Customer review

| Product Improvement

Fixing a Failing Product

Analyzing customer feedback is crucial for identifying product issues and enhancing overall performance.
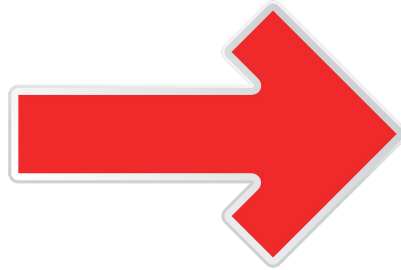
GROUP 3
Data science Analysts

Introduction: Choosing our Product

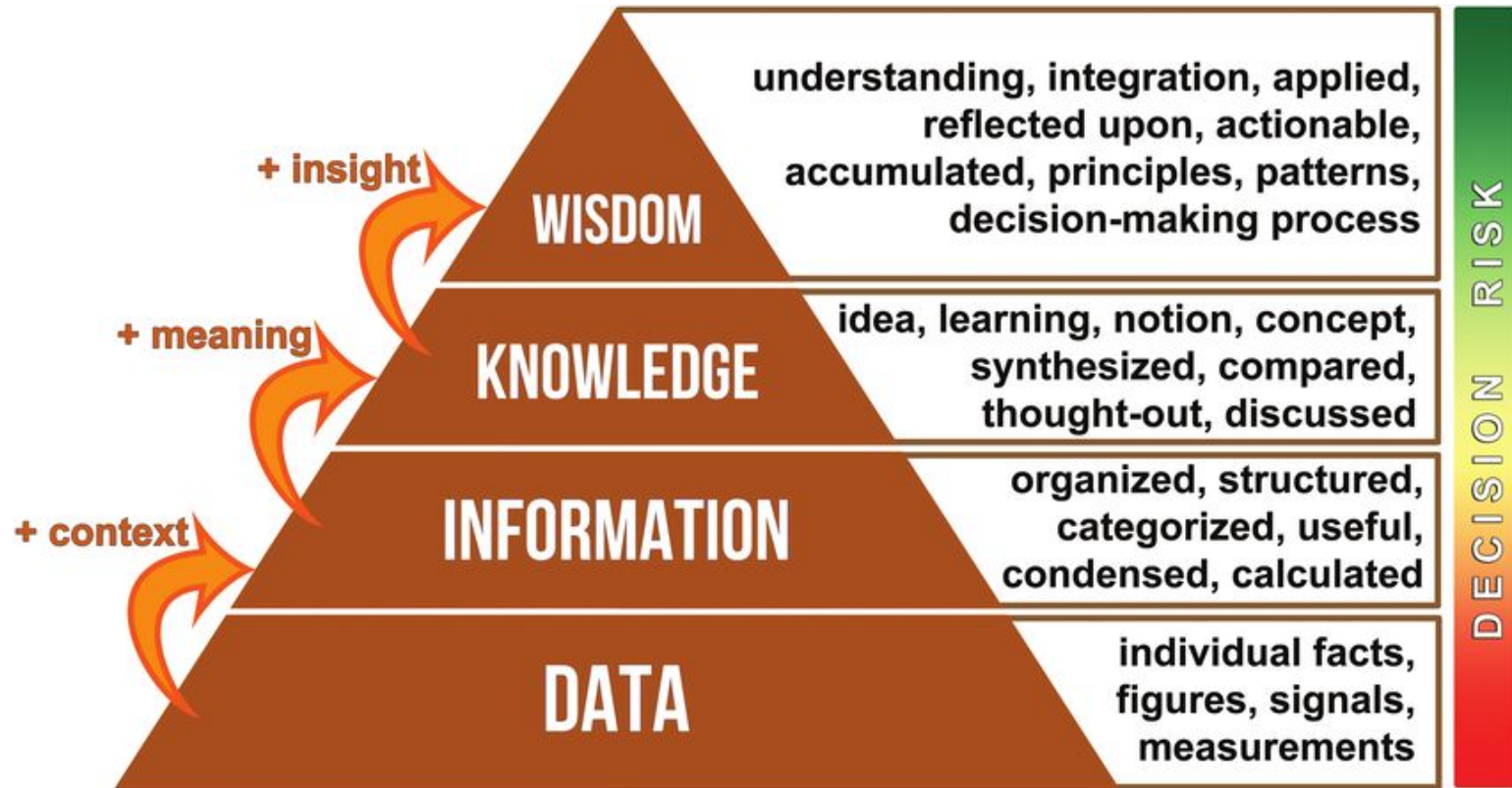# Introduction: Choosing our Product

# Introduction: Choosing our Product

Amazon Basics

- **Private label** brand by Amazon, launched in **2009**.
- Offers **everyday essentials** at affordable prices.
- Covers a wide range of categories: **electronics, home, office, tech accessories**, etc.
- Focused on **value for money** rather than premium features.
- Strong visibility on Amazon due to **algorithmic promotion**.

Introduction: Choosing our Product

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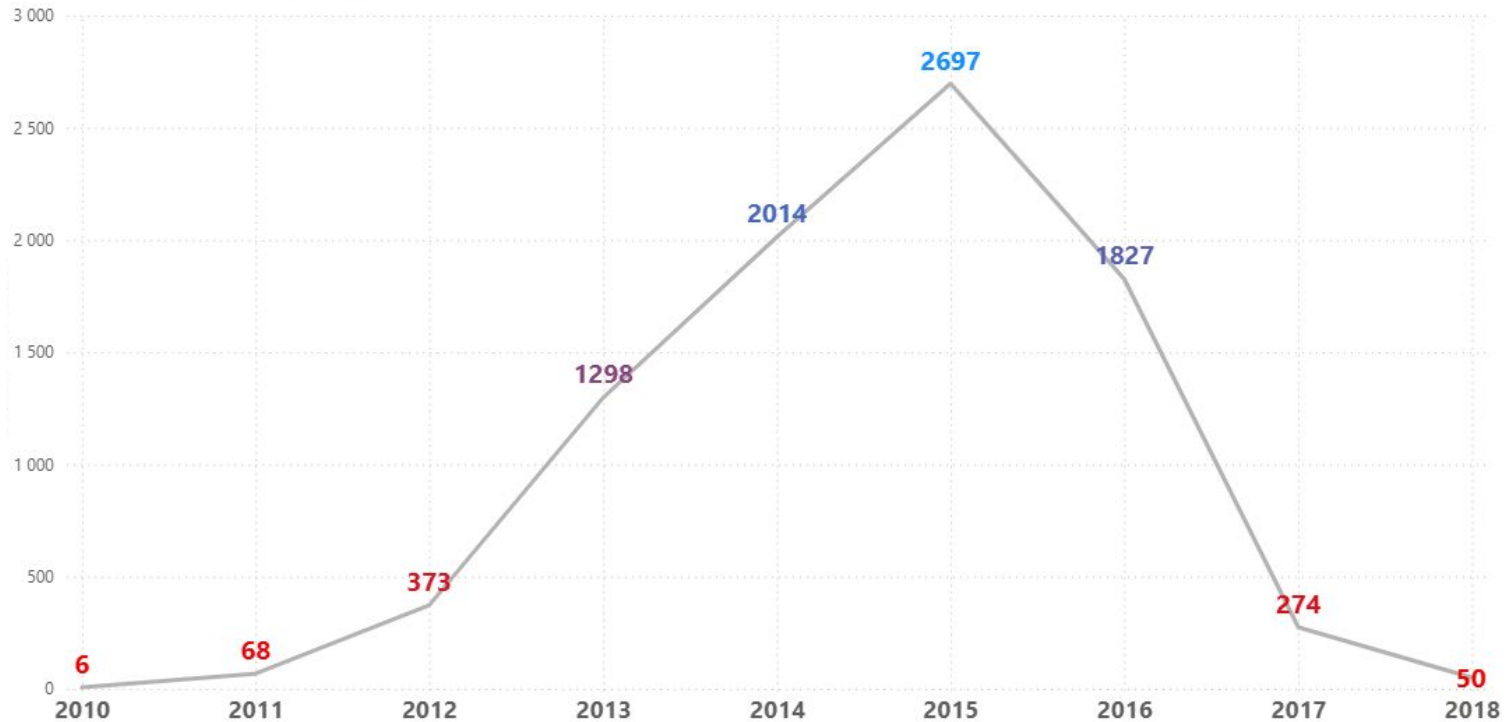
AmazonBasics HDMI Cable Overview

01

Product Overview

The **AmazonBasics High-Speed HDMI Cable** is 9.8 feet long and supports **Ethernet**, **3D**, **4K**, and **Audio Return** features, making it versatile for various uses.

02

Customer Reviews

With a total of **8612 reviews**, the product has gathered significant customer feedback.

03

Support for Latest Tech

This HDMI cable supports modern technologies like **4K resolution** and **3D**, which appeals to tech-savvy consumers looking for high-quality performance.
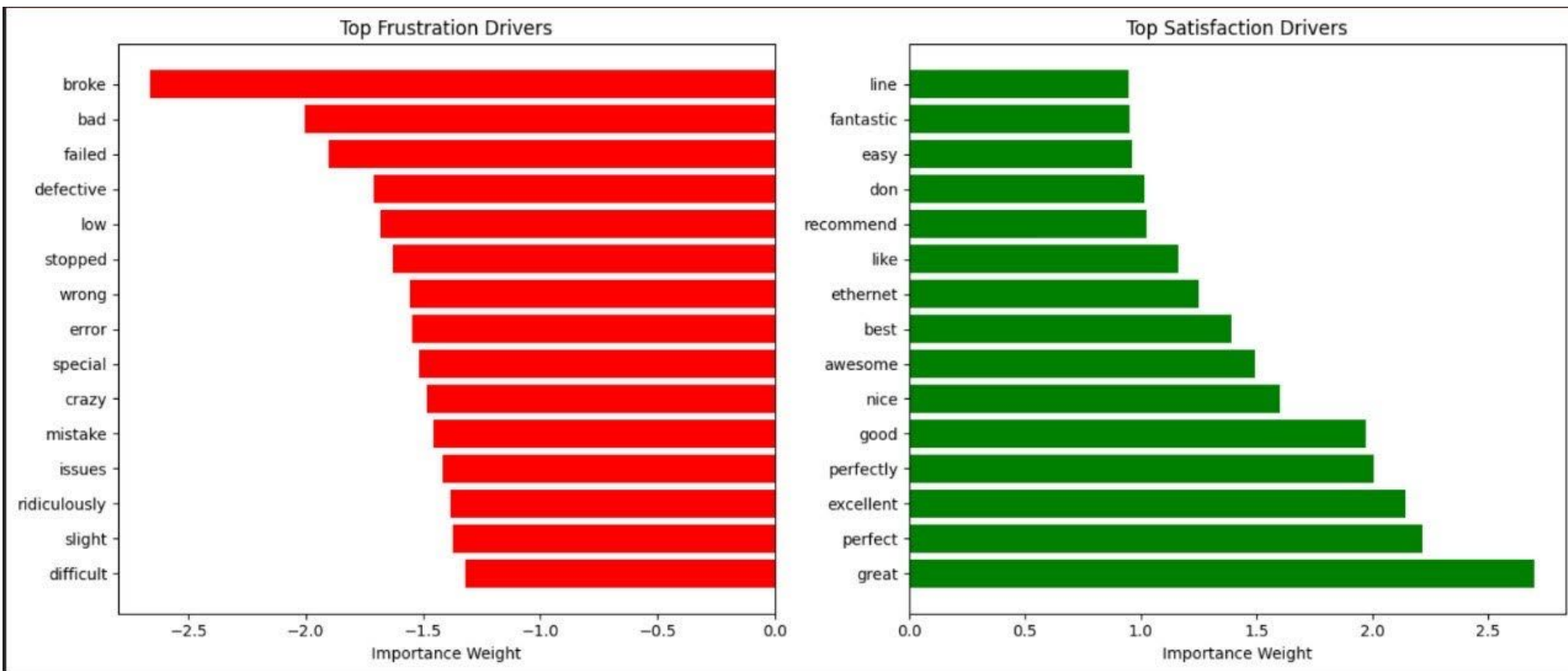
Part.1: Customer Satisfaction
Are Customers Really Happy?

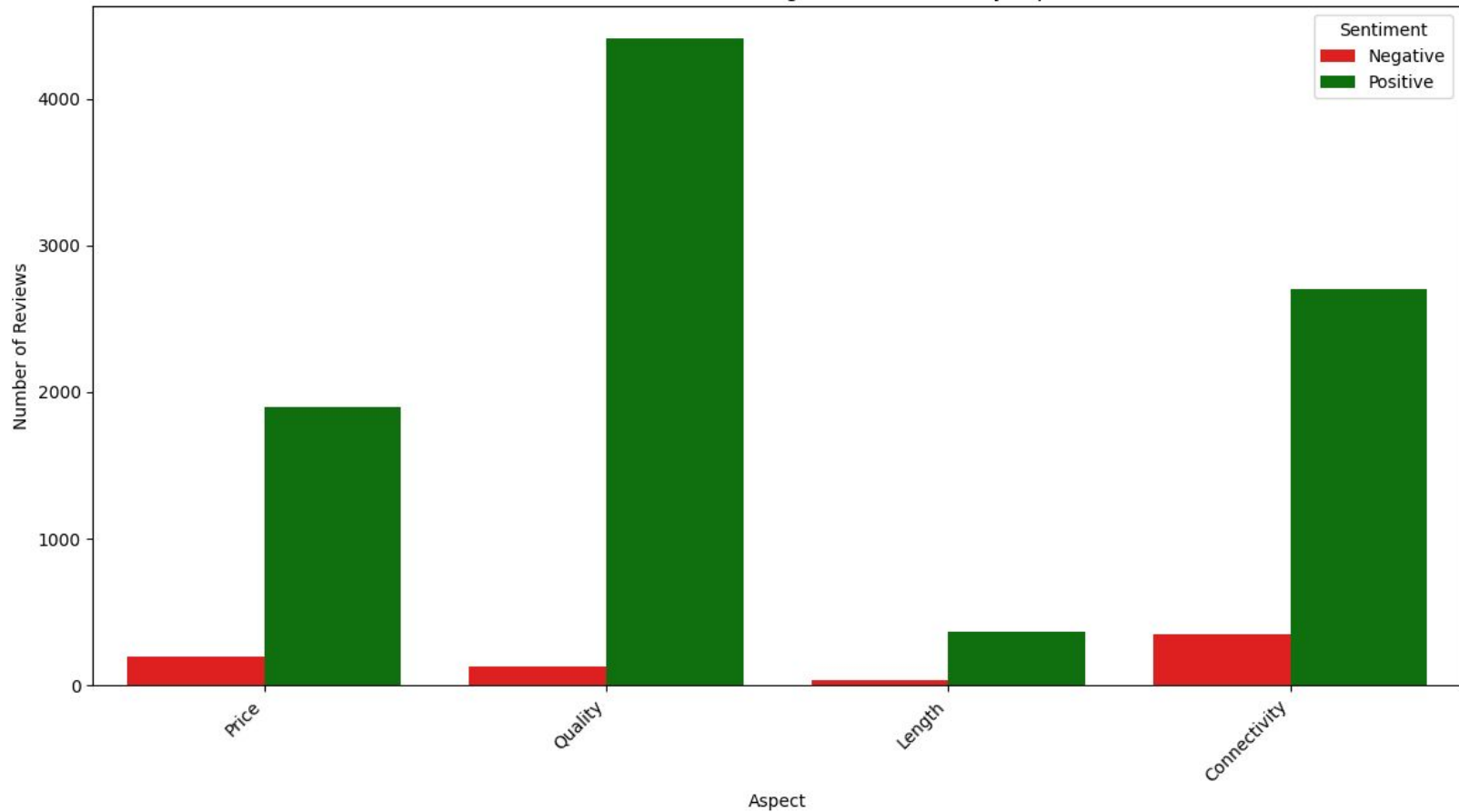Number of mismatches between review and star-rating
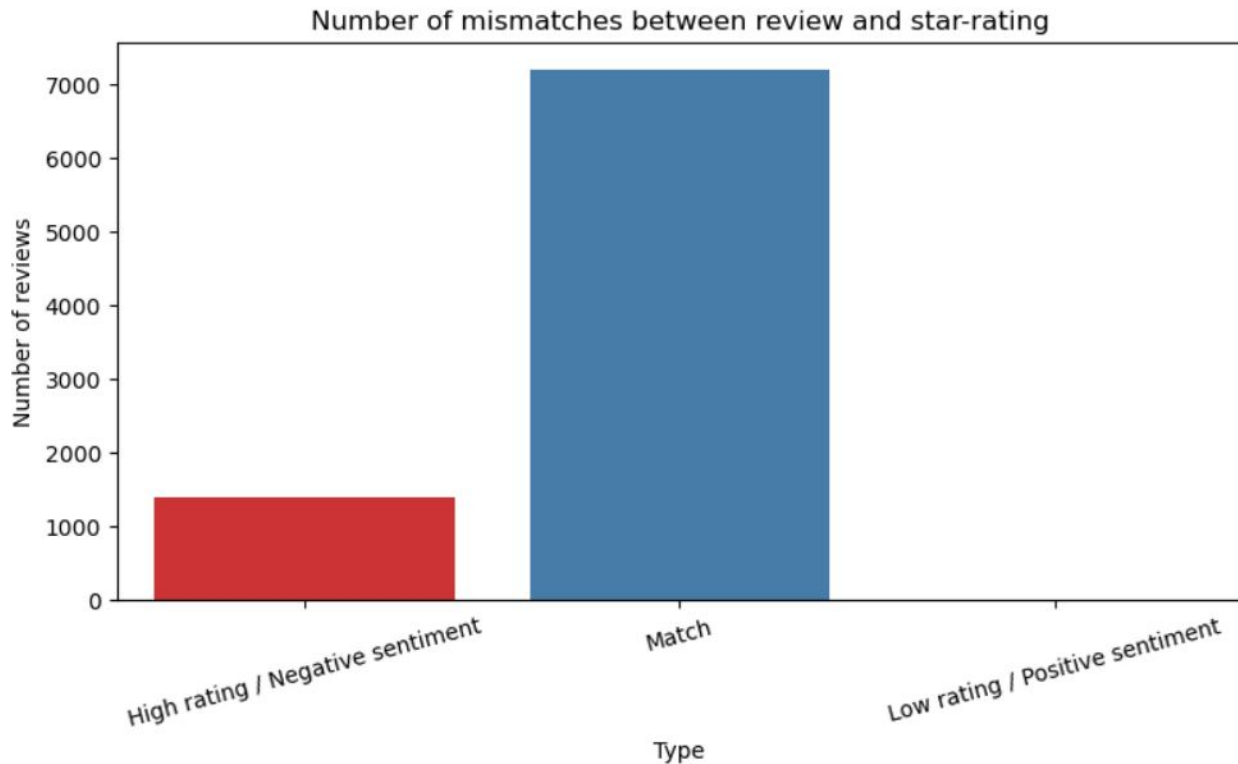
Part.2: Most talked about features
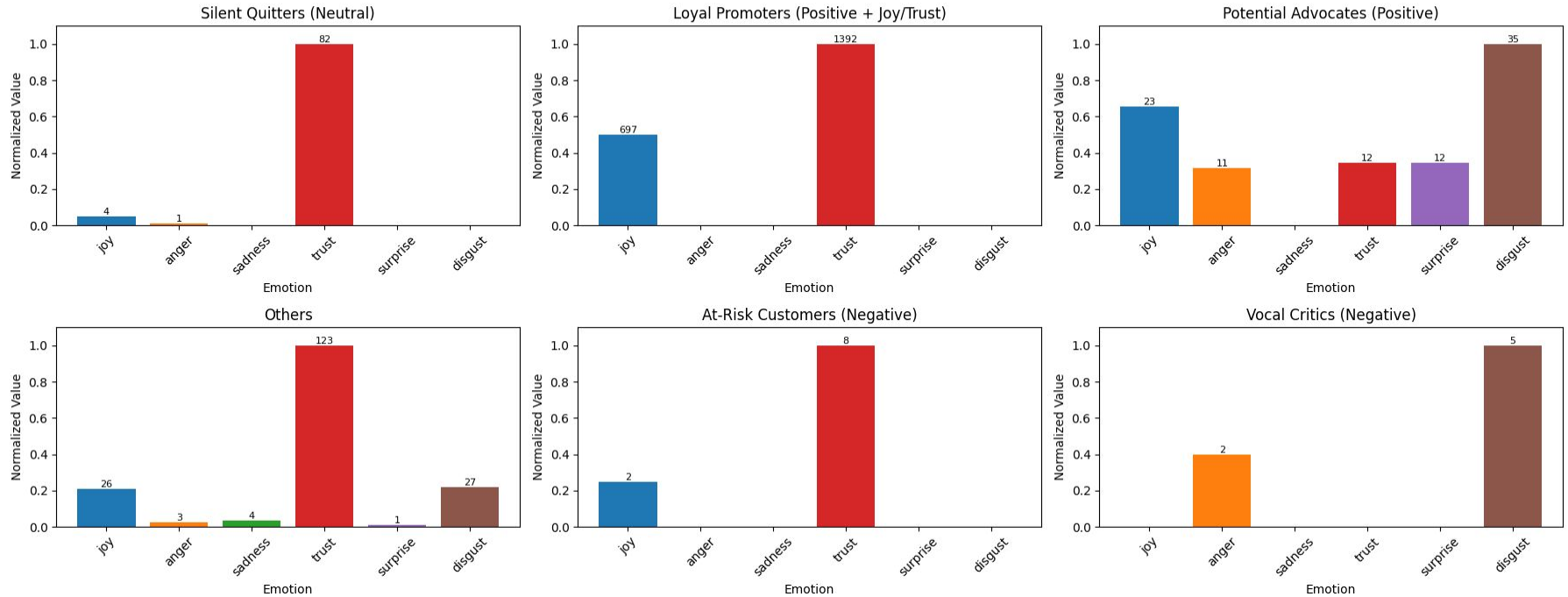## Voices Behind the Features

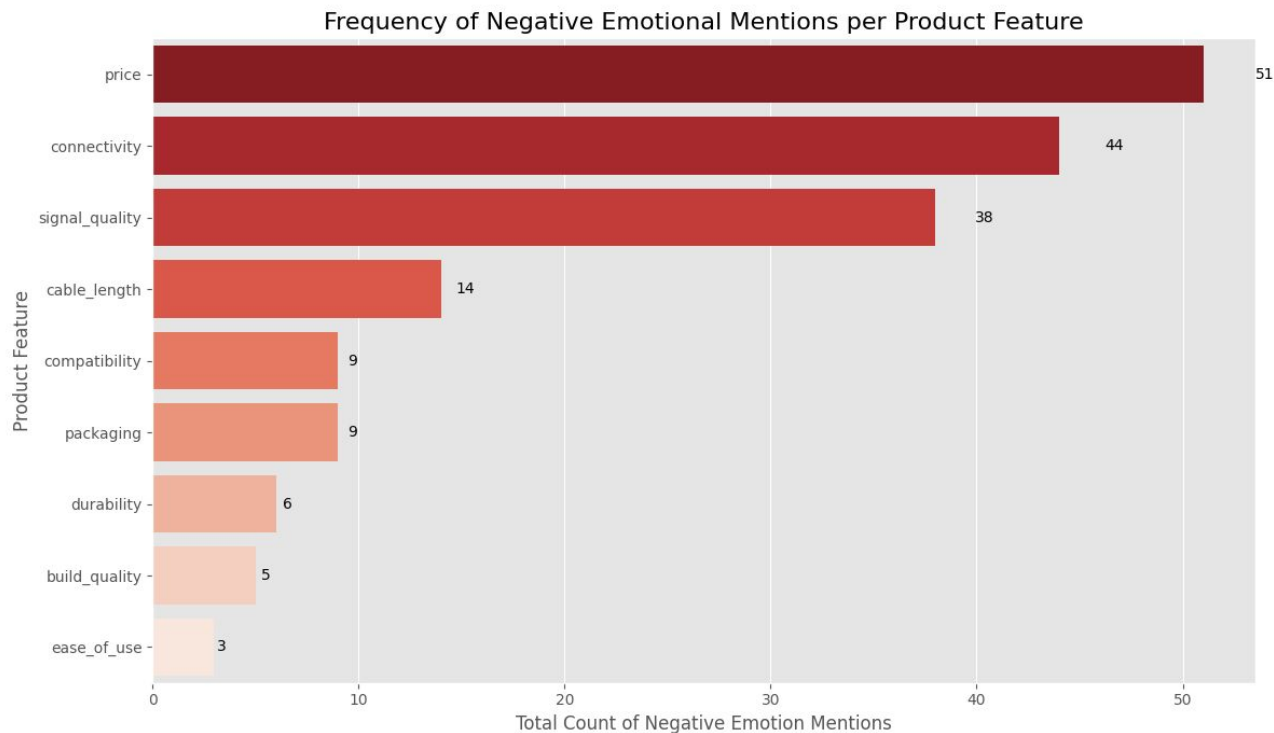Distribution of Positive and Negative Sentiments by Aspect

Part.3: Customer's emotional response
How Do Customers *Feel* About Our Product?
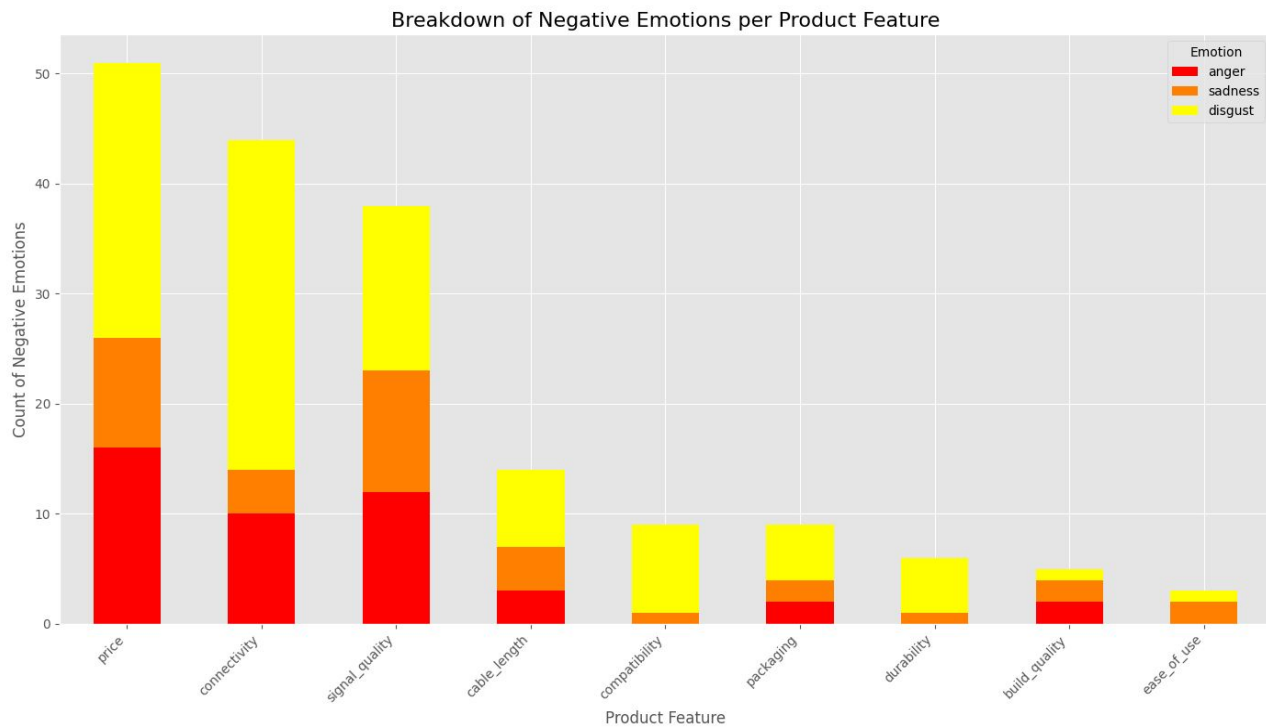
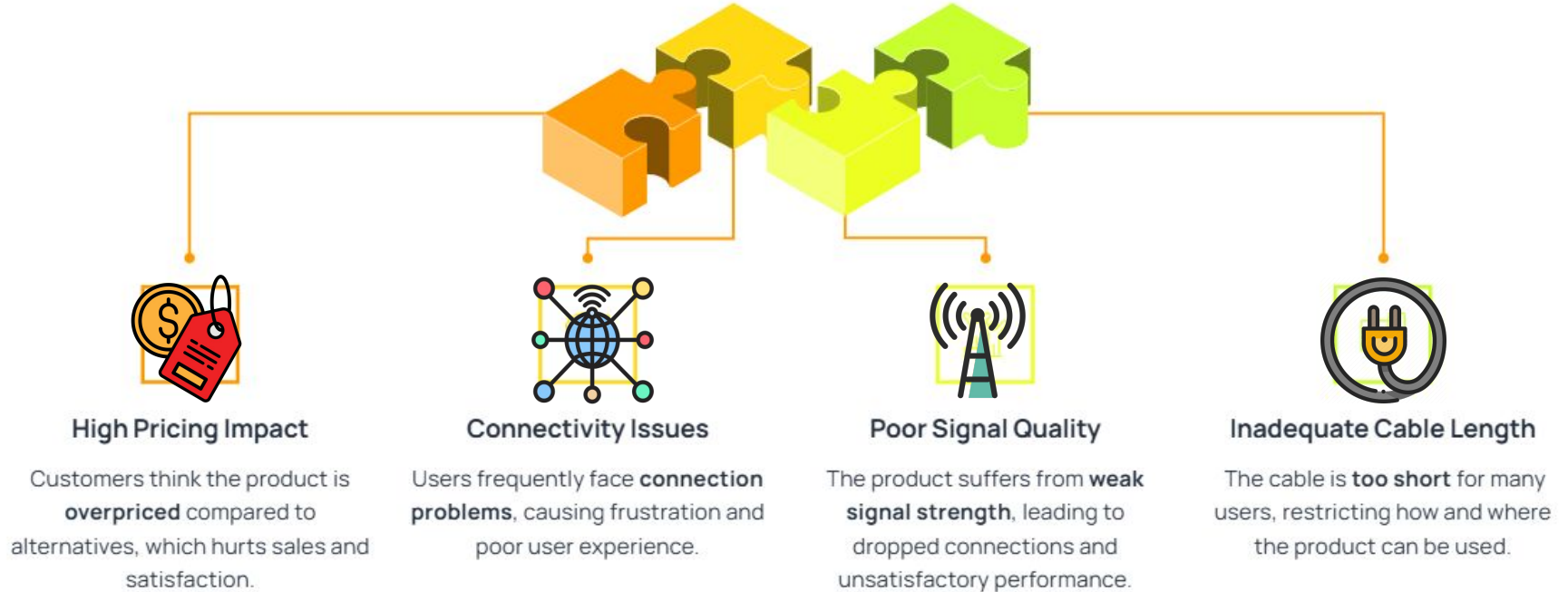Normalized Emotion Distribution within Each Customer Segment

Part.5: What issues to fix?

Frequency of Negative Emotional Mentions per Product Feature

Part.5: What issues to fix?

Breakdown of Negative Emotions per Product Feature

Key Issues with Our Product

High Pricing Impact

Customers think the product is **overpriced** compared to alternatives, which hurts sales and satisfaction.

Connectivity Issues

Users frequently face **connection problems**, causing frustration and poor user experience.

Poor Signal Quality

The product suffers from **weak signal strength**, leading to dropped connections and unsatisfactory performance.

Inadequate Cable Length

The cable is **too short** for many users, restricting how and where the product can be used.
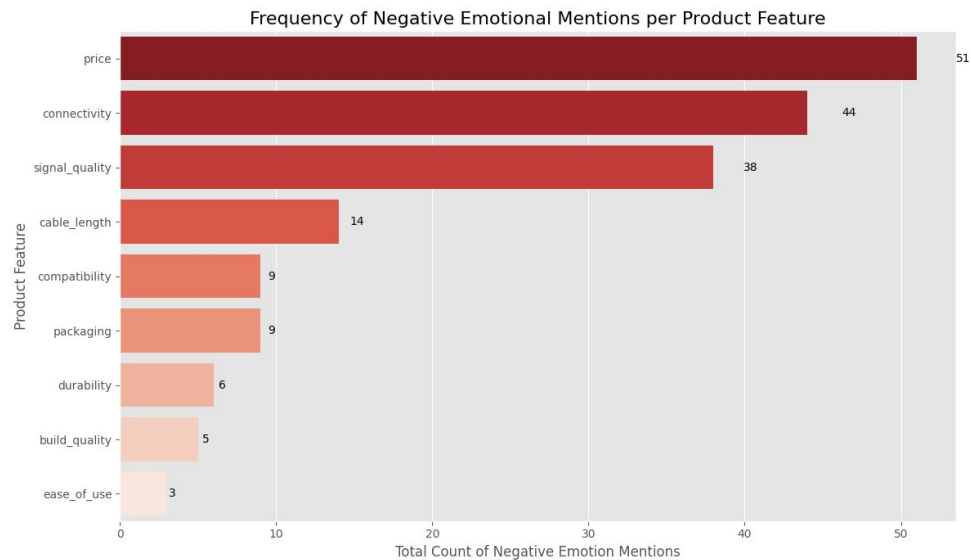
Conclusion: Our business recommandation:

What's really wrong with the product?

- Price
- Connectivity
- Signal quality
- Cable length

Frequency of Negative Emotional Mentions per Product Feature

Conclusion: Our business recommandation:

What do customers want most?

- Good quality
- Good connectivity
- Good price
- Good length

Addressing Key Product Issues

Price Adjustments Needed :

Find a deal with our partners to lower cost of production
Eg: Produce more for lower prices (economy of scale)

01

02

Connectivity & Signal Quality:

Test with new screen types and in different conditions to make sure our product works well and the signal stays strong.

03

Monitor customers reviews:

Create a Power BI dashboard that gives us a 360 overview.
Keep an eye on what concurrent companies are doing.

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