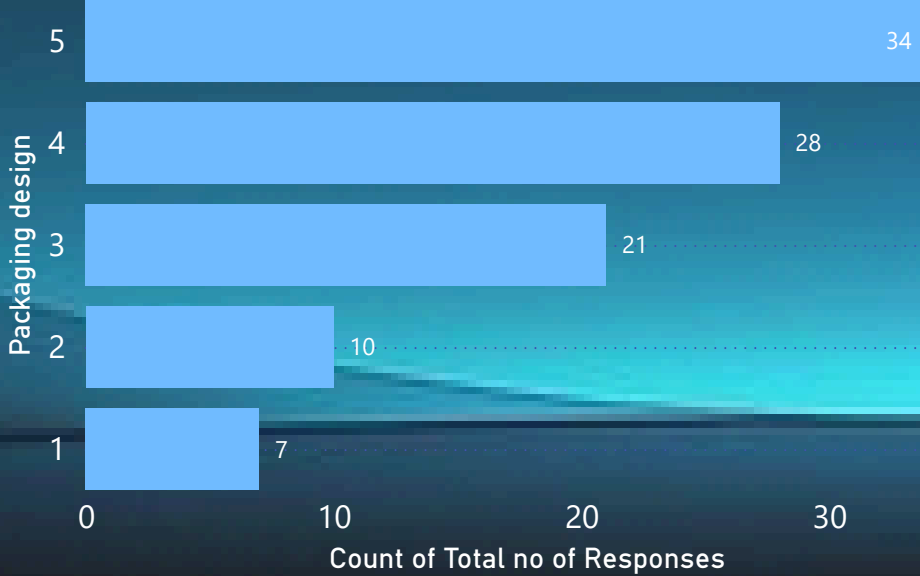
## Refill pouch preference

Sum of Total no of Responses by Refill pouch

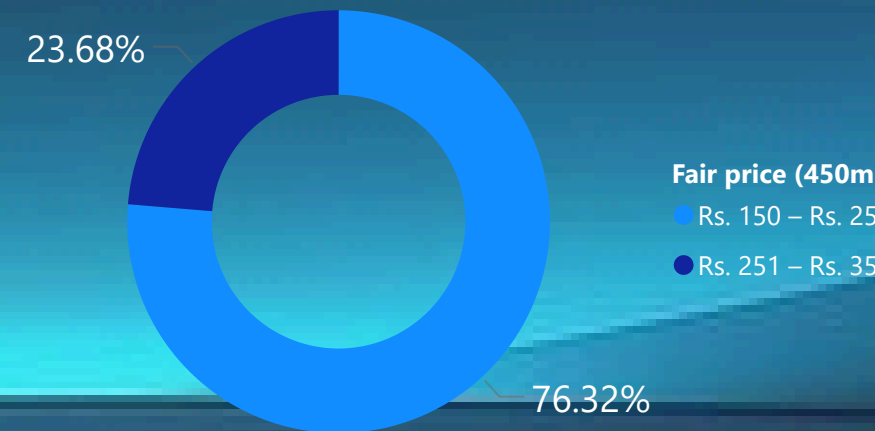


## Packaging design rating

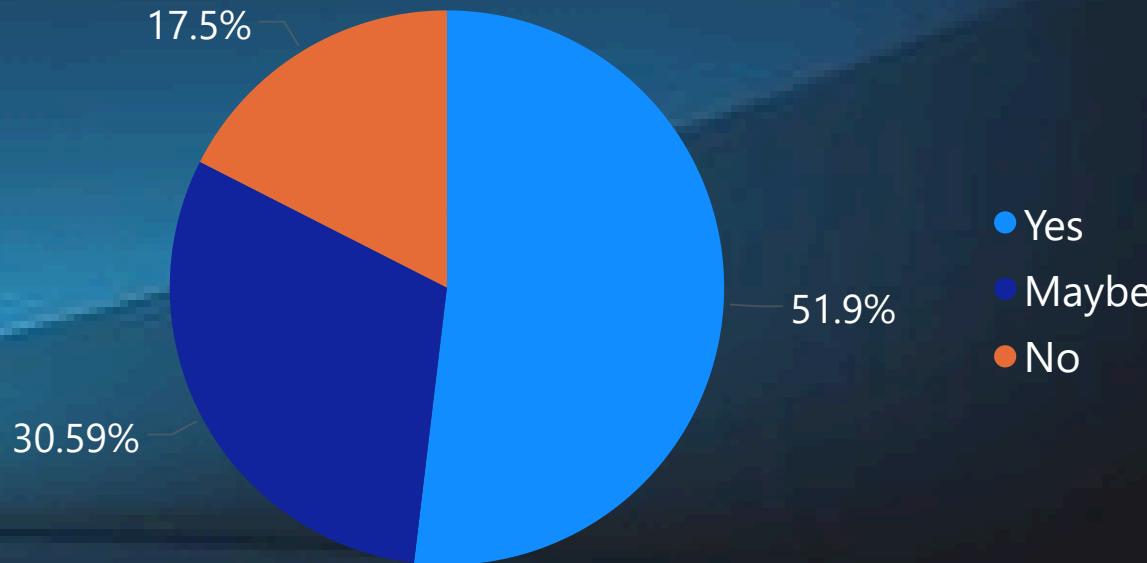
1 = Ver Poor, 2 = Poor, 3 = Average. 4 = Good, 5 = Excellent



## Fair price preference for 450 ml bottle



## Respondents Recommend Dishglare



## Customer Perception of Dishglare

Customer feedback reveals a generally positive perception of Dishglare, particularly in its **cleaning effectiveness**, which received high ratings from the majority of users. Many respondents indicated they would **recommend the product** and are open to **switching to Dishglare**, though a notable segment remains uncertain. This signals both strong potential and the need for further trust-building.

In terms of **pricing**, most customers believe a **450ml bottle should be priced between Rs. 150–250**, emphasizing the importance of affordability in this competitive market. When comparing Dishglare to existing brands, **Glint and Vim** are seen as benchmarks of quality—placing Dishglare in a high-expectation category where differentiation is crucial.

Packaging plays a significant role: the **pump bottle** emerged as the most preferred cap type, followed by flip-top caps, while overall **packaging design received good ratings** with some room for enhancement. Additionally, a strong preference for **refill pouches** reflects an environmentally conscious customer base, indicating an opportunity to build brand loyalty through sustainable packaging options.

The belief that **well-known brands equal high quality** still dominates consumer thinking, but with consistent product performance and smart branding, Dishglare can effectively position itself alongside leading names.

## Strategic Recommendations

- **Strengthen trust** with undecided customers through targeted communication, testimonials, and promotional sampling.
- **Position Dishglare competitively** by pricing the 450ml variant within the Rs. 150–250 range.
- **Leverage cleaning performance** as a key differentiator in marketing.
- **Introduce or emphasize pump bottle packaging**, as it aligns with user preferences for convenience.
- **Enhance eco-friendly appeal** by offering and promoting refill pouches.
- **Refine packaging design** to address the minority who rated it poorly—focusing on clarity, aesthetics, and ergonomics.
- **Highlight uniqueness** in campaigns to set Dishglare apart from established brands like Glint and Vim