

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.

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
--	--	--	--	--	--	--	--
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

Count of Positive -84  
Count of Negative -11  
Count of Neutral -5

- **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
--	--	--	--	--	--	--	--
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

- **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.
--	--	--	--	--	--
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.