

Brand Battle: Strategic Consulting Report

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Introduction

This report presents strategic insights derived from an Aspect-Based Sentiment Analysis (ABSA) of customer reviews for a wireless headphone product line. Instead of relying on aggregate star ratings, the analysis decomposes customer feedback into individual product attributes, allowing for a clearer understanding of performance drivers and failure points.

The objective is to translate technical sentiment findings into business-relevant recommendations. The report introduces a custom performance metric, identifies the core customer segment using the STP framework, evaluates the brand through a data-backed SWOT analysis, and investigates major product failures using root cause analysis.

1 Metric Creation: Net Sentiment Score (NSS)

Rationale

Overall ratings often mask critical weaknesses. A product may receive a moderate average score while suffering from severe issues in specific attributes such as microphone quality or durability. To address this limitation, a feature-level metric called the *Net Sentiment Score (NSS)* is proposed.

Mathematical Definition

For a given product aspect, NSS is defined as:

$$\text{NSS} = \frac{\sum(F_{pos} \times I_{pos}) - \sum(F_{neg} \times I_{neg})}{\text{Total Aspect Mentions}} \times 100$$

Where:

- F denotes the frequency with which an aspect is mentioned.
- I represents sentiment intensity, capturing the strength of opinion.
- Total mentions include both positive and negative references.

Managerial Relevance

The NSS captures not only how often an aspect is discussed, but also how strongly customers feel about it. This allows the company to distinguish between minor inconveniences and critical failures. For instance, while overall audio quality may score highly, a strongly negative NSS for the microphone indicates a serious functional gap that requires targeted intervention.

2 Brand Positioning: STP Framework

Segmentation

Keyword frequency analysis highlights recurring references to bass performance, gym usage, battery life, and affordability. These patterns suggest that the dominant customer group consists of young users seeking performance-oriented audio at a low price point.

Target Segment

The primary target segment can be characterized as *budget-conscious active users*. This group typically includes students and young professionals aged 18–28 who prioritize loud, bass-heavy sound and long battery life over call clarity or professional-grade features.

Positioning

The brand is currently positioned as a general-purpose headset, which creates unmet expectations around call quality. Based on usage patterns, a more effective strategy is to position the product as an active-lifestyle audio device.

High-energy sound and durability for everyday active use — without the premium price tag.

3 SWOT Analysis

Strengths	Weaknesses
Strong bass response consistently praised by users	Poor microphone quality affecting call experience
Long battery life with positive sentiment	Early product failures reported within first month
Perceived value for money under budget pricing	Comfort issues during extended usage

Opportunities	Threats
Launch of a higher-end variant with improved call features	Increasing feature parity among competitors
Low-latency mode to attract mobile gamers	Negative after-sales experiences impacting trust

4 Root Cause Analysis

Issue 1: Unsatisfactory Call Quality

Repeated complaints indicate excessive background noise during calls. Investigation shows that the microphone captures ambient sound due to its omnidirectional nature and placement away

from the mouth. The absence of digital noise suppression further amplifies the issue. The root cause lies in cost-driven component selection, where audio output quality was prioritized over call performance.

Issue 2: One-Side Failure During Early Use

A significant number of users report that one earbud stops functioning within weeks. This failure is traced to internal wiring fatigue caused by repeated bending during active use. The strain relief at critical junctions is insufficient, leading to mechanical failure over time. This indicates a design limitation rather than isolated manufacturing defects.

Conclusion

The analysis demonstrates that while the product delivers strong performance in sound and battery life, it underperforms in areas critical to durability and communication. By realigning brand positioning, strengthening mechanical design, and introducing differentiated variants, the company can improve customer satisfaction while preserving its value-driven appeal.