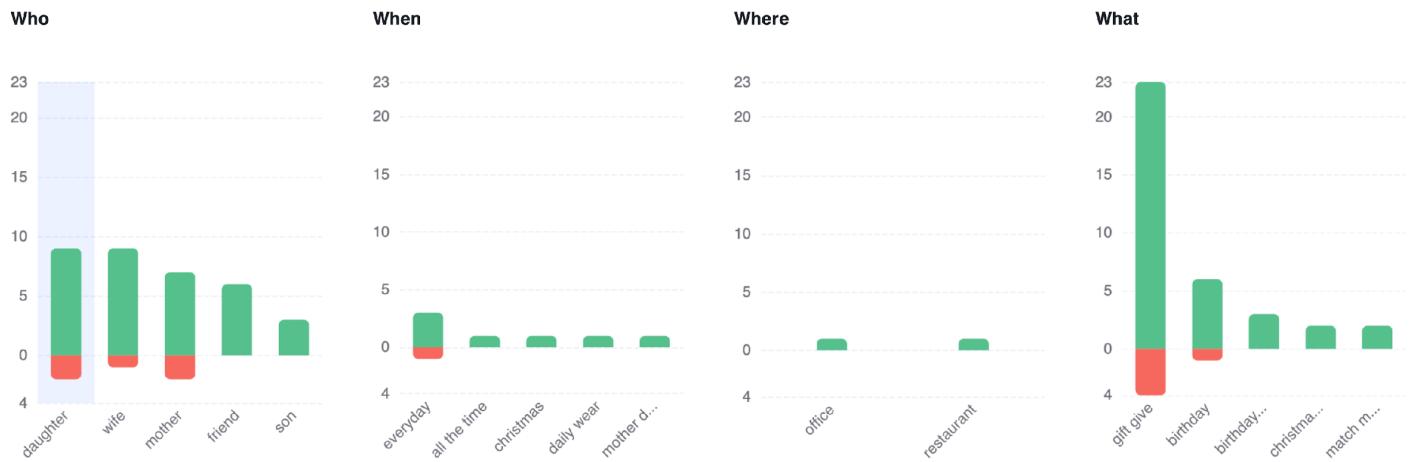


## Segment 4 - High Price Per Session - High Conversion Rate

### Customer Profile

The consumer group most commonly mentioned is daughter, the most common moment of use is everyday, the most common location is office, the most common behavior is gift give . By focusing on these key consumer characteristics, it is possible to identify pain points associated with consumer usage scenarios.



The most common consumer reviews about "daughter" are as follows

X-axis:topic. Y-axis:mentions. Red:reviews of 1-3 stars. Green:reviews of 4-5 stars

"Gave them to my daughter as a gift. ..."

 profrm



"I am sad because I wanted it for my daughter but you cannot switch out the chain. ..."

 Amazon Customer

"I bought this as a gift to my daughter. ..."

 Kelly N



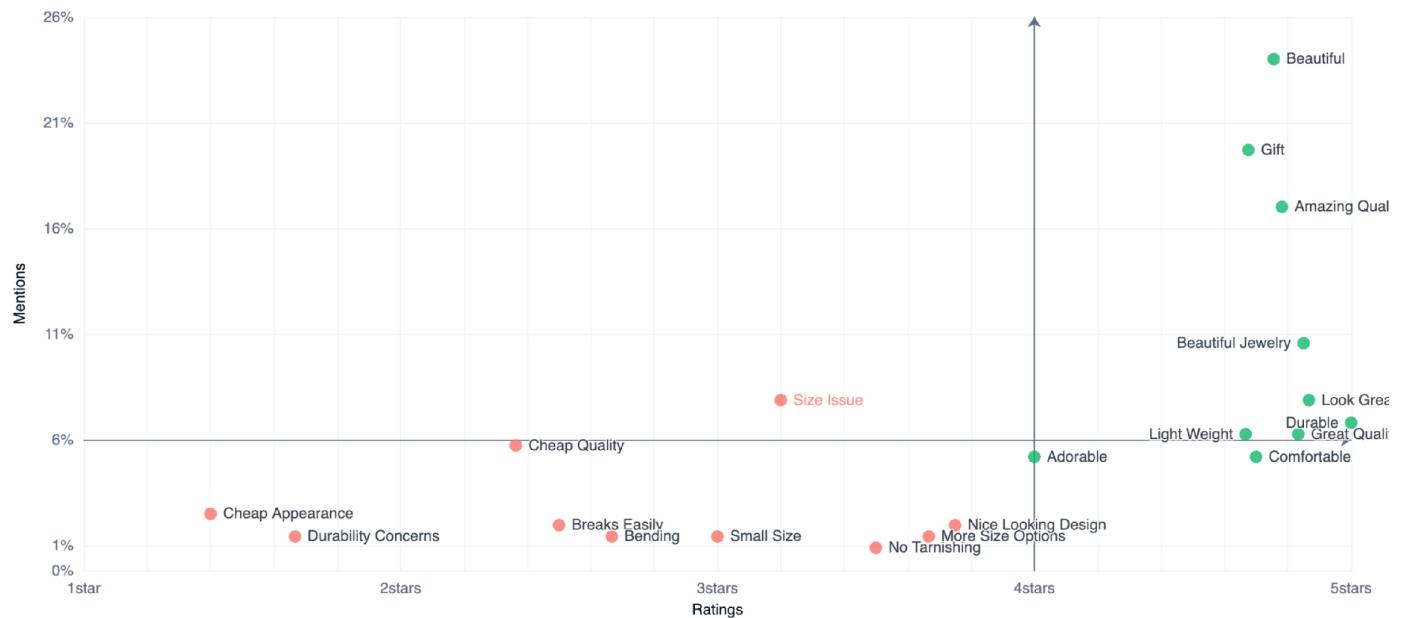
### Usage Scenario

Digging into the real usage scenarios of consumers, discovering opportunities, and optimizing marketing content.

Usage Scenario	Percentage	Reason
Gift	88.1%(37)	Customers have found the necklace to be a great wedding anniversary gift, Easter present, birthday gift, and gift for sister-in-law/wife.
Birthday	4.8%(2)	Customers have purchased the earrings as gifts for birthdays, pride fests, and Mizzou games.
St. Patrick'S Day	2.4%(1)	Customers have worn the earrings for St. Patrick's Day.
Christmas	2.4%(1)	Customers have purchased the earrings for company Christmas parties and as gifts for Christmas.
Special Occasion	2.4%(1)	Customers have worn the earrings to special occasions, classy events, and as part of Halloween costumes.

## ⭐ Rating Optimization

Analyzing the factors that affect the star rating of the product can help you improve its rating. The issues in the top left corner are the most severe



## 👍 Customer Sentiment

Through the analysis of consumers' positive and negative comments and the reasons behind them, we can quantitatively analyze user pain points and product improvement directions

Negative Feedback Topic	Percentage	Reasons for Negative Feedback
Size Issue	29.4%(15)	Customers have found the earrings to be too small, with a small size or long stem.
Cheap Quality	21.6%(11)	Customers have reported that the rings are of poor quality, with cheap materials and a lack of sparkle or shine.
Cheap Appearance	9.8%(5)	Customers have reported that the bracelet looks cheap and terrible, with an expensive look that is not justified by its quality.
Breaks Easily	7.8%(4)	Several customers have reported that the necklace broke or fell apart easily, sometimes within days of receiving it.
Bending	5.9%(3)	Customers have reported that the bracelet bends easily, but can also be hard to bend to fit their wrist properly.
Small Size	5.9%(3)	Some customers have reported that the pendant is too small or dainty, which can make it difficult to see or limit its wearability.
Durability Concerns	5.9%(3)	Users have expressed concerns about the durability of the rings. They have mentioned that the rings easily bend or get easily bent, and have noticed varying quality among different rings.
Heavy	3.9%(2)	Customers have reported that the metal used in the bracelet is too heavy and hard, with it being heavier than expected.
Missing/Damaged Pieces	3.9%(2)	Some customers have received earrings with missing hooks or broken pieces, or have experienced missing feathers or stones.
Delicate	3.9%(2)	Some customers have reported that the necklace is delicate or top-heavy, which can make it difficult to wear or cause the necklace to shift around during wear.
Irritated Ears	3.9%(2)	Customers have reported that the earrings irritate their ears, with some experiencing loose earring backings or general irritation.

Positive Feedback Topic	Percentage	Reasons for Positive Feedback
Beautiful	29.8%(45)	Many customers have reported that the necklace is a nice piece or looks great on them, with some even describing it as fitting for a princess or queen.
Good Quality	26.5%(40)	Customers have found the necklace to be of nice charm, nice quality gift, beautiful, overall great quality, great quality, high quality looking, and looks real.
Beautiful Jewelry	12.6%(19)	Many customers have reported that the necklace is pretty and cute, with some even describing it as sitting cute and comfortable on them.
Look Great	9.9%(15)	Customers have reported that the bracelet looks great after weeks of wearing, with a beautiful and bright color that looks good.
Durable	8.6%(13)	Users have found the rings to be durable and mentioned that they hold up well. They have noticed that the rings are still in good condition and have not lost their shine.
Light Weight	7.3%(11)	Customers have praised the earrings for being super lightweight and versatile, not heavy, and secure when worn.
Adorable	6.6%(10)	Customers have reported that the necklace is cute and looks good on, with some finding it a beautiful piece worth the money and pretty as pictured.
Comfortable	6.6%(10)	Customers have found the rings to be stretchy and comfortable. They have mentioned that the rings are temperature responsive and comfortable to slide on.
Perfect Size	5.3%(8)	Customers have found the necklace to hang perfectly, be the perfect size, and easily adjustable.
Craftsmanship	5.3%(8)	Several customers have reported that the necklace is well-crafted or engraved, with good attention to detail and overall good craftsmanship.
Quality	4.6%(7)	Customers appreciate the easy-to-put-on feature of the Bracelets
Good Fit	4.6%(7)	Customers have reported that the ring fits amazingly well, with some describing it as a great size and fit.
Well Made	4.0%(6)	Customers have found these earrings to be delicate, in good condition, and secure, indicating that they are well-made.
Fashionable	4.0%(6)	Customers have found the necklace to be stylish, trendy, and fashionable.
Good Quality For The Price	3.3%(5)	Customers have been impressed with the beautiful collection of earrings offered at a great value, with lightweight options and a great earring pack for the price.

## Buyers Motivation

Gain insight into the judgment of consumers when making purchase decisions, and optimize marketing strategies in a targeted manner.

Buyers Motivation	Percentage	Reasons for buyers motivation
Great Value	33.3%(4)	Customers have found these earrings to be a great value for the price, with a great variety of options that make them a giftable option.
Amazing Quality	25.0%(3)	Customers appreciate the great quality of the Bracelets
Good Value & Quality	16.7%(2)	Customers have found the necklace to be a perfect gift at a good price, good quality, great value, and boxed beautifully.
Beautiful & Elegant	16.7%(2)	Customers have found the necklace to be loved, shiny and recommended, and loved by their wife.
Happy With Purchase	8.3%(1)	Customers have reported that the earrings are perfect for first earrings, amazing and will buy again, and liked by the customer.
Recommended	8.3%(1)	Customers have recommended the earrings as being cute and recommendable, highly recommend for being very cute in appearance.

## Customer Expectations

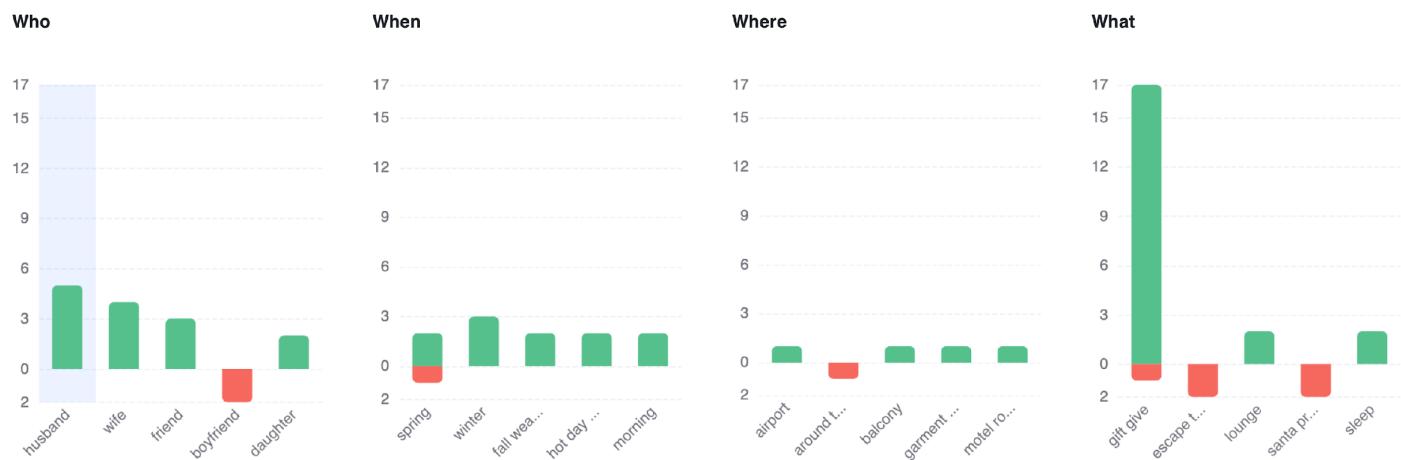
By understanding the specific reasons, manufacturers and retailers can develop products and marketing strategies that effectively address these needs and wants.

Customer Unmet Needs	Percentage	Reason for Customer Unmet Needs
Better Quality	15.8%(3)	Customers have found the anklets to be of better quality, with a better clasp and less flimsy construction. They recommend spending a little more for better quality.
Bigger Size	15.8%(3)	Customers appreciate earrings with a slightly larger or smaller size, a magnifying glass included, and a nicer gift box.
More Size Options	15.8%(3)	Customers want a ring with more size options or a narrower style for a better fit.
Long-Lasting	10.5%(2)	Customers have found the anklets to be long-lasting, with some lasting for the whole year and having long-term durability.
Durability	5.3%(1)	Customers have found the bracelet to be sturdy, long-lasting, and durable with thick metal.
Longevity	5.3%(1)	Customers have appreciated the long-lasting nature of the necklaces.
No Breaking/Tarnishing	5.3%(1)	Customers have reported that the earrings are light and non-tarnishing, and they hope that the gold won't tarnish. They have also noted that there is no discoloration over time.
Improvements	5.3%(1)	Customers have suggested general improvements for the bracelet, including laying horizontally.
Accurate Representation	5.3%(1)	Customers want a ring that is subtle and natural-looking with consistent coloring.
Sturdier Construction	5.3%(1)	Customers have appreciated the better construction and knots to hold beads in place, providing a way to ensure a sturdy and reliable accessory.
Elegant Look	5.3%(1)	Customers appreciate earrings with an elegant look that looks like it should cost more.
Less Cheap Looking	5.3%(1)	Customers have found some chokers to look cheap and tacky and have wished for a product that does not look cheap.
Design On Outside	5.3%(1)	Customers have suggested a different design on the outside for a nicer appearance and better quality.

## CLOTHING High Price Per Session - High Conversion Rate

### Customer Profile

The consumer group most commonly mentioned is husband, the most common moment of use is spring, the most common location is airport, the most common behavior is gift give . By focusing on these key consumer characteristics, it is possible to identify pain points associated with consumer usage scenarios.



The most common consumer reviews about "husband" are as follows

X-axis:topic. Y-axis:mentions. Red:reviews of 1-3 stars. Green:reviews of 4-5 stars

"My husband just surprised me with this! ..."

"My husband likes it and he usually doesn't comment about the clothes I buy. ..."

"Great design, it was a gift for my husband, he loves it! ..."

 ColoradoBean

★★★★★

 Janet Y.

★★★★★

 ahassell

★★★★★

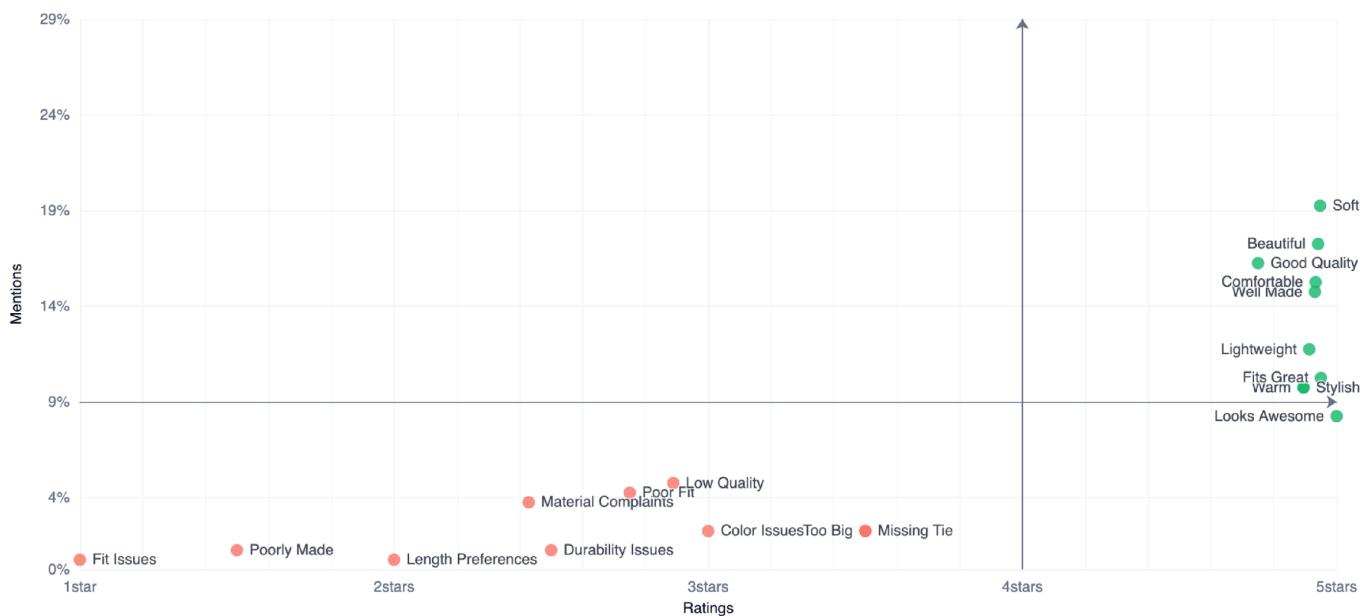
## Usage Scenario

Digging into the real usage scenarios of consumers, discovering opportunities, and optimizing marketing content.

Usage Scenario	Percentage	Reason
Christmas Gift	57.7%(15)	Customers have purchased these robes as gifts for Christmas, birthdays, or just as a present for someone special.
Comfortable Lounge Wear	15.4%(4)	Customers have found these robes to be somewhat comfortable, ignoring any shedding issues. They are great for lounging around the house or for wearing during virtual work meetings.
Office Wear/Shoulder Cover	7.7%(2)	Customers recommend using the scarves for office attire or as a shoulder warmer for work.
Cold Weather Accessory	7.7%(2)	Customers recommend using the scarves for indoor use to combat air conditioning or for chilly evenings and cold weather.
Travel	3.8%(1)	Customers suggest using the scarves for outdoor activities or travel, as they provide comfort and warmth.
Climate Adaptability	3.8%(1)	The
Layering	3.8%(1)	Customers find these sweaters useful for layering in winter, suggesting they are warm and versatile.
Coat/Cover Up	3.8%(1)	Customers recommend using the scarves as a cover-up for Christmas or other occasions, with the red color being a popular choice.
Mastectomy Recovery	3.8%(1)	Customers have found these robes to be great for post-surgery recovery, whether it be after a mastectomy or any other surgery.

## Rating Optimization

Analyzing the factors that affect the star rating of the product can help you improve its rating. The issues in the top left corner are the most severe



## Customer Sentiment

Through the analysis of consumers' positive and negative comments and the reasons behind them, we can quantitatively analyze user pain points and product improvement directions.

Negative Feedback Topic	Percentage	Reasons for Negative Feedback
Low Quality	17.3%(9)	Customers have reported being disappointed with the quality, finding quality issues, or feeling that it is expensive for poor quality.
Poor Fit	15.4%(8)	Customers have reported poor fit, with the robe running small, sliding open in front, or not being snug.
Material Complaints	13.5%(7)	Customers have expressed concerns over the quality of the pullovers. Some were disappointed with the quality, finding the belt to be cheap and the overall product to be poorly made.
Size Issues	11.5%(6)	Customers have found the sizing to be inaccurate, especially for those with a larger bust. The sweater tends to run tight, leading to an unflattering fit.
Too Big	7.7%(4)	Customers have found the robes to be too large or slightly too small, causing discomfort or inconvenience while wearing them.
Color Issues	7.7%(4)	Customers have reported poor color quality, with the color not matching expectations or being off from what was advertised.
Missing Tie	7.7%(4)	Customers have reported missing outer ties or poor quality, lacking inside ties.
Awkward Belt	5.8%(3)	Customers have found the belt to be in an awkward position, not secure, and lacking an inside tie or front loop.
Poor Stitching	5.8%(3)	Customers reported issues with the stitching on the robes, such as seams coming undone or fraying easily, leading to a poor-quality product.
Durability Issues	3.8%(2)	Customers have reported that the robe is prone to ripping, with seams coming apart or loops for hanging breaking.
Poorly Made	3.8%(2)	Customers have reported poor pocket quality, seam issues, or simply that the robe is poorly made.
Runs Small	3.8%(2)	Customers found that the robes run small in size, leading to issues with fit and comfort, and suggesting the need to order a larger size.
Uneven Weave	1.9%(1)	Customers have reported the weave being thin or uneven, making the scarf look poorly made or not durable.
Seam Issues	1.9%(1)	Customers experienced issues with the seams of the robes, such as tearing or fraying easily, indicating poor construction or material quality.
Thin Material	1.9%(1)	Customers have reported that the fabric is thin, not good quality, or flimsy.

Positive Feedback Topic	Percentage	Reasons for Positive Feedback
Good Quality	23.7%(40)	Customers are satisfied with the quality of the sweater, stating that it is nice for the price. They also mention that it is a good quality sweater and of decent quality, indicating that the sweater is well-made and durable.
Comfortable	23.1%(39)	Customers have praised the pullovers for their comfort. They found them to be suitable for office wear, very comfy, and soft and cozy, enhancing their overall experience with the product.
Soft	22.5%(38)	The soft and comfortable fabric of the robe is a popular feature among customers, with many noting that it feels smooth and gentle on the skin. The overall fit and feel of the robe is often described as soft and cozy.
Beautiful	20.1%(34)	Customers have complimented the pullovers for their aesthetic appeal. They found the tops to be cute, especially for the first few wears, and despite any issues, they still found the product to be beautiful.
Well Made	17.2%(29)	Customers appreciate the quality construction of the sweater, with no stitching problems, indicating that it is well-made and durable.
Lightweight	13.6%(23)	Customers appreciate the weight of the sweater, stating that it is not too heavy and is lightweight. They also mention that it is worth the money, indicating that they find the sweater to be of good value.
Fits Great	11.8%(20)	Customers appreciate the fit of the sweater, stating that it fits well and is not too big or too small. They also mention that it fits perfectly, indicating that the sizing is accurate.
Stylish	11.2%(19)	Customers find the sweater stylish and cute, especially when paired with jeans, indicating that it has a fashionable design.
Cozy	11.2%(19)	Customers find the sweater warm and of good quality, suggesting that it is suitable for cold weather and is well-made.
Looks Awesome	9.5%(16)	Customers are impressed with the appearance of the robes, stating that they look great and even better in real life than in pictures.
Nice Color	5.9%(10)	The color options for these sweaters are well-received by customers. They appreciate the deep, rich shades and find the camel color particularly attractive.
Material	5.3%(9)	Customers love the softness and nice feel of the fabric, suggesting that the material is comfortable to wear.
Bright Colors	5.3%(9)	Customers have reported the scarf adding elegance to outfits or having a great color match, making it a good choice for special occasions or everyday wear.
Versatile	4.7%(8)	Customers love the cardigan's versatility, which makes it a great choice for both office and casual wear, as well as tropical weather.
Great Robe	4.7%(8)	Customers are generally satisfied with the overall quality and design of the robe, making it a great addition to their sleep and lounge wardrobe.



## Buyers Motivation

Gain insight into the judgment of consumers when making purchase decisions, and optimize marketing strategies in a targeted manner.

Buyers Motivation	Percentage	Reasons for buyers motivation
Comfortable	22.7%(5)	Users find the robes to be both warm and comfortable, making them perfect for lounging or staying cozy during colder months
Great Quality & Price	18.2%(4)	The overall value for the price of the robe is often praised by customers, who appreciate the quality and durability of the product. The robe is often described as a great value or a good deal.
Sizing Recommendation	9.1%(2)	Customers recommend sizing up when purchasing the robes for a more comfortable and accurate fit.
Hooded	9.1%(2)	Users enjoy the hooded feature of the robes, providing additional warmth and comfort.
Amazing Robe	4.5%(1)	Customers who love the robe often describe it as amazing or the best robe they have ever owned. The overall fit, feel, and design of the robe is often praised.
Beautiful Color	4.5%(1)	The choice of colors and patterns in the robe is often appreciated by customers, who enjoy the variety and vibrancy of the options. Some reviewers specifically note the deep purple color as being particularly beautiful.
Awesome Design	4.5%(1)	Customers are drawn to the unique and visually appealing design of the robes, making them stand out from other options.
Wonder Woman Fan	4.5%(1)	These robes are a hit among Wonder Woman fans, as they provide a fun and unique way to show their love for the character.
Good Quality	4.5%(1)	The overall quality and durability of the robe is often praised by customers, who appreciate the good material and construction. The robe is often described as a great buy for the price.
Warm	4.5%(1)	The overall warmth of the robe is often praised by customers, who appreciate the extra material and insulation it provides. The robe is often described as perfect for cold nights or winter wear.
Recommend	4.5%(1)	Customers who enjoy the robe often recommend it to others, with an overall tone of enthusiasm and satisfaction. The robe is often described as a great addition to a morning routine or a perfect gift.
Love	4.5%(1)	Customers who love the robe often describe it as useful and comfortable, with an overall tone of appreciation and enjoyment. The robe is often described as a favorite or a go-to item.

## Customer Expectations

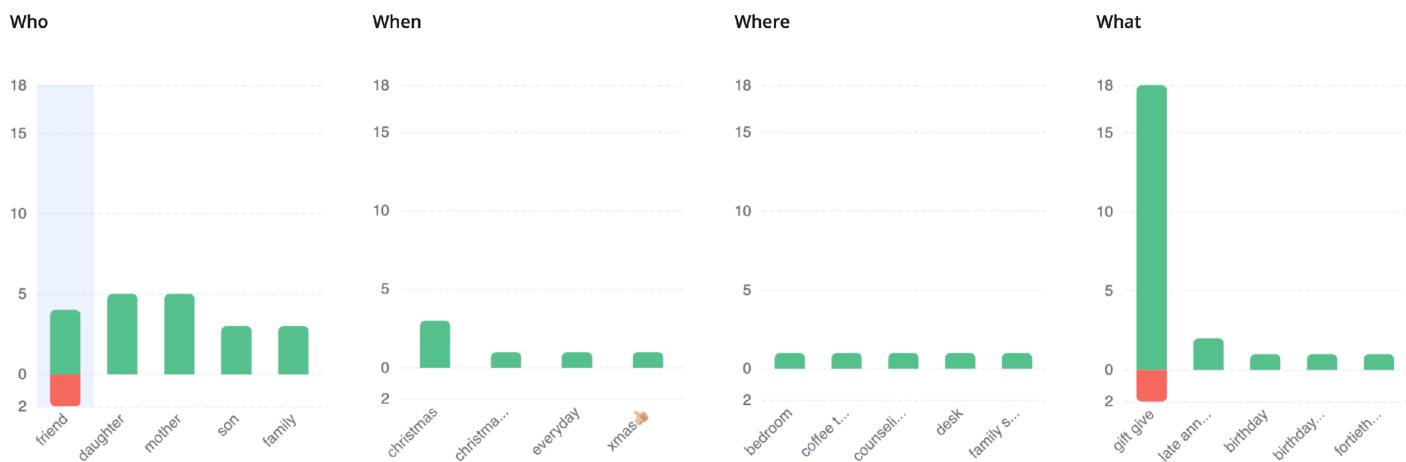
By understanding the specific reasons, manufacturers and retailers can develop products and marketing strategies that effectively address these needs and wants.

Customer Unmet Needs	Percentage	Reason for Customer Unmet Needs
Belt Loops	35.0%(7)	Customers have reported that these robes have an adjustable tie option and the ability to tie shut, making for a better closure mechanism.
Better Quality	15.0%(3)	Customers have reported that these robes do not break upon opening, have poor quality/flimsy material, and poor overall production quality.
Color Variety	10.0%(2)	Customers have reported that these robes have richer brown and attractive color options, with more vibrant colors available.
Softer Material	10.0%(2)	Customers have found that the robe has a softer fit and is made from a soft material, which makes it more comfortable to wear. Additionally, some customers have noted that the quality of the material is better, which contributes to the overall softness of the robe.
Shoulder Shawl	5.0%(1)	Some customers specifically look for a shoulder shawl option.
Wish For Self	5.0%(1)	Customers have mentioned that they would like to purchase the robes for themselves, indicating that they find the product appealing and believe it would be a great addition to their own sleep and lounge wardrobe.
Length Preferences	5.0%(1)	Customers have specific length preferences for the sweaters. They wished for fitted sleeves, expected tunic length, and desired a longer back.
Dual Function	5.0%(1)	These robes offer a dual function, serving as both a comfortable loungewear option and a practical garment for keeping warm after a bath or shower, making them a versatile addition to one's wardrobe.
Fabric Drape	5.0%(1)	Customers have reported that these robes have a longer length and thinner material, with a better fabric and better drape overall.
Fit Issues	5.0%(1)	Customers have reported issues with the fit of the sweaters, particularly in smaller sizes. They wished for a more tailored fit and preferred snug arms.
Hanging Loop	5.0%(1)	Customers have reported that these robes have additional loops for hanging, a hood included, and a hook for hanging.
Fabric Content Preferences	5.0%(1)	Customers have expressed preferences for better fabric content. They expected better drape and warmth from the fabric, and some even wished for the inclusion of spandex in the fabric blend.

## SCULPTURE High Price Per Session - High Conversion Rate

### Customer Profile

The consumer group most commonly mentioned is friend, the most commonly moment of use is christmas, the most common location is bedroom, the most common behavior is gift give . By focusing on these key consumer characteristics, it is possible to identify pain points associated with consumer usage scenarios.



The most common consumer reviews about "friend" are as follows

X-axis:topic, Y-axis:mentions. Red:reviews of 1-3 stars. Green:reviews of 4-5 stars

"I have one of these same statues my father gave me years ago, made by Novica.... My new one that i bought

 Cassie P



"Couldn't wait to receive this piece as a gift for friend. ..."

 Denise Sharpe



"I purchased this as a gift for a friend who lost her daughter. ..."

 Amazon Customer



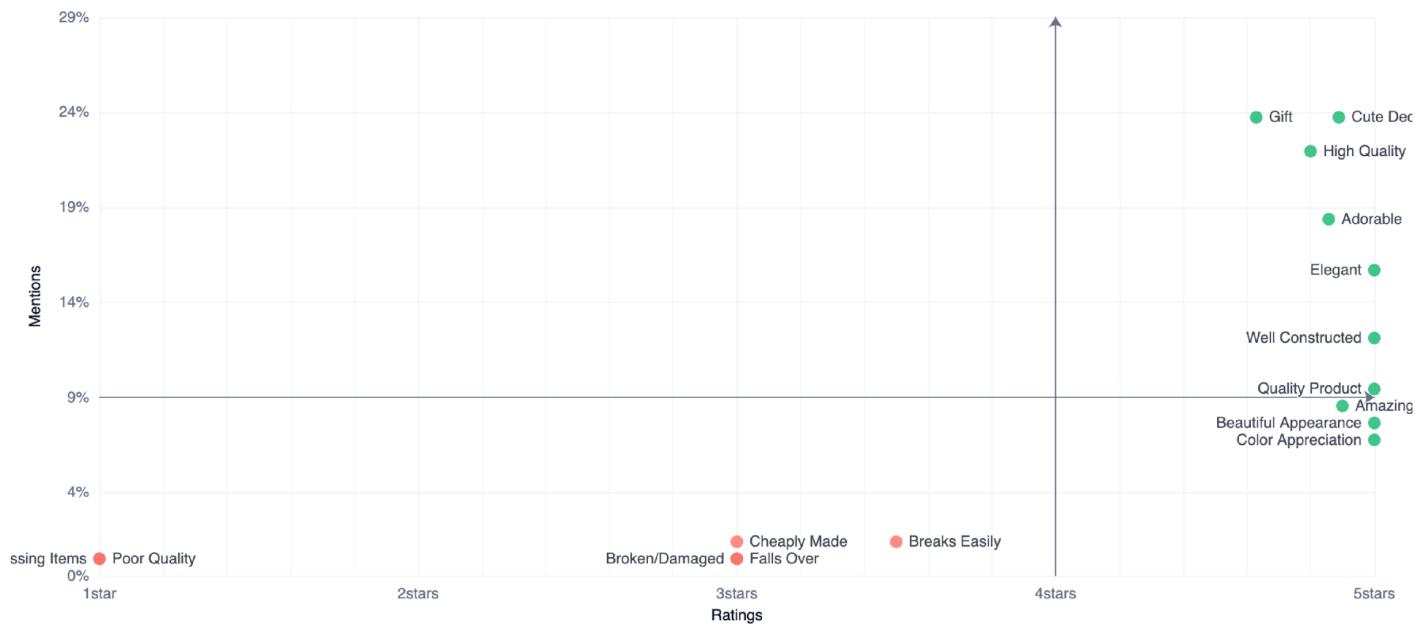
## Usage Scenario

Digging into the real usage scenarios of consumers, discovering opportunities, and optimizing marketing content.

Usage Scenario	Percentage	Reason
Gift	87.1%(27)	--
Home Decor	9.7%(3)	--
Prayer Aid	3.2%(1)	--

## Rating Optimization

Analyzing the factors that affect the star rating of the product can help you improve its rating. The issues in the top left corner are the most severe



## Customer Sentiment

Through the analysis of consumers' positive and negative comments and the reasons behind them, we can quantitatively analyze user pain points and product improvement directions

Negative Feedback Topic	Percentage	Reasons for Negative Feedback
Small Size	50.0%(4)	--
Breaks Easily	25.0%(2)	--
Cheaply Made	25.0%(2)	--
Broken/Damaged	12.5%(1)	--
Falls Over	12.5%(1)	--
Misrepresented	12.5%(1)	--
Missing Items	12.5%(1)	--
Poor Quality	12.5%(1)	--

Positive Feedback Topic	Percentage	Reasons for Positive Feedback
Cute Decor	27.3%(27)	--
High Quality	25.3%(25)	--
Adorable	21.2%(21)	--
Elegant	18.2%(18)	--
Well Constructed	14.1%(14)	--
Quality Product	11.1%(11)	--
Amazing Pieces	10.1%(10)	--
Beautiful Appearance	9.1%(9)	--
Color Appreciation	8.1%(8)	--
Durable	5.1%(5)	--
Excellent Craftsmanship	4.0%(4)	--
Nicely Detailed	3.0%(3)	--
Brings Good Energy	3.0%(3)	--
Ideal Size	3.0%(3)	--
Natural Wood	2.0%(2)	--
Good Price	2.0%(2)	--
Accent Piece	1.0%(1)	--

## 🛒 Buyers Motivation

Gain insight into the judgment of consumers when making purchase decisions, and optimize marketing strategies in a targeted manner.

Buyers Motivation	Percentage	Reasons for buyers motivation
Value For Money	33.3%(2)	--
Minimalist Style Statue	33.3%(2)	--
Beautiful Design	33.3%(2)	--
Cute Display	16.7%(1)	--

## 📋 Customer Expectations

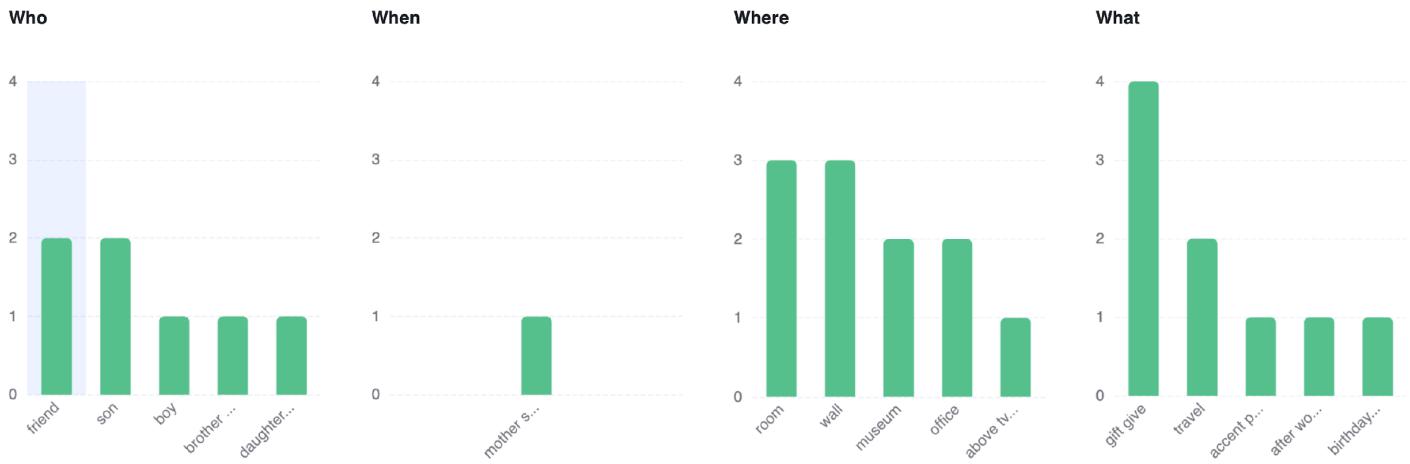
By understanding the specific reasons, manufacturers and retailers can develop products and marketing strategies that effectively address these needs and wants.

Customer Unmet Needs	Percentage	Reason for Customer Unmet Needs
Quality Improvement Needed	33.3%(1)	--
Color	33.3%(1)	--
Packaging	33.3%(1)	--

# MASKS HPP HCR

## Customer Profile

The consumer group most commonly mentioned is friend, the most commonly moment of use is mother's day, the most common location is room, the most common behavior is gift give . By focusing on these key consumer characteristics, it is possible to identify pain points associated with consumer usage scenarios.



The most common consumer reviews about "friend" are as follows

X-axis:topic. Y-axis:mentions. Red:reviews of 1-3 stars. Green:reviews of 4-5 stars

"It also creeped out my friends pretty severely. ..."

 Steven M. Saltsman



"Would recommend it to friends. ..."

 Paul G.



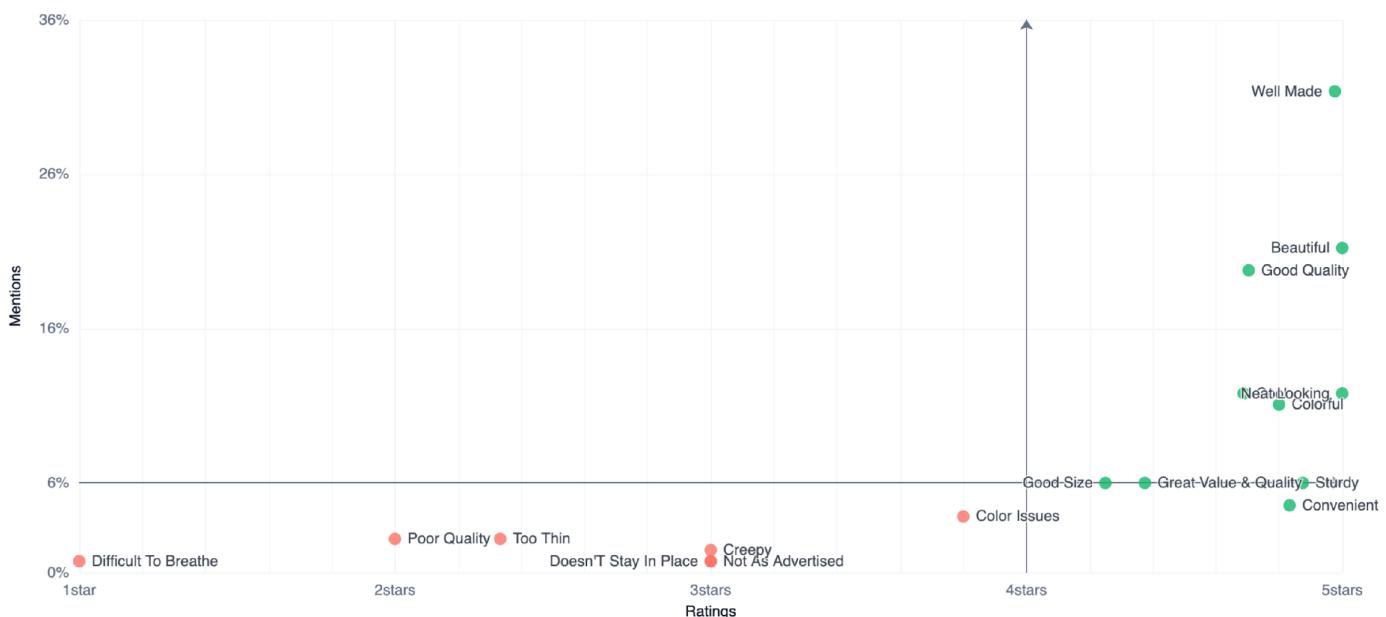
## Usage Scenario

Digging into the real usage scenarios of consumers, discovering opportunities, and optimizing marketing content.

Usage Scenario	Percentage	Reason
Gifts	27.3%(3)	--
Masquerade Parties	18.2%(2)	--
Work Use	18.2%(2)	--
Art Projects	9.1%(1)	--
Craft Store	9.1%(1)	--
Film Production	9.1%(1)	--
Vacation Use	9.1%(1)	--

## ⭐ Rating Optimization

Analyzing the factors that affect the star rating of the product can help you improve its rating. The issues in the top left corner are the most severe



## 👍 Customer Sentiment

Through the analysis of consumers' positive and negative comments and the reasons behind them, we can quantitatively analyze user pain points and product improvement directions

Negative Feedback Topic	Percentage	Reasons for Negative Feedback
Color Issues	26.3%(5)	Customers have reported issues with the color, fit, and quality of the masks. Some have noted that the shimmering pattern is not as advertised, while others have reported missing colors. These issues can make the masks look less attractive and less effective.
Poor Quality	15.8%(3)	Customers have reported poor airbrushing, poor adhesive quality, and plastic that rips easily. This can make the masks look less attractive and less durable.
Too Thin	15.8%(3)	Customers have reported that the masks are too thin, with some noting that the half mask is unusable and that there are loose fibers and poor fit. This can make the masks less effective and less practical for some wearers.
Creepy	10.5%(2)	Some customers have found the masks to be creepy or scary in appearance, which can be unsettling for some wearers. This can make the masks less appealing for those who are looking for a more lighthearted or fun accessory.
Poor Fit	10.5%(2)	Customers have reported issues with the fit of the masks, with ties coming off easily and poor fit under the chin. Some have also reported hot and condensation issues, which can make the masks uncomfortable and less effective.
Size Issues	10.5%(2)	Customers have reported issues with the size of the masks, with some noting that they are too small or inconsistent in sizing. Some have also reported that the masks are lightweight or run a little big, which can make them less effective and less practical for some wearers.
Difficult To Breathe	5.3%(1)	Some customers have reported that the masks are difficult to breathe in, with dust particles getting inside and causing stuffiness or overheating. This can make the masks uncomfortable and less effective for some wearers.
Doesn't Stay In Place	5.3%(1)	Customers have reported that the masks don't stay in place, which can be frustrating and uncomfortable. This can make the masks less effective and less practical for some wearers.
Heavy	5.3%(1)	Some customers have found the masks to be too heavy, which can be uncomfortable and impractical for some wearers. This can make the masks less appealing for those who are looking for a lightweight and comfortable accessory.
Not As Advertised	5.3%(1)	Some customers have reported that the masks are not as advertised, with misleading pictures or descriptions. This can be frustrating and disappointing for some customers.
Not Durable	5.3%(1)	Customers have reported that the masks are not durable, with fraying easily and not holding up well over time. This can make the masks less effective and less practical for some wearers.

Positive Feedback Topic	Percentage	Reasons for Positive Feedback
Well Made	36.1%(43)	--
Beautiful	24.4%(29)	--
Good Quality	22.7%(27)	--
Cool	13.4%(16)	--
Neat Looking	13.4%(16)	--
Colorful	12.6%(15)	--
Sturdy	6.7%(8)	--
Good Size	6.7%(8)	--
Convenient	5.0%(6)	--
Lightweight	5.0%(6)	--
Great Price	4.2%(5)	--
Nice Colors	3.4%(4)	--
Protection	3.4%(4)	--
Variety Of Colors	3.4%(4)	--
Fits Well	2.5%(3)	--
Comfortable	1.7%(2)	--

## Buyers Motivation

Gain insight into the judgment of consumers when making purchase decisions, and optimize marketing strategies in a targeted manner.

Buyers Motivation	Percentage	Reasons for buyers motivation
Great Value & Quality	57.1%(8)	Customers appreciate the good value for money, making them worth the money for masquerade parties, and an unbeatable price.
Beautiful & Complimentary Colors	14.3%(2)	Customers find the masks to be fun and cute, with beautiful and complimentary colors that make them suitable for a variety of occasions.
Color Options & Variety	14.3%(2)	Customers appreciate the colorful masks for work and personal use, the color-coordinated masks for outfits, the good quality for making Halloween masks, the great value for assortment of colors, and the good variety of masks available.
Comfortable & Perfect Fit	7.1%(1)	Customers appreciate the comfortable and protective masks that fit well and provide safety.
Recommended & Highly Recommend	7.1%(1)	Customers recommend the masks for being cute and exactly as shown, and for being effective for Covid-19 protection.

## Customer Expectations

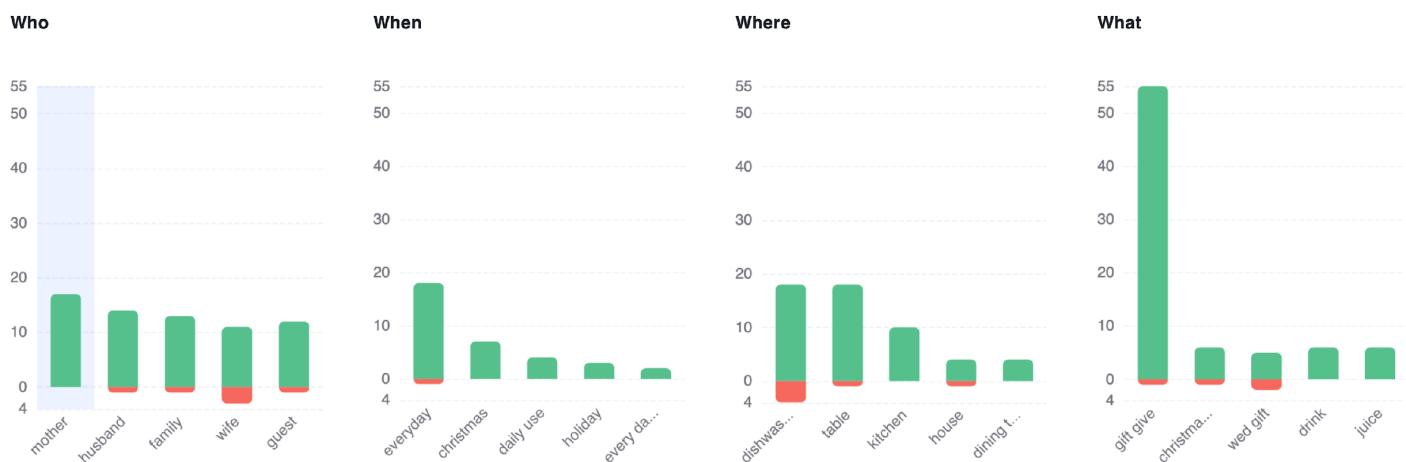
By understanding the specific reasons, manufacturers and retailers can develop products and marketing strategies that effectively address these needs and wants.

Customer Unmet Needs	Percentage	Reason for Customer Unmet Needs
Variety & Quality	23.1%(3)	Customers have appreciated when the masks come in a variety of designs or colors and have expressed a desire to purchase them again.
Creepy Design	15.4%(2)	Some customers have specifically sought out masks with a creepy or eerie design for Halloween or other spooky events.
More Color Options	15.4%(2)	Customers have requested more color options, including colored masks or a variety of colors in one package.
Smaller Size	15.4%(2)	Some customers have requested smaller sizes for a better fit on smaller faces.
Better Quality	7.7%(1)	Customers have expressed a desire for higher quality masks that can hold up in windy conditions or have a more polished appearance.
Comfortable Wear	7.7%(1)	Customers have found these masks to be comfortable to wear and feel safe wearing them in public.
More Stylish	7.7%(1)	Some customers have found certain masks to be hilarious or stylish.
Needs Painting	7.7%(1)	Some customers have found that the masks need to be painted for a more realistic or polished appearance.
Strap Improvements	7.7%(1)	Customers have suggested more secure straps for added comfort and stability during wear.

## TABLEWARE High Price Per Session - High Conversion Rate

### Customer Profile

The consumer group most commonly mentioned is mother, the most common moment of use is everyday, the most common location is dishwasher, the most common behavior is gift give . By focusing on these key consumer characteristics, it is possible to identify pain points associated with consumer usage scenarios.



The most common consumer reviews about "mother" are as follows

X-axis:topic. Y-axis:mentions. Red:reviews of 1-3 stars. Green:reviews of 4-5 stars

"And 11 ounces would work for my mom who likes to use an oversized martini glass so she can put ice in it



"Can't wait to see what my mom thinks of it on Mother's day! ..."



"Gift for my mom, she loved them! ..."



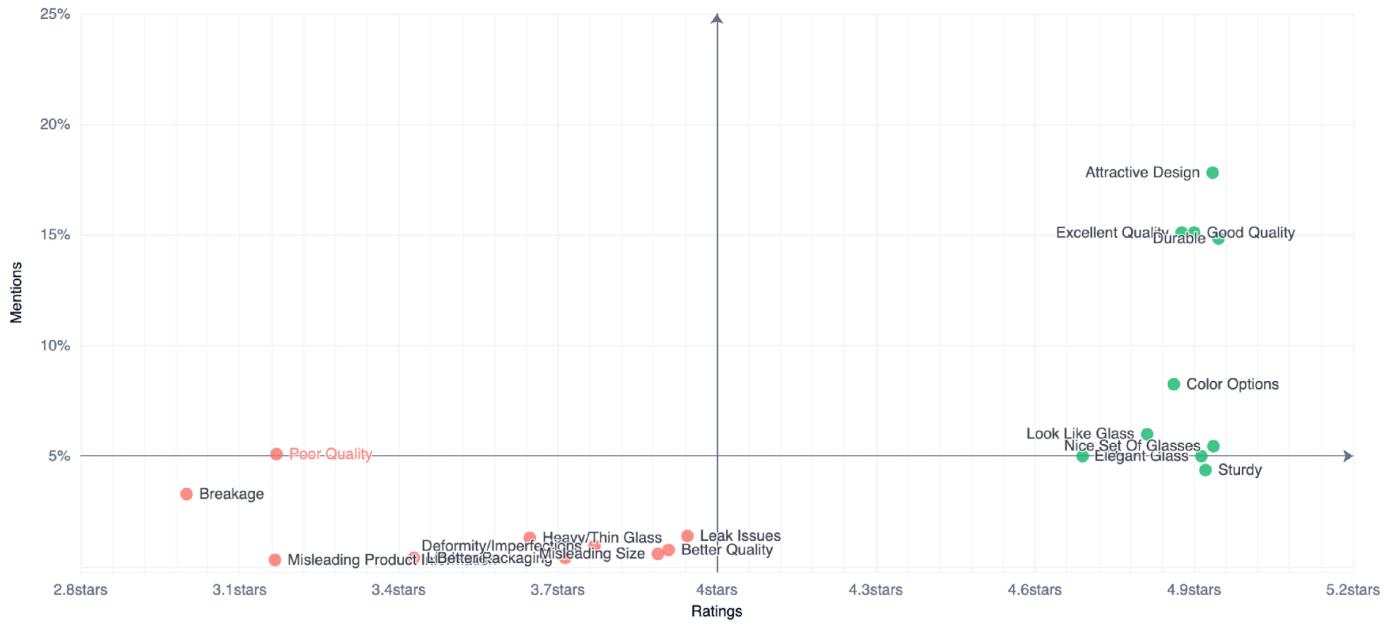
## Usage Scenario

Digging into the real usage scenarios of consumers, discovering opportunities, and optimizing marketing content.

Usage Scenario	Percentage	Reason
Gift	43.3%(58)	Customers have given these tumblers as gifts and have found them to be the perfect size for daily use.
Everyday Use	8.2%(11)	--
Gifts And Celebrations	7.5%(10)	--
Coffee Cup	7.5%(10)	Customers have used these tumblers as travel mugs with handles, for Keurig or coffee on the go, and for traveling with drinks.
Iced Coffee	4.5%(6)	--
Any Drink	3.7%(5)	--
Keep Drinks Hot/Cold For Outdoor Work	3.7%(5)	Customers appreciate the carafes and pitchers for holding cold brew, sealing the lid, making cold drinks, and holding colorful summer beverages. They are perfect for keeping drinks cool.
Drinking Glasses	3.0%(4)	--
Outdoor Use	2.2%(3)	Customers have found these mixed drinkware sets to be great for outdoor entertaining, BBQs, and for use in pools, spas, and hot tubs during travel and camping.
Cupping For Pain Relief	2.2%(3)	Customers have used the back massager for cupping therapy, circulation and pain relief, and overall cupping for pain relief.
Drinking Water	2.2%(3)	Customers have used these tumblers for drinking water, including ice water.
Drinking Coffee	2.2%(3)	Customers have used these tumblers for their morning lattes and daily coffee needs.
For Casual Table Use	1.5%(2)	--
Party & Wedding Decorations	1.5%(2)	Customers have found these decorations to be suitable for a variety of occasions, including Christmas, weddings, and birthdays.

## Rating Optimization

Analyzing the factors that affect the star rating of the product can help you improve its rating. The issues in the top left corner are the most severe



## Customer Sentiment

Through the analysis of consumers' positive and negative comments and the reasons behind them, we can quantitatively analyze user pain points and product improvement directions.

Negative Feedback Topic	Percentage	Reasons for Negative Feedback
Poor Quality	27.8%(59)	--
Breakage	18.4%(39)	--
Heavy	9.4%(20)	Customers have reported that the tumbler gets heavy when full, or is heavy in general, and that the straw makes noise when drinking, leading to discomfort and annoyance.
Leak Issues	8.5%(18)	Customers have reported that the tumbler leaks or has poor performance, or that the straw leaks while drinking, leading to frustration and inconvenience.
Heavy/Thin Glass	8.0%(17)	--
Inconvenient Size	8.0%(17)	Customers have reported that the tumbler is difficult to drink from with the lid on, or that it is too small for some hands, or difficult to hold in one hand, leading to inconvenience and discomfort.
Deformity/Imperfections	6.1%(13)	--
Poor Temperature Retention	3.8%(8)	Customers have reported that the tumbler does not keep drinks hot or cold for long, or that the lid affects ice retention, leading to frustration and disappointment.
Size Inconsistency	3.8%(8)	--
Lid Problems	2.8%(6)	Customers have reported that the top pops off easily, or that there is a cosmetic issue with the lid, or that a lid feature is missing, leading to frustration and disappointment.
Small Size	2.8%(6)	--
Misleading Product Information	2.8%(6)	--
Bulky & Heavy	2.4%(5)	Customers have reported that the tumbler is too bulky, difficult to hold, or unwieldy, leading to discomfort and inconvenience.
Fragile	2.4%(5)	--
Shatters In Dishwasher	2.4%(5)	--

Positive Feedback Topic	Percentage	Reasons for Positive Feedback
Excellent Quality	35.6%(336)	Customers have found the product to be of great quality, functional and durable, with many expressing their love for the tumbler.
Beautiful Color/Design	20.7%(196)	Customers have reported that the tumbler has a cute design or bright color, or that the colors are great, leading to satisfaction with the appearance of the product.
Durable	16.3%(154)	Customers have found the product to still be usable, reliable, and have a durable handle.
Elegant Glass	12.5%(118)	--
Color Options	9.9%(94)	Customers have reported that the tumbler comes in good sizes and colors, or that the colors and patterns are awesome, or that there are colorful options with matching straws, leading to satisfaction with the appearance of the product.
Sturdiness	6.6%(62)	Customers find the tumbler to be lightweight and great, with a well-designed and durable construction that can survive table smashes.
Nice Set Of Glasses	6.3%(60)	--
Aesthetic Appeal	5.5%(52)	Customers have praised the aesthetic appeal of the wine glasses. They have found them to be great looking, practical, attractive, and elegant, enhancing the overall wine drinking experience.
Perfect Size	5.2%(49)	--
Nice Colors	5.1%(48)	Customers have found the product to have a nice appearance and look good.
Comfortable To Carry	5.0%(47)	--
Cute	3.7%(35)	Customers have found the shot glasses to have a cute or nice design, with some even coming in a nice box for gifting.
Size	3.4%(32)	Customers have found the product to be the best coffee mug ever, with a good size for drinking water and a large size.
Lightweight	3.1%(29)	--
Beautiful Tumbler	2.8%(26)	--
Elegant	1.7%(16)	--
Good Value	1.7%(16)	--
Seek Look	1.7%(16)	Customers have found the product to have a modern and sleek look, with many expressing that it is aesthetically pleasing.

## Buyers Motivation

Gain insight into the judgment of consumers when making purchase decisions, and optimize marketing strategies in a targeted manner.

Buyers Motivation	Percentage	Reasons for buyers motivation
Good Value	20.4%(23)	Customers have recommended the product for staying hydrated, expressing their love for tumblers and having bought another, stating that it is a good value.
Attractive Colors	8.8%(10)	Customers have expressed their love for the cream, aqua, and green colors, stating that they are their new favorite.
Great For Beverages	6.2%(7)	--
Aesthetically Pleasing	5.3%(6)	--
Quality	5.3%(6)	Customers praise the excellent quality of these wine glasses. They feel great in hand and are versatile for different wines, making them perfect for any wine.
Good Reviews	4.4%(5)	--
Beautiful Glasses	4.4%(5)	--
Good Quality	4.4%(5)	Customers have found the product to work great, look great, be very durable, and be great for coffee, but some have mentioned missing parts.
Design Appeal	3.5%(4)	The design appeal of these wine glasses is a major selling point. Customers appreciate the modern design and quality, which adds to the overall aesthetic appeal of the glasses. The elegant design makes the glasses not just functional, but also a stylish addition to their tableware.
Affordable Price	2.7%(3)	--
Daily Use	2.7%(3)	Customers find these wine glasses perfect for daily use. They are suitable for a casual night with friends or for everyday casual use. The durability and practicality of the glasses make them a popular choice for regular wine drinkers.
Awesome Look	2.7%(3)	Customers have found the product to be functional and pretty, with a great design and appearance, expressing their love for the print.
Stylish Appearance	2.7%(3)	Customers have found these tumblers to have an adorable and attractive appearance, and some have even expressed passion for them.
Sturdy	1.8%(2)	--
Ordered For Handle	1.8%(2)	Customers have ordered the product because of the handle, with some recommending the handle and expressing that it is comfortable to hold.
Wine & Whiskey Glasses	1.8%(2)	--
Well-Made	1.8%(2)	Customers have found these tumblers to be very well made and suitable for on-the-go use.

## Customer Expectations

By understanding the specific reasons, manufacturers and retailers can develop products and marketing strategies that effectively address these needs and wants.

Customer Unmet Needs	Percentage	Reason for Customer Unmet Needs
Bigger Size	15.0%(12)	--
Better Quality	13.8%(11)	--
Better Packaging	8.8%(7)	--
Durable Lid	6.3%(5)	--
Material	6.3%(5)	--
Price	6.3%(5)	--
Durability	5.0%(4)	--
Longevity	5.0%(4)	--
Handle	5.0%(4)	--
Size Options	5.0%(4)	--
Long-Lasting	2.5%(2)	--
Design	2.5%(2)	Customers have suggested improvements to the design of the back massager, such as a bigger claw or ball on one end and a softer or better-designed head.
Matching Sets	2.5%(2)	Customers appreciate the ability to order more glasses to create matching sets.
Clearer Glass	1.3%(1)	Customers wish that the glasses were clearer and did not have a film on them. They appreciate heavier and thicker glass.
Smooth Edges	1.3%(1)	--
Construction Improvement	1.3%(1)	Some customers wish for improvements in the construction of the glasses. They would prefer one-piece molding, no sharp edges, pre-assembled glasses, and more sturdiness and larger size.
Finish Grip	1.3%(1)	Customers are expressing a need for wine glasses with a better finish and grip. They wish for a grip and silicone slider to ensure the glasses are comfortable and secure to hold.
Easier Cleaning	1.3%(1)	--

SHULEX

VOC AI Chatbot

Consumer Insight

Market Insight

Tools

Add member

Language

Notifications

User Center

**Yash Tyagi** TRIAL  
tyagi.y@husky.neu.edu

Upgrade

FIND US ON Product Hunt 522

Customer Sentiment

Pros

	High Quality	50.9%	Nice Set Of Glasses	32.5%	Nice Set Of Glasses	36.4%	Beautiful Color/Design	48.7%
Aesthetic Appeal	45.3%		Look Like Glass	31.6%	Look Like Glass	33.3%	Good Quality	39.7%
Glass Thickness	13.2%		Excellent Quality	30.7%	Excellent Quality	30.3%	Color Options	29.5%
Sturdiness	11.3%		Durable	19.3%	Durable	30.3%	Sturdy/Durable	25.6%
Color Variety	11.3%		Elegant Glass	16.7%	Elegant Glass	21.2%	Easy To Hold	9.0%

Cons

	Misleading Product Information	33.3%	Breakage	55.6%	Breakage	66.7%	Leak Issues	40.0%
Easily Broken	26.7%		Poor Quality	25.9%	Poor Quality	33.3%	Poor Quality	26.7%
Poor Quality	13.3%		Imperfections	22.2%	Imperfections	16.7%	Heavy	26.7%
Leakage Issues	13.3%		Plastic Material	11.1%	Not Dishwasher Safe	16.7%	Lid Problems	20.0%
Too Heavy	13.3%		Thin Glass	11.1%	Poor Packaging	16.7%	Inconvenient Size	13.3%

BLACKBOX AI