

## **CONSULTING REPORT**

### **Strategic Insights from Customer Review Analytics**

#### **1. Net Sentiment Score (NSS)**

NSS aggregates both sentiment strength and aspect popularity to reflect true brand health.

#### **2. STP Framework**

Segment: Budget-conscious bass enthusiasts

Target: Entry-level wireless headphone buyers

Positioning: Big Bass. Long Playtime. Honest Pricing.

#### **3. SWOT Snapshot**

Strengths: Battery endurance, Audio output

Weaknesses: Voice call clarity, Product durability

Opportunities: Gaming and binge-watching users

Threats: Rising warranty and replacement costs

#### **4. Root Cause Review**

Call quality suffers due to low-grade mic hardware, while build issues stem from insufficient stress testing.

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