

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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