

Analyse collected customer reviews, ratings and purchase history to identify opportunities for improvement.

**Subject: Re: Request for Customer Feedback Analysis**

Hi John,

Thank you for reaching out. I understand the concerns regarding declining customer satisfaction and engagement, and I appreciate the opportunity to analyse the collected feedback and purchase data.

- Analyse Customer Sentiments from the reviews.**

I have conducted a sentiment analysis on customer reviews to identify key trends in which sentiments which are considered to be positive are 84, Negative 11 and Neutral 5.

S.No.	Review ID	Customer ID	Product ID	Review Date	Rating	Review Text	Sentiments
0	1	77	18	2023-12-23	3	Average Experience Nothing special.	Positive
1	2	80	19	2024-12-25	5	The Quality is top- notch	Positive
2	3	50	13	2025-01-26	4	Five stars for the quick delivery	Positive
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97	98	96	3	2025-11-20	5	Exceeded my expectations	Positive
98	99	79	16	2025-01-29	2	Average Experience Nothing special.	Positive
99	100	9	2	2025-06-20	3	Not Worth the money	Neutral

Our sentiment analysis reveals key patterns in customer perception, highlighting areas of satisfaction and concern. While positive feedback emphasizes product quality and seamless checkout experience, Lile Exceeded their expectation for the product. negative sentiment is largely driven by” Average experience nothing feels special about the product”. Addressing these pain points will be crucial in enhancing customer trust and retention."

- **Identify key complaints and improvements areas.**

From the sentiments and rating analysis I has been found that products with rating  $\leq 2$  are considered to be as a key Complaints and improvement areas.

Their Key Complaints are:

1. Product didn't meet my expectations.
2. Bad Experience with the product.
3. The product stopped working after a month
4. Disappointed with the performance
5. The product is okay but the instructions were unclear.
6. Average experience, nothing special.
7. Not worth with money.
8. The product arrived late.

S.no.	Review ID	Customer ID	Product ID	Review Date	Rating	Review Text	Sentiments
0	12	77	2	2025-01-13	2	Product didn't meet my expectations	Neutral
1	20	34	6	2023-04-29	1	I had a bad experience with the product.	Negative
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7	79	84	15	2025-05-28	2	The Product arrived late.	Negative
8	99	79	16	2025-01-29	2	Average experience nothing special.	Positive

I have provided the list of key complaints of those customers who have given rating less than 3 and after analysing it has been found that more complaints related to the Product Performance, Customer experience with the product wasn't that fine and deliverable issues included too.

- **Find Patterns between negative reviews and Product performance.**

There are nearly 37 customer reviews which fall under negative reviews with altered product performance.

Product with negative reviews and product performance.

- Running shoes
- Fitness Tracker
- Yoga Mat
- Dumbbells
- Tennis racket
- Golf clubs
- Ice Skates
- Swim Goggles

Negative Reviews with Product Performance.

1. Average experience nothing special.
2. Product didn't meet my expectations.
3. Not worth the money.
4. The Product stopped working after a month.
5. I had bad experience with the product.
6. Disappointed with the performance.

S.no.	Product ID	Product Name	Rating	Product Performance Status	Review Text
0	1	Running Shoes	3	Product Performance	Average experience nothing special.
1	2	Fitness Tracker	3	Product Performance	Average experience nothing special.
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36	10	Golf Clubs	3	Product Performance	Disappointed with the performance.
37	13	Swim Goggles	3	Product performance	Not worth the money

- Recommend **strategies to enhance customer satisfaction.**
- **Improve Product Quality & Address Key Complaints. Approx 37 complaints were related to product performance.**
  - ◆ Conduct quality checks to ensure consistency.
  - ◆ Offer product usage guides or tutorials to help customers maximize value.
- **Enhance Customer Support & Engagement**
  - ◆ Implement 24/7 customer support via chatbots and live agents.
  - ◆ Improve response time for queries and complaints.
  - ◆ Offer personalized assistance based on past interactions.
- **Loyalty & Retention Programs**
  - ◆ Introduce discounts, reward points, or exclusive deals for repeat customers as mainly the drop -offs occur at check-out stage.
  - ◆ Offer personalized recommendations based on past purchases.
  - ◆ Create a referral program to encourage word-of-mouth marketing.
- **Improve Delivery & Return Experience**
  - ◆ Optimize shipping times and offer real-time tracking updates.
  - ◆ Simplify the return & exchange process to build trust.
  - ◆ Offer free returns for defective or unsatisfactory products.
- **Leverage Data for Personalized Experiences**
  - ◆ Send personalized product recommendations based on browsing and purchase history.
  - ◆ Implement an AI-driven chatbot to provide personalized assistance.
- **Collect & Act on Customer Feedback**
  - ◆ Regularly survey customers to gather insights on pain points.
  - ◆ Act on negative reviews by responding with solutions or compensations.
  - ◆ Create a community platform where customers can share their experiences.

Hopefully, these key insights would help to analyse Product performance through customer sentiments analysis, Customer reviews and over all pattern between negative reviews and product performance.

The findings from our sentiment analysis provide valuable insights into how customers perceive our brand. To enhance customer experience, we recommend focusing on experience with the product from the aspect of customer. We'd love to collaborate further on implementing these changes and tracking improvements through key complaints and performance index.

Furthermore, I hope I have dedicatedly provide actionable insights to improve customer experience retention.

If You need further assistance, please let me know.

Thankyou  
Regards

Vaishnavi  
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