

# Wishful vs The Ordinary

## AI-Driven Consumer Sentiment Analysis in Skincare

The skincare market is not divided by luxury or affordability it is divided by **consumer trust**. Brands win not only by formulation, but by how reliably customers feel results on their skin over time.

### How We Analyzed Trust

We processed **1M+ verified customer reviews** using a custom Machine Learning sentiment model trained to capture emotional reactions related to *results, comfort, texture, and long-term experience*.

**Model Accuracy 92.68%**

#### Wishful (Luxury Positioning)

- Strong association with visible glow and sensorial experience
- Positive emotional language around texture and finish
- Trust driven by perceived performance consistency

#### The Ordinary (Clinical / Budget)

- High confidence in ingredient transparency
- Strong appeal to informed, routine-driven users
- Trust influenced by formulation compatibility across skin types

### Key Insight

**Overall sentiment scores between the two brands are closer than expected. The difference lies not in price but in how consumers emotionally interpret outcomes.**

### Strategic Implications

- **Wishful:** Maintain leadership by protecting experiential consistency and reinforcing its premium result narrative.
- **The Ordinary:** Incremental formulation refinements can unlock higher loyalty without changing pricing or brand philosophy.
- **Both:** AI sentiment tracking should act as an early-warning system before trust erosion reflects in revenue.

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