

GROUP 3 – DF High Price Per Session - Low Conversion Rate

Customer Profile



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

"It is truly special; I bought it to keep cards and letters sent to me by my beloved husband who passed away last

M

Mary Hoffman

★★★★★

"I bought this as a gift for my husband and have been very disappointed in the musty smell in the box that will

J

Janie Comer

★☆☆☆☆

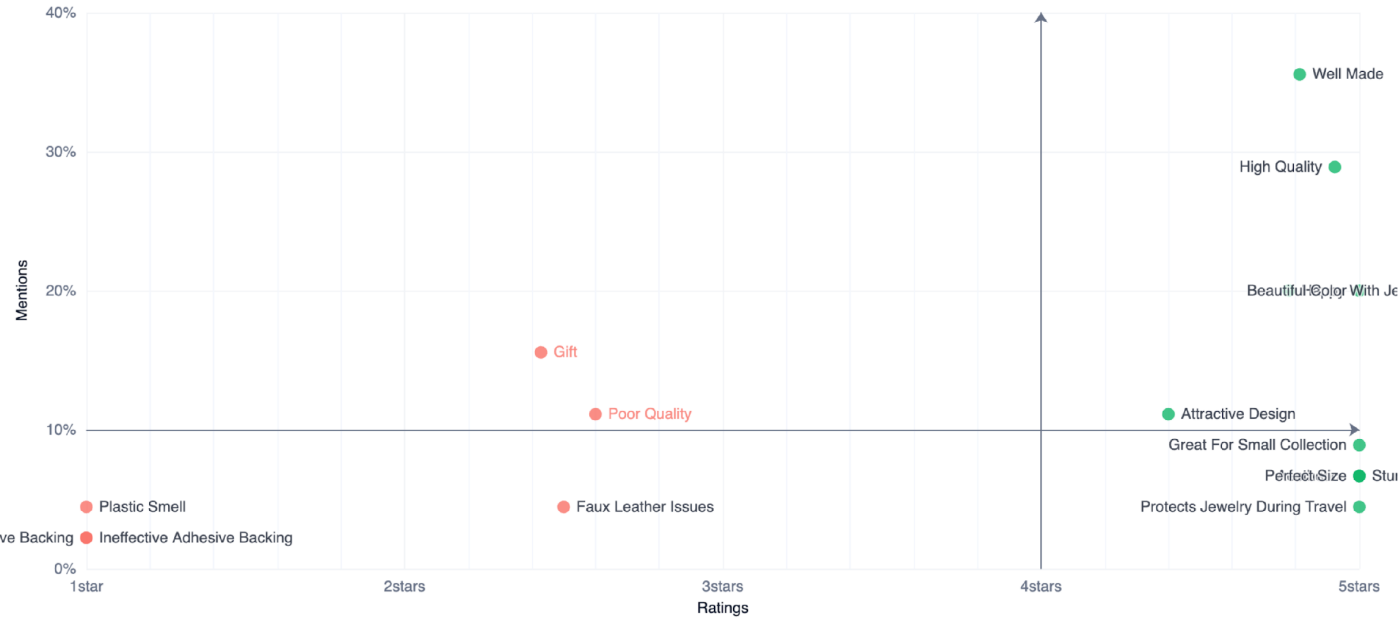
Usage Scenario

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

Usage Scenario	Percentage ▾	Reason
Gift	77.8%(7)	Customers have found the jewelry boxes to be a great gift for jewelry lovers and travelers, providing a practical and stylish solution for storing their jewelry.
Jewelry Storage For Trips	22.2%(2)	Customers have found the jewelry boxes to be a great solution for storing their jewelry during trips, providing a compact and convenient storage solution.

★ 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	45.5%(5)	Customers have found the jewelry box to be of poor quality, with loose hinges, cheap materials, and a tendency to fall apart easily.
Plastic Smell	18.2%(2)	Customers have reported a strong smell of glue or chemicals, indicating poor quality materials and manufacturing.
Faux Leather Issues	18.2%(2)	Customers have experienced issues with the faux leather, including peeling and easily becoming damaged.
Discoloration/Peeling	9.1%(1)	Some customers have reported issues with discoloration or peeling of the snuffer over time.
Scratched Glass	9.1%(1)	Customers have received the jewelry box with scratched glass, indicating poor quality control and manufacturing.
Insecure Earrings	9.1%(1)	Customers have found that their earrings are not secure during travel, with the container not providing enough room or security for their jewelry.
Difficult Drawers	9.1%(1)	Customers have found the drawers to be difficult to pull out, with handles that need improvement and ring rolls that cannot be removed easily.
Ineffective Adhesive Backing	9.1%(1)	Users have found that the adhesive backing on the mirror is not strong enough to hold it in place, leading to the mirror falling or moving.
Damaged Upon Arrival	9.1%(1)	Customers have received the jewelry box in poor condition, with scratches or other damage indicating poor quality control.

Positive Feedback Topic	Percentage	Reasons for Positive Feedback
Well Made	43.2%(16)	Customers have found the bracelet to have nice craftsmanship and value, be beautifully made, and be well-made.
High Quality	35.1%(13)	Customers have complimented the mirror for its excellent quality, indicating that
Beautiful Color	24.3%(9)	Customers have appreciated the good color selection and gorgeous appearance of the jewelry box.
Happy With Jewelry Box	24.3%(9)	Customers have been happy with the jewelry box, finding it to be a good price, sturdy, and a great value for their money.
Attractive Design	13.5%(5)	Customers have found the jewelry box to have an attractive design, with a chic appearance and beautiful color inside.
Perfect Size	8.1%(3)	Customers have found the product to be a good size, not too big, and loved the size.
Sturdy	8.1%(3)	Customers have found the bracelet to be made of thick metal that is well constructed to last, well-made and sturdy, and well-made and durable.
Protects Jewelry During Travel	5.4%(2)	Customers have found the product to be a safe spot for all treasures, keeping jewelry secure during travel and protecting jewelry during travel.
Beautiful Set	5.4%(2)	The snuffer has been praised by customers for its visually pleasing aesthetic, pleasure to use, and neat appearance.
Decorative	5.4%(2)	The snuffer has been praised by customers for complementing decor, being decorative, and cool to see in action.
Beautiful	2.7%(1)	Customers have found the bracelet to be a sturdy bracelet for the price, with a gorgeous appearance and quality jewelry.

## 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 For Small Collection	57.1%(4)	Customers have found the product to be the perfect size for a small collection, great for small jewelry, and the perfect size for a jewelry collection.
Aesthetics	42.9%(3)	Customers have found the jewelry boxes to be great sized, great quality, and well made. They also appreciate the variety of colors available.

## 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
Color Options	20.0%(1)	Customers have appreciated the variety of color and material options available for the jewelry boxes, providing a personalized and stylish storage solution for their jewelry.
No Carved Design	20.0%(1)	A few customers have mentioned disappointment in the lack of carved design on the snuffer.
Configurable Compartments	20.0%(1)	Customers have appreciated the ability to configure the compartments of the jewelry boxes, providing a customizable storage solution for their jewelry.
Design On Outside	20.0%(1)	Customers have suggested a different design on the outside for a nicer appearance and better quality.
More Robust Adhesive Backing	20.0%(1)	Customers have found that the adhesive backing on the mirrors is not strong enough. This could lead to the mirror falling off the wall or not sticking properly in the first place. They need a more robust adhesive backing to ensure the mirror stays in place.