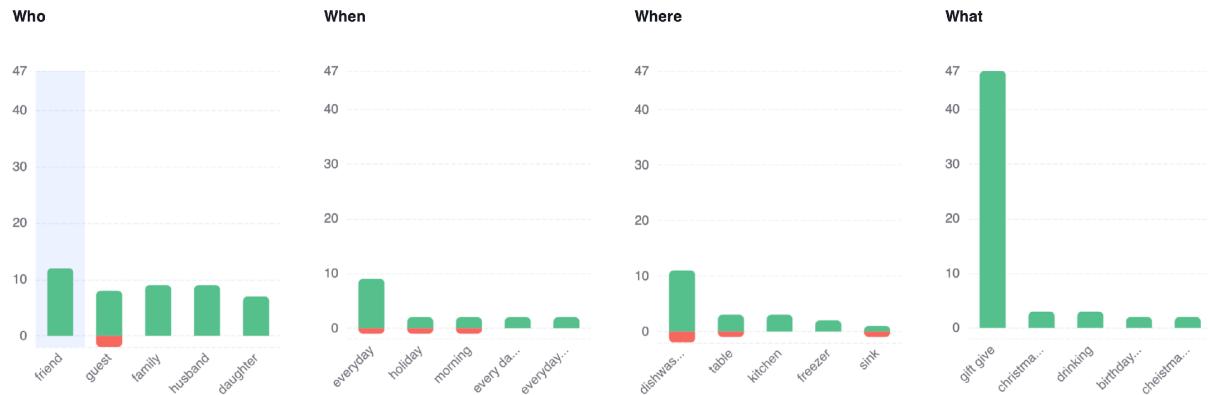


## Tableware\_Low Price Per Session, High Conversion Rate

### Customer Profile

The consumer group most commonly mentioned is friend, 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 "friend" are as follows

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

"Got this set for your friend who really likes Cobal. ..."

 Micky Pollack



"A friend said: "Those aren't shot glasses; those are mini-vases!" ..."

 Jeremy



"Friends have had these glasses for years. ..."

 vascon



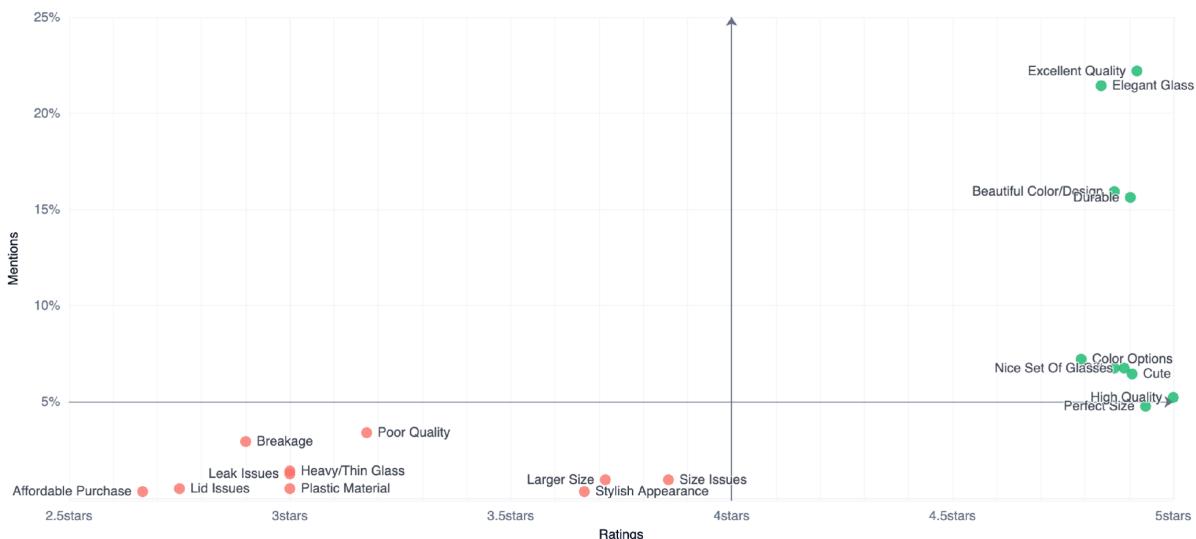
## Usage Scenario

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

Usage Scenario	Percentage	Reason
Gift	56.4%(44)	Customers have given these tumblers as gifts and have found them to be the perfect size for daily use.
Everyday Use	9.0%(7)	Customers have used these tumblers for everyday use, including on-the-go, at their work desk, and for soda.
Parties	7.7%(6)	Shot glasses are a popular choice for parties and entertaining, as they provide a fun and convenient way to serve drinks. They are especially popular for bachelor parties and other adult-themed events.
Tasting Special Drink	3.8%(3)	Shot glasses are often used for tasting special drinks, such as limoncello or whiskey. They provide a small and convenient vessel for sampling different flavors and varieties.
Coffee Cup	3.8%(3)	Customers have used these tumblers as coffee cups and have even given them as gifts to their daughters.
Juice & Smoothies	3.8%(3)	Customers have found these mixed drinkware sets to be great for smoothies, protein shakes, and other juice drinks.
Drinking Coffee	3.8%(3)	Customers have found these mixed drinkware sets to be great for making iced espresso/coffee drinks, smoothies, and cocktails.
Drinking Wine	2.6%(2)	Customers have used these glasses for drinking wine, as well as other types of alcohol and even water. They are versatile and can be used for a variety of drinks.
Keep Drinks Hot/Cold For Outdoor Work	2.6%(2)	Customers have used these tumblers for camping and home use, and appreciate their ability to keep drinks hot or cold for outdoor work.
Drinking Water	2.6%(2)	Customers have used these tumblers for drinking water, including ice water.
Outdoor Use	1.3%(1)	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.
Hold Ice	1.3%(1)	Customers have found these tumblers to have a clean design and to keep ice from melting, allowing them to keep their drinks cold.
Home Bar	1.3%(1)	Customers have used these glasses for their home bars or wet bars. They are a great addition to any bar setup.
Reminding To Drink Enough Water	1.3%(1)	Customers have found these tumblers to encourage drinking water and help them drink more water throughout the day by reminding them to do so.
Housewarming Gift	1.3%(1)	Customers specifically mention using these glasses as a housewarming gift, indicating that they are well-suited for this purpose.
Gift For Serviceman	1.3%(1)	The shot glasses are a popular choice for customers looking for a gift for an entertainer or serviceman, adding to their appeal and popularity.
Gift For Bourbon Drinking Hunters & Whiskey Set	1.3%(1)	The shot glasses are a popular choice for customers looking for a gift for bourbon drinking hunters or as part of a whiskey set, adding to their appeal and popularity.

## 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	23.0%(23)	Customers have reported that the lid leaks and breaks easily, or that the tumbler breaks easily or rusts, leading to disappointment with the quality of the product.
Breakage	20.0%(20)	Customers have reported that the glasses easily break or fall over, even with minimal force. Some have also experienced the bottom of the glasses splitting, leading to breakage.
Heavy/Thin Glass	10.0%(10)	Customers have found the glasses to be fragile or thin, with a cheap or delicate appearance.
Leak Issues	9.0%(9)	Customers have reported that the tumbler leaks or has poor performance, or that the straw leaks while drinking, leading to frustration and inconvenience.
Heavy	8.0%(8)	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.
Size Issues	7.0%(7)	Customers have found the glasses to be too big or with a small opening for ice cubes, making them unsuitable for their intended use.
Imperfections	5.0%(5)	Customers have reported minor cosmetic flaws in the glasses, such as fading or warped glass. Some have also found the glasses to be prone to warping over time.
Lid Issues	4.0%(4)	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.
Easily Breakable	4.0%(4)	Customers have reported broken or cracked/chipped shot glasses, with some finding them to be flimsy and easily breakable.
Plastic Material	4.0%(4)	Customers have found that the glasses are made of plastic or cheap acrylic glassware, leading to a cheap or unappealing appearance.
Too Big/Small For Hands	4.0%(4)	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.
Heating Issues	4.0%(4)	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.
Dented/Damaged	3.0%(3)	Customers have received products that are scratched or dented, or have arrived in a dented or scratched condition, leading to disappointment with the quality of the product.
Uncomfortable Drinking	3.0%(3)	Customers have found the glasses uncomfortable to hold or with uneven lips, leading to an unpleasant drinking experience.
Difficult To Clean	3.0%(3)	Customers have found the straws difficult to clean, with detergent collecting on the bottom of the glasses. Some have also found the glasses easy to over-pour and difficult to clean properly.
Appearance Issues	3.0%(3)	Customers have found the glasses to have a poor or ugly appearance, with a plain or unappealing design.
Melted In Dishwasher	2.0%(2)	Customers have reported glasses breaking or melting in the dishwasher, making them unsuitable for machine washing.
Crack/Chip Easily	2.0%(2)	Customers have experienced the glasses easily cracking or chipping, particularly on the lip of the glass.
Color Inaccuracy	2.0%(2)	Customers have received products with colors that are not as expected, with color discrepancies or wrong colors delivered, leading to dissatisfaction with the appearance of the product.
Defective	2.0%(2)	Customers have received defective products, with glasses cracking or breaking with normal use. Some have also reported manufacturing defects, such as uneven rims or bubbles in the glass.
Rough Edges	2.0%(2)	Customers have reported rough texture or rims on the glasses, leading to scratches or damage.
Glass Sticks To Coaster	1.0%(1)	Customers have reported that glasses do not stick to the coaster, with some stating that the coasters are coated in grainy plastic.

Positive Feedback Topic	Percentage	Reasons for Positive Feedback
Excellent Quality	31.1%(178)	Customers have found the glasses to be of proper thickness and able to hold liquid, making them great for crafting or other uses.
Elegant Glass	24.3%(139)	Customers have found that the glasses look like glass and are a great set to have. The glasses have a cute appearance and are perfect for any occasion.
Durable	21.9%(125)	Customers have found the glasses to be durable and of good value, with an attractive and sturdy appearance.
Attractive Design	17.8%(102)	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.
Nice Set Of Glasses	8.9%(51)	Customers have found that the glasses are functional and perfect for coffee. The glasses come in pretty coastal colors and are a great addition to any home.
Color Options	8.0%(46)	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.
Gorgeous	7.0%(40)	Customers have found the shot glasses to have a cute or nice design, with some even coming in a nice box for gifting.
Perfect Size	5.6%(32)	Customers have found that the glasses have a large capacity and are small enough to fit right in your hand. The glasses are the perfect size and are stylish, making them a great addition to any home.
Nice Colors	4.2%(24)	Customers have found that the glasses come in lovely colors and they like the different colors available. The colors are bright and vivid, making them a great addition to any kitchen.
Comfortable To Carry	3.8%(22)	Customers have reported that the tumbler has a wide base, a nice rim to drink from, or fits small hands well, leading to satisfaction with the usability of the product.
Well Made	3.5%(20)	Customers appreciate the well-built and sturdy construction of the shot glasses, with no broken glass and good packaging for added protection during shipping.
Cute & Elegant Tumblers	3.3%(19)	Customers have found the glasses to look amazing or elegant, with a light or perfect appearance. Some have also found them to be perfect for small or cute cups.
Looks Great	3.0%(17)	Customers have loved the look of the shot glasses, finding them shiny and modern.
Lightweight	2.8%(16)	Customers have found the product to be lightweight.
Easy To Clean	2.6%(15)	Customers have reported that the tumbler is easy to clean, has ease of cleaning, or cleans up well, leading to satisfaction with the usability of the product.
Size	2.1%(12)	Customers have found the product to be the best coffee mug ever, with a good size for drinking water and a large size.
Non-Breakable Cups	1.7%(10)	Customers have found that the cups are made of hard plastic and are sturdy, making them great for use by the pool. The cups are easy to clean and are perfect for outdoor use.
Should Last A While	1.6%(9)	Customers have found the product to be well-made and durable, expressing that it should last a while.
Unique Design	1.4%(8)	The unique bullet design and square shape of the shot glasses make them stand out and add a touch of novelty to any collection.
Good Value	1.4%(8)	Customers have found the glasses to be practical and great value for the price, with a great overall value.
Keeps Drinks Cold/Hot	1.0%(6)	Customers have found the product to be effective in keeping their beverages cool or hot, with some even stating that it keeps drinks cold or hot overnight.
Stylish Look	1.0%(6)	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
Attractive Colors	17.6%(13)	Customers have expressed their love for the cream, aqua, and green colors, stating that they are their new favorite.
Aesthetic	13.5%(10)	Customers have found that the cups are trendy and aesthetic, making them a great addition to any kitchen. The cups have a great look and are perfect for any occasion.
Good Value	10.8%(8)	Customers have recommended the product for staying hydrated, expressing their love for tumblers and having bought another, stating that it is a good value.
Great Value & Quality	8.1%(6)	Customers have found that the glasses are a great value and are perfect for everyday drinkware priced right. The glasses are a great value and have great quality.
High Quality	4.1%(3)	Customers appreciate the nice quality and look of the shot glasses, with a nice weight that adds to their durability.
Keeps Drinks Cold/Hot	4.1%(3)	Customers have found the product to do a great job in keeping things warm or cold, with a great size for keeping drinks cold and hot coffee.
Beautiful Design	4.1%(3)	The high quality, classy, stylish, beautiful, and unique design of the glasses make them a lovely and sparkly addition to any drinkware collection.
Affordable Purchase	4.1%(3)	Customers have found that the glasses are a great purchase for small businesses and are an inexpensive alternative to glass. The glasses are a great value and are perfect for any occasion.
Stylish Appearance	4.1%(3)	Customers have found that they love the style and quality of the glasses. The glasses have an attractive design and customers love the shape of the glasses.
Wine & Whiskey Glasses	2.7%(2)	Customers have found these mixed drinkware sets to be great for wine and whiskey, with some appreciating the specific design for red wine and whiskey tastings.
Good Reviews	2.7%(2)	Customers have found that the product is recommended by reviews and is a recommended product. The product has good reviews and is a great addition to any home.
Durable & Dishwasher Safe	2.7%(2)	Customers have found that the glasses are break-resistant and are great for motorhome use. The glasses are ordered for durability and are a good size for iced tea. Customers have also found that the glasses are easy to clean and are dishwasher safe.
Beautiful Glasses	2.7%(2)	Customers have found these highball glasses to be cute and fun, perfect for movie nights or just everyday use. They are also practical, pretty, of great quality, fabulous, and come at a great price.
Tequila Tasting	2.7%(2)	The crystal cut and tequila tasting design of the shot glasses make them a popular choice for customers looking for a unique and stylish addition to their collection.
Gift	2.7%(2)	Customers have found these beer glasses to be a funny and cute gift for beer drinkers, with some saying that they are the best Father's Day or birthday gift for beer lovers. They appreciate being able to give a gift that is both functional and unique.
Beautiful Centerpiece	2.7%(2)	Many customers find this serving bowl or tureen to be a beautiful and stunning centerpiece for their table or coffee table, with the glass bowl being particularly lovely for salads and trifles.
Versatile Use	2.7%(2)	Customers have found these mixed drinkware sets to be perfect for various uses, such as cappuccinos, parties, and general everyday use.
Excellent Size & Weight	2.7%(2)	The perfect feel in hand, right size, and perfect size for whiskey all add to the overall excellence of the glasses in terms of size and weight, making them a great addition to any home bar or entertaining setup.

## 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
Larger Size	16.3%(7)	Customers have found that the tumbler fits in car cup holders, but some have wished it was larger while others have found it too big to hold comfortably.
Durability	11.6%(5)	Customers have found the mixed drinkware sets to have restaurant-level durability, be more durable, and have durable plastic cups.
Material	9.3%(4)	Customers prefer clear glassware over time, heavier plastic or stronger glass, and have concerns about the safety of the glasses.
Better Quality	9.3%(4)	Customers have found the mixed drinkware sets to be of higher quality material, with more enhancement, and wish they had found them years ago.
Quality	7.0%(3)	Some customers have found the finish quality to be poor, while others wish for better quality and durability. Overall, customers appreciate the higher quality crystal used for these glasses.
More Colors/Sizes	7.0%(3)	Customers have requested an in-between size option and have wished for a 24 oz option or red color in 20 oz.
Functional Unbroken	4.7%(2)	Customers appreciate that the serving bowls have handles, are easy to clean on the interior, and are versatile.
Weight	4.7%(2)	Customers prefer thicker, smoother, and sturdier glasses in the mixed drinkware sets.
Handle	4.7%(2)	Customers have requested a wider handle or handle option for cups, as well as a handle for a safer grip.
Ease Of Use	2.3%(1)	Customers have found the mixed drinkware sets to be easy to fill orders correctly.
Taller Glasses	2.3%(1)	Customers appreciate novelty shot glasses that are taller in size or have a unique design, as they provide a fun and interesting way to serve drinks. Taller glasses can also hold more liquid than traditional shot glasses.
No Scratches/Dents	2.3%(1)	Customers have appreciated receiving an undamaged product with no scratches or defects.
Longevity	2.3%(1)	Customers expect the mixed drinkware sets to last a lifetime, wish they lasted longer, and have lost cups to chips causing leaks.
Appearance	2.3%(1)	Customers have expressed hopes for continued good appearance, with some appreciating decorative etching and straw hole size adjustment in the glassware.
Thicker Glass	2.3%(1)	Customers appreciate the more dense base and thicker glass material of these glasses, which can make them feel more substantial and less like plastic.
Design	2.3%(1)	Customers appreciate the ambidextrous design, lid, thicker sidewalls, and more subtle lines of these glasses.
Handle Insulation	2.3%(1)	Customers prefer teapots with no plastic grip and handles that do not get hot during use. Poor quality and handle issues can be a concern for customers.
Accurate Description	2.3%(1)	Customers appreciate the accurate size descriptions and better quality zippers.
Functionality	2.3%(1)	Customers have expressed a desire for measurement lines, the ability to make plates, and better search results in the mixed drinkware sets.
Price	2.3%(1)	Customers would like a more affordable price and lower price for the mixed drinkware sets.
Longer Lasting	2.3%(1)	Customers appreciate the good quality and long-lasting nature of these glasses, which hold up well over time.
		Customers prefer shot glasses with thicker markings or long-lasting writing, as it ensures that the measurements on the glass

Mail - Yash Tyagi - Outlook | Shulex VoC | Shulex VoC | Sentiment analysis - yashtyagi

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**Customer Sentiment**

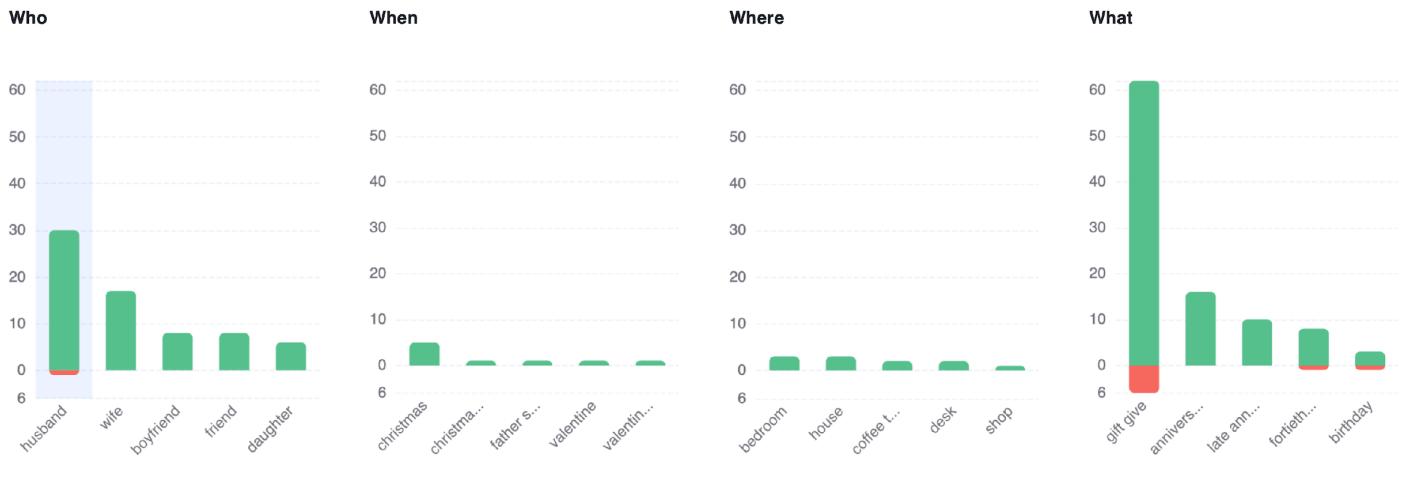
	Color Options	75.0%	High Quality	31.2%	Excellent Quality	35.8%	Excellent Quality	32.1%
<b>Pros</b>	Beautiful Color/Design	25.0%	Pretty	24.7%	Look Like Glass	31.3%	Elegant Glass	28.3%
	Should Last A While	25.0%	Looks Great	22.1%	Elegant Glass	23.9%	Look Like Glass	26.4%
	Sturdy/Durable	25.0%	Well Made	18.2%	Nice Set Of Glasses	19.4%	Durable	24.5%
	--		Sturdy	14.3%	Durable	14.9%	Nice Set Of Glasses	18.9%
<b>Cons</b>	Poor Quality	66.7%	Easily Breakable	33.3%	Breakage	25.0%	Breakage	33.3%
	Dented/Damaged	33.3%	Heavy Weight	33.3%	Thin Glass	25.0%	Poor Quality	33.3%
	Leak Issues	33.3%	Poor Quality	33.3%	Imperfections	16.7%	Size Issues	33.3%
	Support/Customer Service Issues	33.3%	Measurement Labels Issues	11.1%	Uncomfortable Drinking	16.7%	Plastic Material	16.7%
	--		Poor Construction	11.1%	Defective	8.3%	--	

BLACKBOX AI

## Sculpture\_Low Price Per Session, High Conversion Rate

### Customer Profile

The consumer group most commonly mentioned is husband, the most common 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 "husband" are as follows

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

"6th wedding anniversary present for my hubby. ..."

 Christina Gilkes

★★★★★

"Anniversary gift to my husband who works in a Auto Body Shop He loved it ! ..."

 Wil Vanegas

★★★★★

"Bought for my IT husband for his birthday who's into his computers and cars! ..."

 Andrea Walters

★★★★★

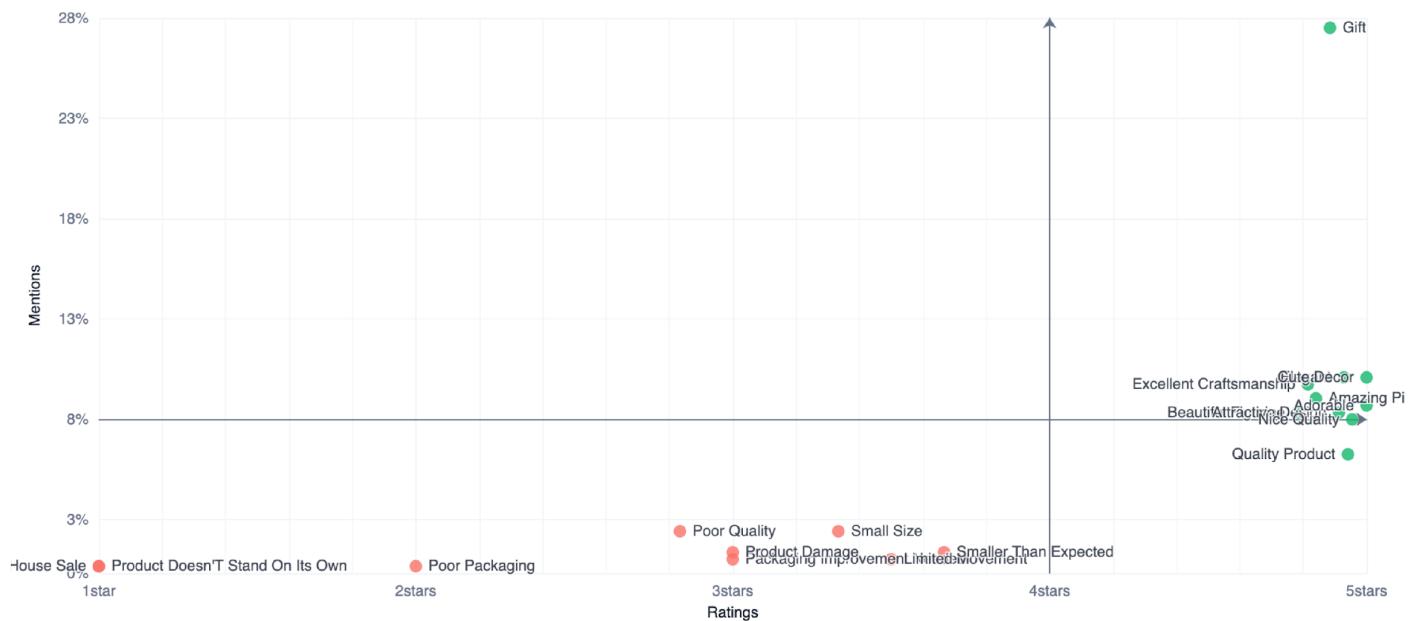
### Usage Scenario

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

Usage Scenario	Percentage	Reason
Gift	75.2%(76)	Customers have found the sculpture to be a great gift for cat lovers, readers, and difficult-to-gift mothers. It has also been recommended as an excellent gift by other customers.
Home Decor	14.9%(15)	Customers have found the sculpture to be a great addition to their home decor, especially as a religious gift, prayer, blessing, Christmas gift, or aesthetic gift.
Gift For Sisters	3.0%(3)	Customers have found the sculpture to be a great gift for sisters.
Sleep Aid	2.0%(2)	Some figurines come with heating pads and are used as a sleep aid. They provide warmth and comfort, making them ideal for nighttime cuddling and promoting better sleep.
Holiday Decorations	2.0%(2)	The figurines are perfect for holiday decorations. They can be used as table decorations or Christmas decorations, adding a festive touch to any room.
Gift For Realtor & Clients	2.0%(2)	Customers have found the sculpture to be a great gift for friends selling their homes, realtors, and clients.
Pain Relief	2.0%(2)	Customers have found these figurines to be useful for pain relief. They provide relief for earaches and comfort for various aches and pains. They are also used for heat therapy for cramps and back pain.
Selling A House	<1%(1)	Customers believe that having a St. Joseph statue can bring good luck and help sell their home.
Memorial Keepsake	<1%(1)	Customers value these figurines as memorial keepsakes. They serve as memory gifts and additions to collections. They are also appreciated as thoughtful gifts for friends or family who have lost pets, or as a special 'just-because' present.
Time Sensitive Gift	<1%(1)	Customers purchase these figurines as
Art Classes	<1%(1)	The figurines are not only decorative but also functional as they can be used for art classes. They are perfect for sketching and learning about human proportions, making them a great gift for budding artists.

## ⭐ 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	33.3%(6)	Customers have reported issues with the size, including it being too thin, needing more flowers, and being smaller than expected.
Poor Quality	33.3%(6)	Customers have expressed disappointment in the poor quality of the statue, with some describing it as cheap plastic or not suitable for gifting.
Product Damage	16.7%(3)	Customers have reported that the product arrived with damage such as holes, chipped buttons, and discoloration and paint spots on the face, indicating poor handling or manufacturing defects.
Limited Movement	11.1%(2)	Customers have reported that the product has non-poseable legs, a limited range of motion, and limited motion, indicating that the product does not offer the flexibility or movement they expected.
Poor Packaging	5.6%(1)	Customers have had bad experiences with the packaging and shipping of the figurines. Some have reported bad styrofoam packing, while others have found the packaging not suitable for gifting, which can be a significant issue if the product was purchased as a gift.
Product Doesn't Stand On Its Own	5.6%(1)	Customers have reported that the product leans to the left, is poorly designed, falls apart quickly, and has poor design and stability, indicating that the product does not stand on its own as expected.
Excessive Weight	5.6%(1)	Customers have reported that the figurines are too heavy, especially for newborns or infants. This could be due to the use of millet grains, which can add significant weight and reduce flexibility.

Positive Feedback Topic	Percentage	Reasons for Positive Feedback
High Quality	15.2%(34)	Customers have found the statue to have a shiny or beautiful brushed finish, with some noting that it is shiny and cute.
Elegant	12.6%(28)	Customers have found the statue to be elegant or classy, with some noting a beautiful location or not overpowering presence.
Cute Decor	12.6%(28)	Customers have found the statue to be a perfect addition to their book room or shelf, with some noting that it is super cute or very nice looking.
Excellent Craftsmanship	11.7%(26)	Customers have compliment
Amazing Pieces	11.2%(25)	Customers have found the statue to be amazing or a conversation starter, with some noting that it helped sell their house quickly.
Adorable	10.8%(24)	Customers have found the statue to be adorable or cute, with some noting a nice weight and shine or beautiful bird ornament.
Beautiful Figurine	10.3%(23)	Customers have complimented the beauty of the figurines, particularly those with Willow Tree designs, cute snowman families, or beautiful angels holding dogs.
Attractive Design	10.3%(23)	Customers have praised the design of the figurines, finding them beautiful and simple with attractive colors and adorable designs such as a truck.
Quality Product	7.6%(17)	Customers have found the statue to be adorable or well-made, with some noting great results with a method or well-made book people.
Well Constructed	5.4%(12)	Users have praised the construction of the tassels, noting that they are well-made and impressive. The good height and sturdy construction contribute to their overall appeal.
Ideal Size	4.9%(11)	Customers appreciate the size of the figurines. They find them to be small and not overpowering, making them a perfect fit for any space.
Durable	4.9%(11)	Customers have reported that the sculpture does not break easily and is a functional accent to their decor. It is also well-balanced and does not tip over easily.
Perfect Gift	3.1%(7)	Customers have found the sculpture to have a unique and sleek design, and some have even modified it to suit their own creativity. It is considered the ultimate gift, especially when paired with a matching Bible cover.
Good Price	3.1%(7)	Customers have found the statue to be fairly priced or a great price, with some noting that it is simple for the price.
Comforting	2.7%(6)	Customers have found the figurines to be comforting, providing a sense of relaxation and comfort when displayed.
Compact Size	2.2%(5)	Customers have noted that the statue is not very big but still a good size, making it visually appealing and useful.
Color Appreciation	1.8%(4)	Customers appreciate the nice antique bronze finish, beautiful color, and great quality and texture of the tassels, adding to their appeal.
Accent Piece	1.3%(3)	Customers appreciate the product as it serves as a beautiful and great accent piece, enhancing the overall look of their home decor.

## 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
Beautiful Design	24.0%(6)	Customers praise the product for its beautiful design, including its nice look and beautiful light. It is also considered a beautiful gift option.
Gift	16.0%(4)	Customers have found the sculpture to be a cute and collectible gift, making it a great gift for any occasion. It has also been recommended as a gift by other customers.
Well Crafted	16.0%(4)	Customers are impressed with the craftsmanship of the tassels. They find them to be well-made and beautiful, suitable for arts and crafts projects.
Good Value For Price	12.0%(3)	Customers feel that the tassels offer great value for their price. They find them to be durable and perfect for various projects, thus providing good value for their money.
Great Quality	12.0%(3)	Customers have highly recommended the sculpture, stating that it is an amazing and good quality piece. It is an excellent quality product that they would buy again.
Minimalist Style Statue	4.0%(1)	Customers have reported that the sculpture is a well-made minimalist style statue that is a great addition to their decor.
Recommended To Friend	4.0%(1)	Customers have recommended the sculpture to their friends, stating that it is worth the money and has been recommended by other religious friends.
Excellent Craftsmanship	4.0%(1)	The product is praised for its excellent craftsmanship, including excellent detailing and quality. It is considered good value and unique due to its hand-painted design.
Beautiful Decor	4.0%(1)	Customers have found this wall sculpture to be a great product for softening up an area, and appreciate how lovely and beautiful it is. It is perfect for any design needs.
Looks Great In Room	4.0%(1)	Customers have reported that the sculpture looks great in their room and is a great addition to their decor.
Cute Display	4.0%(1)	Customers have complimented the tassels for their beautiful display, indicating that they add a cute and charming touch to their decor.
Positive Reviews	4.0%(1)	Customers have reported positive reviews of the sculpture, making it a great addition to their decor.

## Customer Expectations

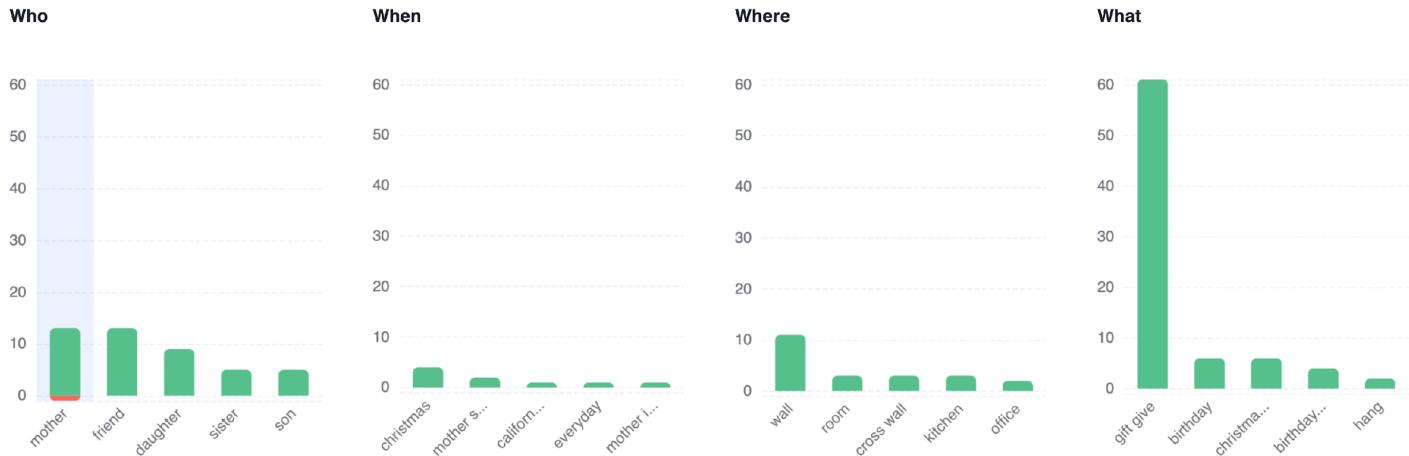
By understanding the specific reasons, manufacturers and retailers can develop products and marketing strategies that effectively address these needs and wants.

Customer Unmet Needs	Percentage	Reason for Customer Unmet Needs
Larger Size Preference	26.7%(4)	Customers wish for a larger size of the figurine. They were expecting
Size Expectations Not Met	13.3%(2)	Customers have expressed disappointment with the size of the tassels, expecting them to be larger. This could be due to misleading product images or descriptions, or simply personal preference for larger decor accents.
Packaging Improvement Needed	13.3%(2)	Customers have expressed dissatisfaction with the packaging of the figurines. They wish for better packaging, possibly with more lavender, and a more presentable appearance, indicating a need for improved packaging design and presentation.
High Quality Expectation	13.3%(2)	Customers have high expectations for the quality of the figurines. They expect better quality in terms of materials used, craftsmanship, and overall design. This could be due to the price point or the brand's reputation.
Lower Price Desired	6.7%(1)	Customers are expressing a desire for the figurines to be less expensive, indicating that they perceive the current price as too high.
Color	6.7%(1)	Some customers received the wrong color or expected a different shade, while others specifically looked for a statue with blue accents.
Comfort And Calmness Desired	6.7%(1)	Customers are expecting the figurines to have features that improve comfort, such as being weighted and soothing, and being skin-friendly.
House Sale	6.7%(1)	Similar to topic 97, customers use the statue as a symbol of good luck and pray for a quick sale during the home selling process.
Willingness To Purchase More	6.7%(1)	Customers are expressing a desire to purchase more figurines, indicating satisfaction with the product and a desire for more buying options.

## WALLDECOR Low Price Per Session, High Conversion Rate

### Customer Profile

The consumer group most commonly mentioned is mother, the most common moment of use is christmas, the most common location is wall, 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

"Her mother passed away and her mom loved mexico and when i gave it to her she was in tears, she hung it



Izzyg1rl



"I gave it to my mom as Christmas gift and my mom thought it was very expensive ..."



Charles Harrison

"Bought for my mom for Easter present ..."



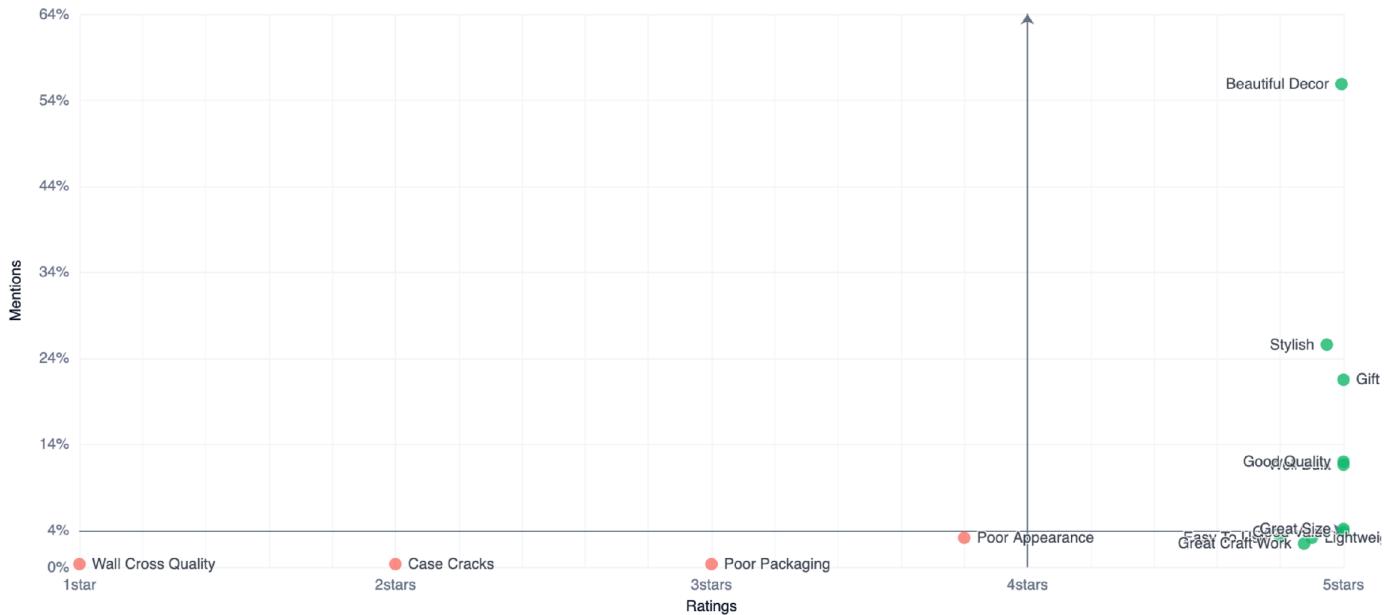
### Usage Scenario

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

Usage Scenario	Percentage	Reason
Gift	95.5%(64)	Wall crosses are a popular gift item, particularly for grandmothers or wives who appreciate religious or spiritual decor. They can also be used as a heavy duty or light duty gift for various occasions.
Crafting/Home Décor	3.0%(2)	Customers use wall crosses as a decorative item to organize and display other small items, such as jewelry or keys, in a neat and organized manner.
Religious Celebrations	1.5%(1)	Customers have found these crosses to be a thoughtful and appropriate gift or favor for religious celebrations such as funerals.
Religious Use	1.5%(1)	Customers have found these crosses to be perfect for religious use, such as prayer or studying saints, and appreciate the quality and design.

## ⭐ 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 Appearance	71.4%(10)	Customers have reported that the wall crosses have poor appearance due to various reasons such as lack of wheels, metal on metal contact, weird smell, and poor organization. These factors have made the crosses unappealing to customers.
Small Size	7.1%(1)	Customers have found the wall crosses to be uncomfortable to hold due to their small size. They have also reported that the crosses come with the wrong hardware, making it difficult to mount them properly.
Poor Packaging	7.1%(1)	Customers have received the product with poor packaging, resulting in damage or defects upon arrival. Some have also experienced poor shipping and handling.
Case Cracks	7.1%(1)	A few customers have reported that the case of the wall cross has cracked or broken over time, which detracts from the overall appearance and functionality of the piece.
Poor Quality	7.1%(1)	Customers have reported poor quality, including thin wood, peeling or pale wood, and cheap lights.

Positive Feedback Topic	Percentage	Reasons for Positive Feedback
Beautiful Design	62.4%(159)	Customers have found the mirror to be a beautiful addition to a remodeled bathroom, and it still looks good. The mirror is also a perfect accent to any room.
Stylish	29.8%(76)	Customers have raved about the stylish appearance of the wall crosses. Many have noted that the crosses are historically accurate and feature beautiful colors that make them stand out. The cool appearance of the crosses makes them a great addition to any home décor.
Good Quality	14.1%(36)	Customers have found the mirror to be solid and of good quality. They appreciate the clean and polished appearance of the mirror, and find it to be a great value for the price.
Well Built	13.7%(35)	Customers have found the wall crosses to be well-made for the price. They offer good value for the cost and are crafted with excellent attention to detail. The crosses are a great addition to any home décor and are sure to impress visitors.
Great Size	5.1%(13)	Customers have found the wall crosses to be the perfect size for narrow spaces or even for their vehicle. Some have even noted the perfect small size of the product.
Lightweight	3.9%(10)	Customers appreciate that the mirror comes with a stand, making it easy to place and move around. They also mention that the mirror is made of small craft mirrors, which contributes to its lightweight nature.
Easy To Use	3.9%(10)	Customers have found the wall crosses to be easy to use, with clear instructions and simple access to the hanging mechanism.
Good Value	3.9%(10)	Many customers have noted the good value of the wall crosses, with a nice appearance for the price. Some have even called it a great price.
Great Craft Work	3.1%(8)	Customers have praised the great craft work of the wall crosses, noting the attention to detail and quality of the product.
Beautiful	2.0%(5)	Customers have found the product to be a beautiful flower arrangement, looking great on a kitchen wall, and cute wall decor.
Elegant	1.2%(3)	The decorative gray top of the wall crosses has been noted as particularly elegant and stylish by many customers.
Liked Colors	1.2%(3)	Customers have found the coloring on this wall sculpture to be beautiful and great.
Durable	1.2%(3)	Many customers have praised the construction of the wall crosses, noting that they are long-lasting and made with high-quality materials.
Beautifully Handcrafted	<1% (2)	Customers have praised the great quality hand carving of the cross, which adds to its overall beauty and value.
Compact	<1% (2)	Customers appreciate the compact design of the wall crosses, making them easy to carry and move around as needed.
Great Gift	<1% (2)	Customers have found the wall crosses to be a great gift, with an assortment of saints included and a strong anti-war message. Some have even noted the portrayal of comradery.

## 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
Beautiful Decor	34.8%(8)	Customers have praised the intricate and unique designs of the wall crosses, as well as the attention to detail in their construction.
Good Value	21.7%(5)	Customers have been pleasantly surprised by the quality of these wall crosses given their affordable price point, with many noting that they look much nicer than expected and offer great value for the money.
Great Quality	17.4%(4)	Customers have been impressed by the sturdiness and quality of these wall crosses, with many noting that they offer great value for their price point and are a great addition to any home décor collection.
Highly Recommended	13.0%(3)	Customers have endorsed positive reviews and found the depiction of war to be excellent, as well as a fine adaptation of the book.
Excellent Performance	8.7%(2)	Customers have found the wall crosses to have great design and craftsmanship, with excellent attention to detail and a pleasing weight and feel in the hand.
Aesthetically Pleasing	4.3%(1)	Customers have commented on the bold depiction of war on some of the wall crosses. They have noted that the crosses are historically accurate and feature beautiful colors that make them stand out. The prettiest pink cross has been particularly popular among customers who appreciate its unique and eye-catching design.

## 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
Size	42.9%(3)	Customers have varying preferences for the size of their pens, with some desiring a longer pen with a stylus tip and others preferring a smaller size. This indicates a need for a range of size options to accommodate different preferences.
Blue Ink	14.3%(1)	Customers who prefer blue ink in their writing pens hope to find replacement ink that is thin and easy to use. They appreciate having the option to purchase blue ink refills for their favorite writing pens.
Higher Quality Material	14.3%(1)	Customers have been impressed with the higher quality materials used in the wall crosses, particularly those made in Italy or from a higher-end all-metal version. Many have commented on the overall look and feel of the crosses, stating that they are well-made and have a premium appearance. However, a few customers have reported issues with the materials, with some stating that they have rusted or tarnished over time.
Larger Font Size	14.3%(1)	Customers have expressed a desire for larger font size on the wall crosses, as it would make the text easier to read and more visually appealing.
Wall Cross Quality	14.3%(1)	Customers have high expectations for the quality of the wall crosses they purchase. They have reported disappointment with wall crosses that have a damaged appearance or are not as attractive as they expected. They want wall crosses that are well-made and visually appealing for display in their homes.

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 VOC AI Chatbot Consumer Insight Market Insight NEW Tools Add member Language Notifications User Center Yash Tyagi TRIAL tyagi.y@husky.neu.edu Upgrade FIND US ON Product Hunt 522



	present	4.5%(3)	--	
Customer Sentiment				
 Pros	Beautiful Design 50.0%	Well-Made 100.0%	Beautiful Design 69.4%	Beautiful 55.6%
	Good Quality 37.5%	--	Stylish 34.1%	Liked Colors 33.3%
	Attractive 12.5%	--	Good Quality 13.3%	Quality 22.2%
	Great Value 12.5%	--	Well-Made 9.2%	Easy Assembly 11.1%
	Lightweight 12.5%	--	Great Size 5.8%	Easy To Hang 11.1%
 Cons	Poor Packaging 100.0%	--	Poor Appearance 77.8%	Poor Quality 100.0%
	--	--	Case Cracks 11.1%	--
	--	--	Small Size 11.1%	--
	--	--	--	--

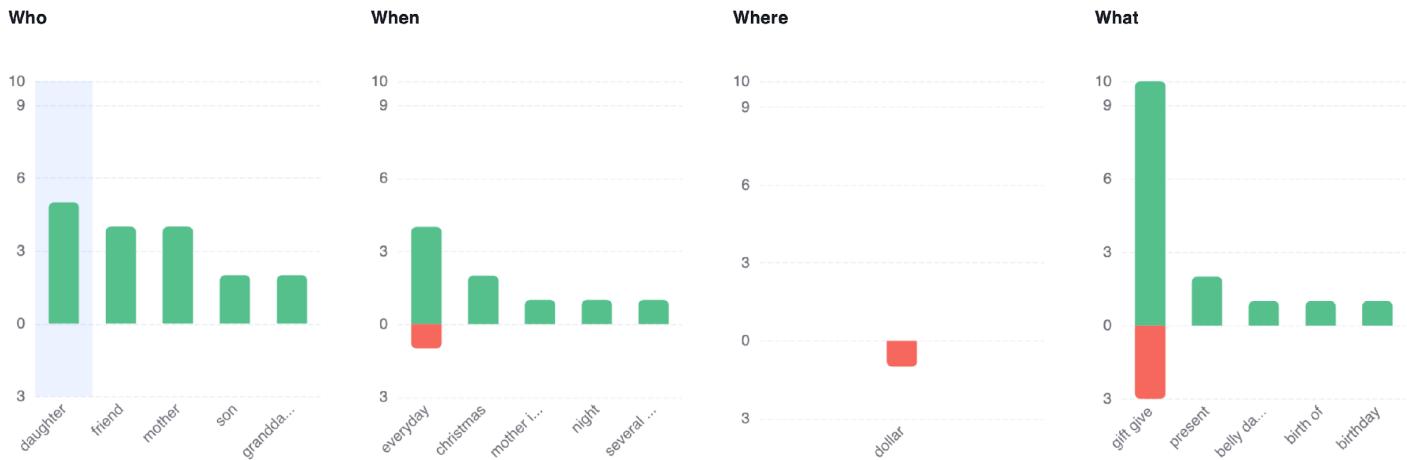
Buyers Motivation



## JEWELRY Low 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 dollar, 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

"Bought these as a present for my daughter. ..."

 ced



"For my daughter's 25th and she likes small or studs, but these aren't ostentatious, just right. ..."

 Mad Mags



"I bought two of these, one for me and one for my daughter. ..."

 Nannette



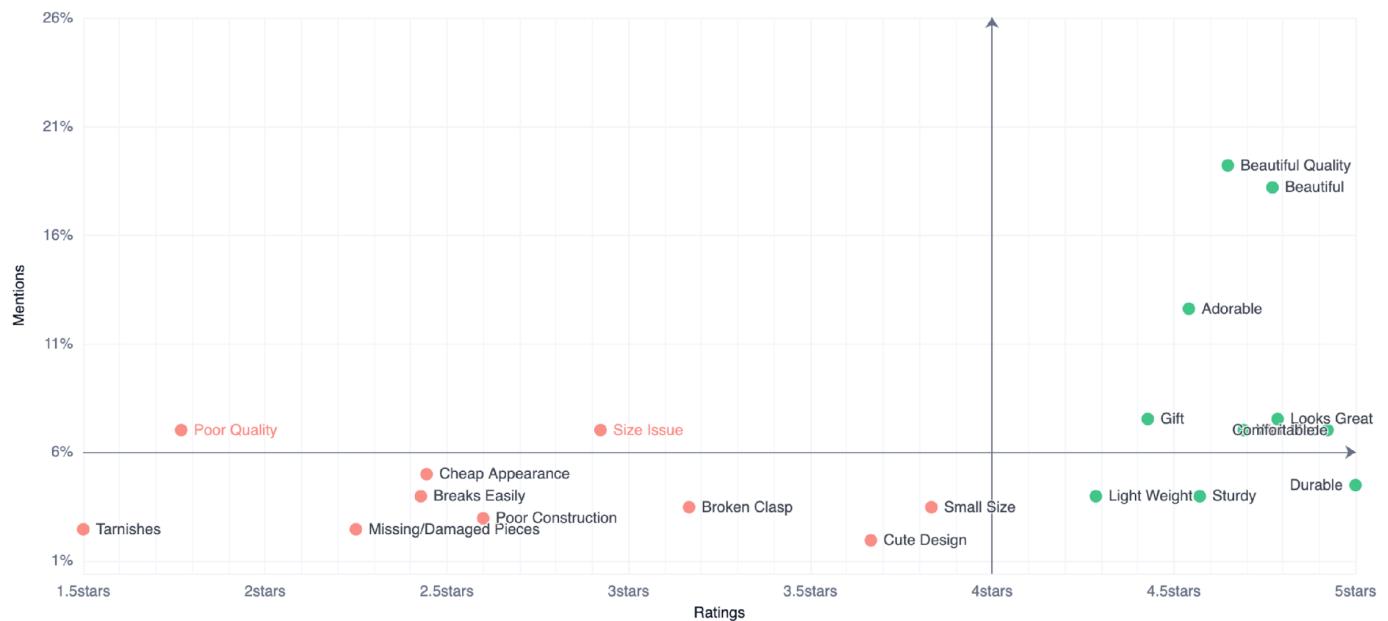
### Usage Scenario

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

Usage Scenario	Percentage	Reason
Gift	73.7%(14)	Customers have found the necklace to be a great wedding anniversary gift, Easter present, birthday gift, and gift for sister-in-law/wife.
Gift For Daughter/Granddaughter	10.5%(2)	These earrings have been purchased as gifts for daughters and granddaughters, whether it be for Valentine's Day, as a bridesmaid gift, or for Christmas.
Many Occasions	5.3%(1)	Customers have worn the earrings to various occasions such as Christmas parties, bachelorette parties, and Vegas trips.
Gifts For Teenagers	5.3%(1)	Customers have purchased the anklet as gifts for teenagers and teenage girls, making it a great Valentine's Day gift.
Fashion	5.3%(1)	Customers have found the anklet to have a pretty appearance, suitable for temporary wear and costumes. It is also a great bulk gift.
Valentine'S Day Gift For Child	5.3%(1)	Customers have purchased these necklaces as Valentine's Day gifts for their grandchildren or children.

## ⭐ 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	19.7%(13)	Customers have reported the necklace being the wrong length or not suitable for certain occasions, possibly due to poor sizing or inadequate design.
Poor Quality	19.7%(13)	Customers have reported that the rings are of poor quality, with cheap materials and a lack of sparkle or shine.
Cheap Appearance	13.6%(9)	Customers have noted that the rings do not feel like real sterling silver, and have a cheap appearance that detracts from their overall quality.
Breaks Easily	10.6%(7)	Several customers have reported that the necklace broke or fell apart easily, sometimes within days of receiving it.
Broken Clasp	9.1%(6)	Customers have reported issues with the clasp, including it being faulty, made of questionable metal, and not secure.
Poor Construction	7.6%(5)	Customers have reported poor gold plating, incorrect positioning, or fraying threads.
Missing/Damaged Pieces	6.1%(4)	Some customers have received earrings with missing hooks or broken pieces, or have experienced missing feathers or stones.
Tarnishes	6.1%(4)	Several customers have reported that the necklace tarnishes quickly or the color is not true gold, which can make the necklace look cheap or less versatile.
Cheaply Made	4.5%(3)	Customers have reported that the necklace was poorly maintained during delivery, has pieces hanging off, or has a cheap plastic feel.
Flimsy	4.5%(3)	Customers have reported that the anklet is flimsy and can break easily, with some reporting that the letter charm falls off or that it snags easily.
Lightweight	3.0%(2)	Customers have noted that the earrings are lightweight, or that they are not light weight. Some have found them to be too heavy.
Delicate	3.0%(2)	Customers have noted that the earrings are very delicate, small or dainty in appearance.
Too Big	3.0%(2)	Customers have reported that the bracelet is too big or too small for their wrist, with some reporting that sizing is challenging.
Small Size	3.0%(2)	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	3.0%(2)	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.

Positive Feedback Topic	Percentage	Reasons for Positive Feedback
Beautiful Quality	26.4%(37)	Customers are satisfied with the good quality material, build quality, and tassel of the necklace.
Beautiful	23.6%(33)	The necklace is described as elegant, beautiful, and very pretty, making it a visually appealing accessory.
Adorable	17.1%(24)	Customers have reported that the bracelet is beautiful and cute, with a simple and dainty design.
Look Great	12.1%(17)	Customers have reported that the bracelet looks great after weeks of wearing, with a beautiful and bright color that looks good.
Well Made	9.3%(13)	The necklace is well made with versatile strands, indicating a high level of craftsmanship and attention to detail.
Comfortable	9.3%(13)	Customers have found the rings to be stretchy and comfortable. They have mentioned that the rings are temperature responsive and comfortable to slide on.
Beautiful Necklace	6.4%(9)	Customers have reported that the necklace is a gorgeous chain, cute and gorgeous, or they love the pendant.
Sturdy	5.0%(7)	Customers have praised the craftsmanship and sturdiness of the rings, particularly those with wider bands.
Durable	5.0%(7)	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.
Love The Fit	4.3%(6)	Customers have reported that the ring fits amazingly well, with some describing it as a great size and fit.
Stylish	3.6%(5)	Customers have praised the trendy and unique settings of these earrings, making them a stylish addition to any outfit.
Beautiful Ring	3.6%(5)	Customers have reported being satisfied with the rings, with some describing them as great or loved by their husband.
Craftsmanship	2.9%(4)	Several customers have reported that the necklace is well-crafted or engraved, with good attention to detail and overall good craftsmanship.
Light Weight	2.9%(4)	Customers have found these earrings to be very light on the ears, surprisingly lightweight, and offer lightweight options for those who prefer it.
Cute Design	2.1%(3)	Customers have found the designs to be unique, cute and feminine, or cute for the price.
Love Design	2.1%(3)	Customers have expressed their love for the unique designs of these earrings, including moon and thunderbolt shapes.
Fits Well	2.1%(3)	Customers have reported that the bracelet stays on their wrist and fits well, with a versatile and well-fitting design.
Small Size	2.1%(3)	Customers with small ears or multiple piercings have found these earrings to be a perfect fit, with appropriate post length and size.

## 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
Beautiful	20.0%(3)	Customers have used various adjectives such as stunning, pretty, love, and beautiful to describe the rhinestones and overall appearance of these earrings.
Highly Recommended	20.0%(3)	Customers have recommended the anklet as a must-buy, love, recommend, best, and recommended by influencers. It is a highly recommended purchase.
Great Value	20.0%(3)	Customers have found these earrings to be a great value for the quality, with some even noting the good price for the quality.
Good Value & Quality	13.3%(2)	Customers have found the necklace to be a perfect gift at a good price, good quality, great value, and boxed beautifully.
Great For Gifting	6.7%(1)	Customers appreciate that the bracelet is a great gift for all occasions, and love that it is perfect for sharing with loved ones.
Worth Buying	6.7%(1)	Customers have found these earrings to be worth buying again, with a satisfying purchase and love for the product.
Beautiful & Elegant	6.7%(1)	Customers have found the necklace to be loved, shiny and recommended, and loved by their wife.
Beautiful Necklace	6.7%(1)	Customers have found the necklace to be beautiful and sparkly, perfect for everything, and a great value for a Figaro bracelet.

## Customer Expectations

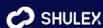
By understanding the specific reasons, manufacturers and retailers can develop products and marketing strategies that effectively address these needs and wants.

Customer Unmet Needs	Percentage	Reason for Customer Unmet Needs
Larger Size	33.3%(4)	Customers appreciate earrings with a slightly larger or smaller size, a magnifying glass included, and a nicer gift box.
Durability	16.7%(2)	Customers have found the anklets to be durable and not easily breakable, with better quality materials used for reasonable durability at the price point.
Better Quality	16.7%(2)	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.
Accurate Representation	8.3%(1)	Customers want a ring that is subtle and natural-looking with consistent coloring.
Non-Tarnishing	8.3%(1)	Customers appreciate that the anklets do not oxidize, change color, or turn.
Price	8.3%(1)	Some customers have found the quality to be poor for the price, while others have found the pricing to be accurate. Some have noted that the price difference is too high.
Chain Customization	8.3%(1)	Users have mentioned that this necklace offers options for chain size, customization, or different styles. It allows them to personalize the necklace according to their preferences.
Proper Fit	8.3%(1)	Customers appreciate a more wearable fit and recommend going a size down to avoid injury.
Brighter	8.3%(1)	Customers appreciate earrings with a brighter product.
More Variety	8.3%(1)	Customers have expressed a desire for more variety in the earrings, including bigger flowers, more vibrant colors, more distinction between two earrings, and more variety in shape and color.

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 SHULEX

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Consumer Insight

Market Insight NEW

Tools

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User Center

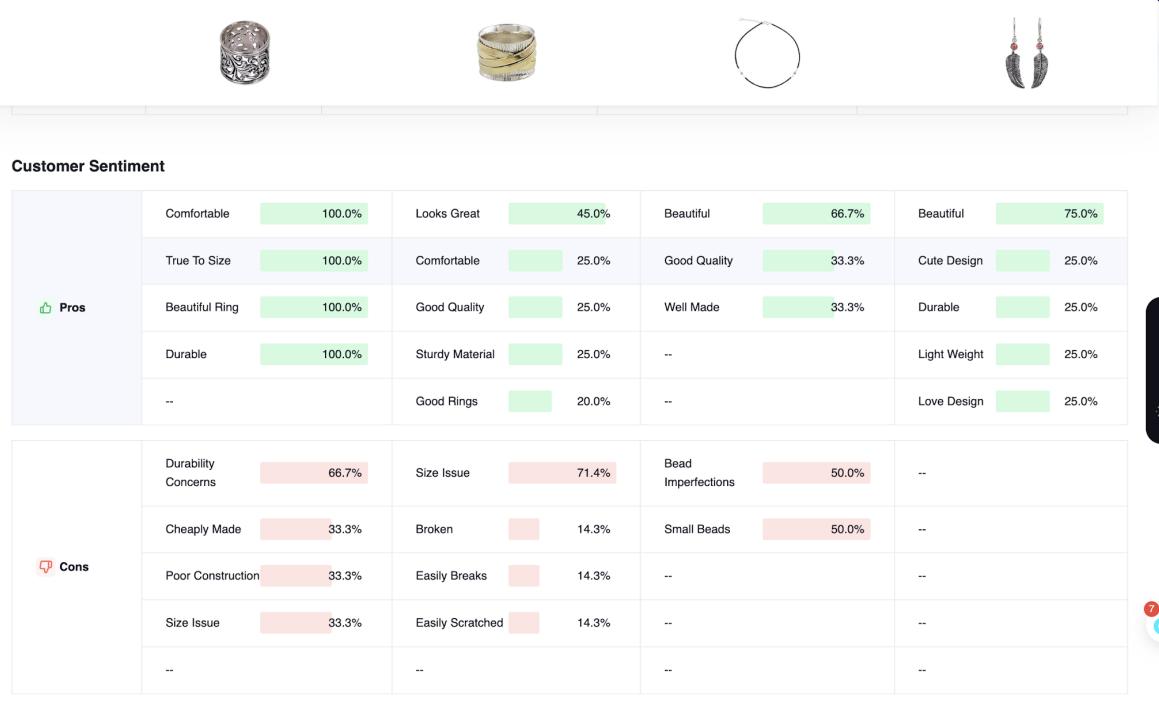
Yash Tyagi TRIAL  
tyagi.y@husky.neu.edu

Upgrade

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Customer Sentiment

	Comfortable	100.0%	Looks Great	45.0%	Beautiful	66.7%	Beautiful	75.0%
Pros	True To Size	100.0%	Comfortable	25.0%	Good Quality	33.3%	Cute Design	25.0%
	Beautiful Ring	100.0%	Good Quality	25.0%	Well Made	33.3%	Durable	25.0%
	Durable	100.0%	Sturdy Material	25.0%	--	--	Light Weight	25.0%
	--	--	Good Rings	20.0%	--	--	Love Design	25.0%

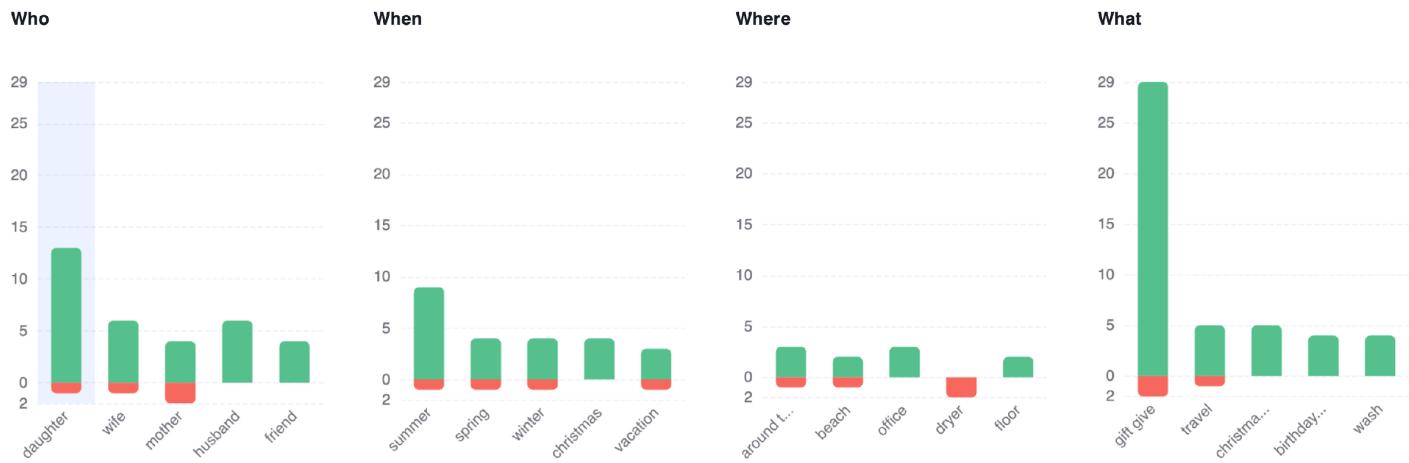
	Durability Concerns	66.7%	Size Issue	71.4%	Bead Imperfections	50.0%	--
Cons	Cheaply Made	33.3%	Broken	14.3%	Small Beads	50.0%	--
	Poor Construction	33.3%	Easily Breaks	14.3%	--	--	--
	Size Issue	33.3%	Easily Scratched	14.3%	--	--	--
	--	--	--	--	--	--	--

Buyers Motivation

## CLOTHING Low Price Per Session, High Conversion Rate

### Customer Profile

The consumer group most commonly mentioned is daughter, the most common moment of use is summer, the most common location is around the house, 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

"And freezing at the playground in a thin scarf with my daughter recently, I knew it was time to get one. ..."

 **Bibliophile Betty**



"Fit my daughter well, she is about 5'4" - length was fine for her height. ..."

 **Amazon Customer**



"Definitely I'm going to buy one for my other daughter!! ..."

 **russell olson**



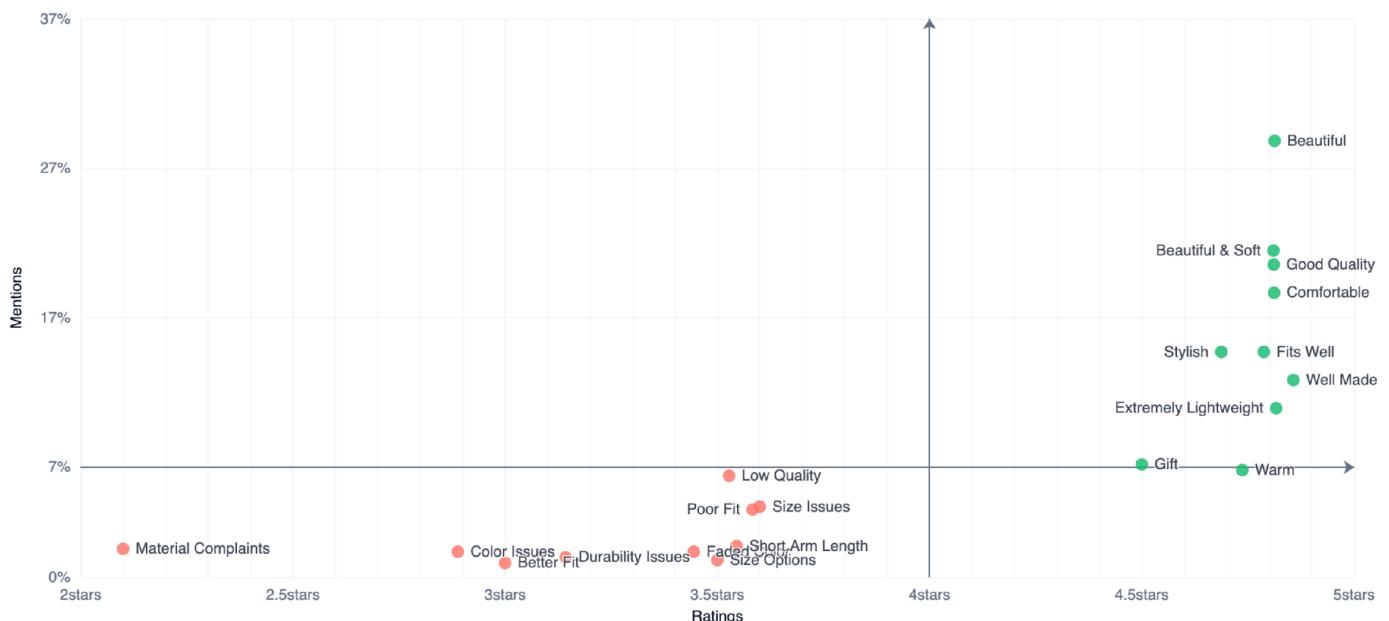
## Usage Scenario

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

Usage Scenario	Percentage	Reason
Gift	57.1%(40)	Customers have purchased the cover-ups as gifts for their wives, loved ones, or as Christmas presents.
Comfortable Lounge Wear	20.0%(14)	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.
Summer	5.7%(4)	Customers have found these robes to be great for summer wear.
Travel	4.3%(3)	Customers have found these robes to be great for travel, whether it be for college, guest/dorms, or just for general travel purposes.
Spa Robe	4.3%(3)	Customers have found these robes to be great for warm use, such as in a hot tub or for a spa day.
Layering	2.9%(2)	Customers find these sweaters useful for layering in winter, suggesting they are warm and versatile.
Cold Weather Accessory	2.9%(2)	Customers recommend using the scarves for indoor use to combat air conditioning or for chilly evenings and cold weather.
Office Wear/Shoulder Cover	1.4%(1)	Customers recommend using the scarves for office attire or as a shoulder warmer for work.
Various Occasions	1.4%(1)	Customers appreciate the various designs of the scarves, recommending them for outdoor weddings on chilly days or for various occasions.
Climate Adaptability	1.4%(1)	The
Travel Attire	1.4%(1)	Customers have worn the cover-ups for beach vacations, cruises, warmth for chilly evenings, or as Mexico dinner wear.
Fall Weather	1.4%(1)	Customers suggest using the scarves for cooler evenings in the fall or spring, as well as for summer evenings.
Fall & Winter Wear	1.4%(1)	The sweaters are perfect for fall and winter wear, providing warmth and neck protection during mild winters, and serving as a lightweight option for colder months.
Formal Event Accessory	1.4%(1)	Customers recommend using the scarves as a formal event accessory, including for formal weddings or casual occasions.
Mastectomy Recovery	1.4%(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	24.5%(36)	Customers have reported being disappointed with the quality, finding quality issues, or feeling that it is expensive for poor quality.
Size Issues	17.0%(25)	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.
Poor Fit	16.3%(24)	Customers have reported poor fit, with the robe running small, sliding open in front, or not being snug.
Missing Tie	10.2%(15)	Customers have reported missing outer ties or poor quality, lacking inside ties.
Unpleasant Odor	8.8%(13)	Customers have reported a strong odor, requiring multiple washes, or simply having a bad smell that shrinks the robe.
Short Arm Length	7.5%(11)	Customers have reported odd sleeve inseams, ridiculously long sleeves, or issues with sleeve length.
Material Complaints	6.8%(10)	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.
Color Issues	6.1%(9)	Customers have reported issues with the color bleeding, not matching, or simply disliking the fabric.
Faded Color	6.1%(9)	Customers have reported that the color has faded or they dislike the nude color.
Durability Issues	4.8%(7)	Customers have reported that the robe is prone to ripping, with seams coming apart or loops for hanging breaking.
Awkward Belt	4.8%(7)	Customers have reported that the sash is too high or long, with the belt placement being an issue.
Warm	4.1%(6)	Customers have reported that the robe is too warm, not plush, or not plush enough.
Heavy	3.4%(5)	Customers have reported that the robe is heavy, not lightweight, or has too much material in the body.
Cheaply Made	3.4%(5)	Customers have reported poor pocket quality, seam issues, or simply that the robe is poorly made.
Cheap Fabric Feel	3.4%(5)	Customers have described the material as itchy, feeling like cut-out felt, or having small black fuzz woven in, giving it a cheap and uncomfortable feel.
Shedding	2.7%(4)	Customers have reported excessive shedding causing allergies, fabric tearing, or shedding in the washer.
Not Soft	2.7%(4)	Customers have reported that the material is not soft.
Thin Material	2.0%(3)	Customers have reported that the fabric is thin, not good quality, or flimsy.
Scratchy Material	2.0%(3)	Customers have reported that the material is scratchy or itchy, with issues closing properly.
Neckline Problems	2.0%(3)	Customers have reported issues with the neckline of the pullovers. Some found the neckline to be too wide or uneven, while others found it too tight, causing discomfort and dissatisfaction with the product.
Stitching Issues	1.4%(2)	Customers have reported imperfect stitching or the stitching not being sturdy, making the scarf look poorly made or not durable.
Pocket Issues	1.4%(2)	Customers have reported issues with pockets, such as no hook or tab to hang, unflattering pockets, or pockets falling off.

## 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
Pretty	11.4%(5)	Customers who appreciate a pretty and stylish design often enjoy the robe, which is often praised for its beautiful color and length. The robe is often described as pretty and cute.
Great Value	11.4%(5)	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.
Good Quality	9.1%(4)	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.
Comfortable	9.1%(4)	The overall comfort and fit of the robe is often praised by customers, who appreciate the soft and breathable fabric. The robe is often described as perfect for lounging or hanging around the house.
Beautiful & Soft	6.8%(3)	The overall soft and comfortable feel of the robe is often praised by customers, who appreciate the luxurious and breathable fabric. The robe is often described as too good to be true, but still soft and comfy.
Love	6.8%(3)	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.
Perfect Length	6.8%(3)	The overall length of the robe is often praised by customers, who appreciate the knee-length or longer design. The robe is often described as the perfect length for lounging or wearing around the house.
Fashionable	6.8%(3)	Customers who appreciate a fashionable design often enjoy the robe, which is often praised for its stylish appearance. The robe is often described as trendy or fashionable.
Beautiful Color	4.5%(2)	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.
Cozy Fabric	4.5%(2)	The cozy and comfortable fabric of the robe is often praised by customers, who appreciate the soft and warm feel. The robe is often described as cute and cozy.
Warm	4.5%(2)	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.
Good Fit	4.5%(2)	Customers who appreciate a good fit often enjoy the robe, which is often praised for its true-to-size construction. However, some reviewers note that the sizing may run large or small depending on the specific product.
Best For Summers	4.5%(2)	The lightweight and breathable design of the robe makes it a popular choice for summer wear. Customers often note that it is perfect for warmer weather and provides just the right amount of coverage.
Would Purchase Again	4.5%(2)	Customers who enjoy the robe often note that they would purchase it again, with an overall tone of satisfaction and loyalty. The robe is often described as a keeper or a favorite among multiple purchases.

## 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	20.5%(16)	Customers have reported that these robes do not break upon opening, have poor quality/flimsy material, and poor overall production quality.
Belt Loops	17.9%(14)	Customers have reported that these robes have an adjustable tie option and the ability to tie shut, making for a better closure mechanism.
Better Material Quality	9.0%(7)	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.
Size Options	7.7%(6)	Customers have noted that the robe comes with a longer sash, which is helpful for those who need a little extra room. Additionally, some customers appreciate that the robe comes in larger sizes to accommodate a range of body types. Some customers also appreciate that the robe is available in a floor length option for those who prefer a longer robe.
Hanging Loop	7.7%(6)	Customers have reported that these robes have additional loops for hanging, a hood included, and a hook for hanging.
Comfortable Material	6.4%(5)	Customers appreciate the softer lime color option and luxurious feel of the scarves, making them nicer to wrap up in.
Better Fit	6.4%(5)	Customers have reported that these robes have an accurate wrap around fit, better quality and fit, and are more fitted overall.
Fabric Drape	5.1%(4)	Customers have reported that these robes have a longer length and thinner material, with a better fabric and better drape overall.
Color Variety	5.1%(4)	Customers have reported that these robes have richer brown and attractive color options, with more vibrant colors available.
Quality Control	5.1%(4)	Customers have reported that these robes have a better review reading experience, are in good condition, and have an improved rating overall.
Length Preferences	3.8%(3)	Customers have found that the robe comes in a shorter length option, which is perfect for those who prefer a slightly shorter length. Additionally, some customers appreciate that the robe is available in different length options to accommodate different preferences.
Unexpected Design	2.6%(2)	Customers have noted that the robe has a more flattering design than other options on the market. Some customers appreciate the reversed design, which adds a unique touch to the robe and makes it stand out from other options.
Color Expectations	2.6%(2)	Customers are expressing a desire for more color options and accurate color representation in the product images.
Stitching	2.6%(2)	Customers have noted that the stitching on the robe is better, which contributes to the overall seam quality. Some customers appreciate the improvement in sewing quality, which makes the robe more durable and long-lasting.
Longer Sleeves	2.6%(2)	Customers have reported that these robes have a longer sleeve length, with both longer and shorter versions available.
Thickness Preference	1.3%(1)	Some customers have a thickness preference, with an expectation of thickness and a desire for warmer materials.
No Smell	1.3%(1)	Customers have reported that these robes have no bad smell and are expected to not cause any skin irritation.
Less Shedding	1.3%(1)	Customers have reported that these robes have less fuzz production, less fabric shedding, and a more cotton feel overall.
Improvement	1.3%(1)	Customers have reported that these robes are able to be returned after a power outage, have an easier return process, and are less messy overall.