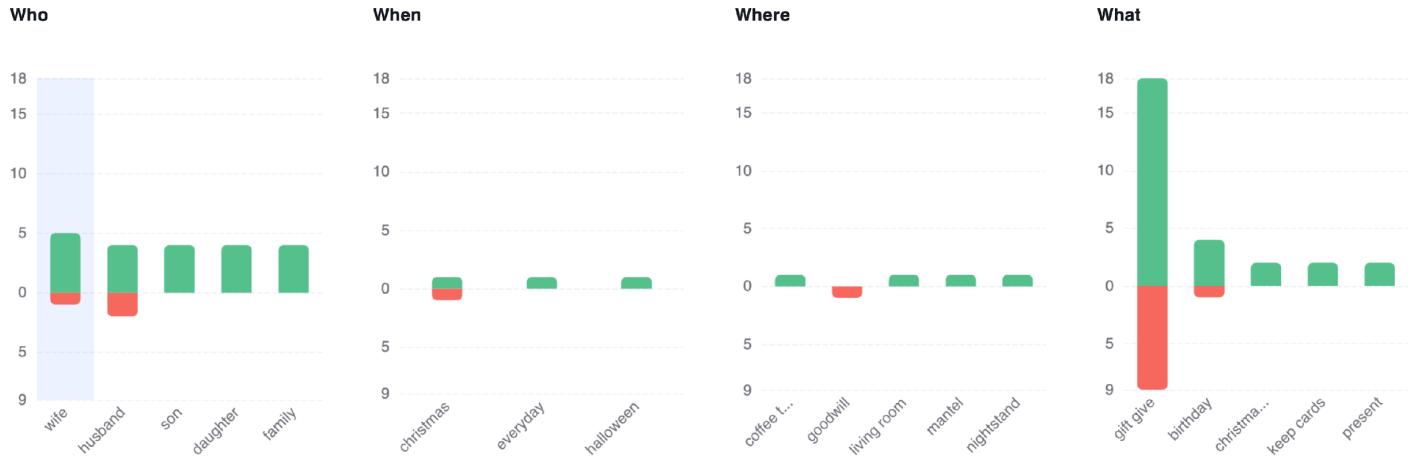


Segment - 2

JEWELRY Low Price Per Session - Low Conversion Rate

Customer Profile

The consumer group most commonly mentioned is wife, the most commonly moment of use is christmas, the most common location is coffee table, 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 "wife" are as follows

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

"Fantastic workmanship, my wife loved it. ..."

 Mr Jason Wheatley



"Amazing quality and craftsmanship, pictures just don't do it any justice at all, wife loves it as well i."

 Daniel C.



"Holds all my wife's jewelry with plenty of room to spare."

 Great Zamboni



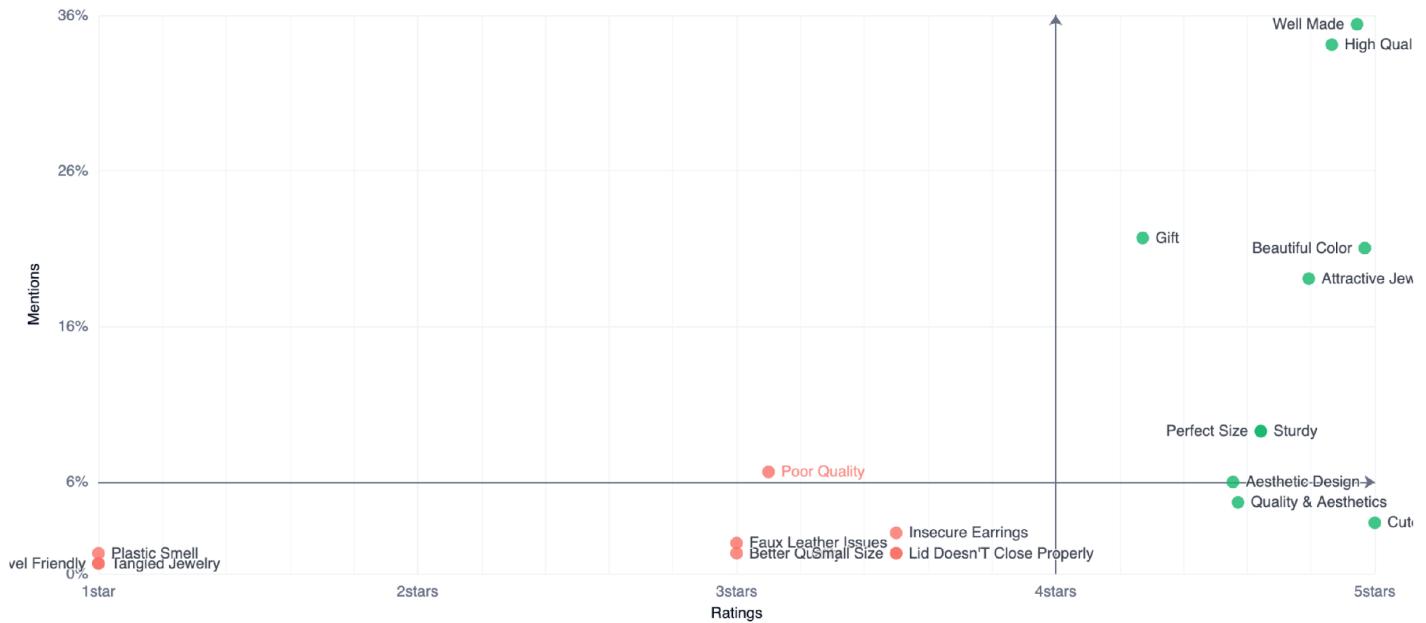
Usage Scenario

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

Usage Scenario	Percentage	Reason
Gift	80.5%(33)	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 Organization	9.8%(4)	Customers have found the jewelry boxes to be a great solution for storing their jewelry during trips, providing a compact and convenient storage solution.
Jewelry Box For Little Girl	4.9%(2)	Customers have found the jewelry boxes to be a great gift for children, providing a fun and playful storage solution for their jewelry.
Traveling	4.9%(2)	Customers have found the jewelry boxes to be a great solution for traveling, providing a compact and convenient storage solution for their jewelry.
Travel/Accessory	2.4%(1)	Customers have found the jewelry boxes to be a great solution for short travel or as an accessory, providing a practical and stylish storage solution.
Daily Wear	2.4%(1)	Customers find the jewelry chests useful for storing their daily wear jewelry. They appreciate the convenience it provides.

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	35.7%(10)	Customers have found the jewelry box to be of poor quality, with loose hinges, cheap materials, and a tendency to fall apart easily.
Insecure Earrings	14.3%(4)	Customers have found that their earrings are not secure during travel, with the container not providing enough room or security for their jewelry.
Damaged Upon Arrival	10.7%(3)	Customers have received the jewelry box in poor condition, with scratches or other damage indicating poor quality control.
Faux Leather Issues	10.7%(3)	Customers have experienced issues with the faux leather, including peeling and easily becoming damaged.
Small Size	7.1%(2)	Customers have found the jewelry box to be too small, with limited space for earrings and a ring holder that is not functional.
Lid Doesn't Close Properly	7.1%(2)	Customers have experienced issues with the lid, including it being difficult to open or not closing properly.
Plastic Smell	7.1%(2)	Customers have reported a strong smell of glue or chemicals, indicating poor quality materials and manufacturing.
Misaligned Holes	3.6%(1)	Customers have found that the holes in the jewelry chest are not properly aligned, with insufficient space between them. This makes it difficult to fit rack posts and can lead to an uneven bottom, affecting the overall functionality of the product.
Size Issues	3.6%(1)	Customers have found that the sizing of the jewelry chest is not accurate, with compartments being too large for certain types of jewelry. This can lead to issues with storage and organization, as well as dissatisfaction with the product's overall functionality.
Earring Compartment Problems	3.6%(1)	Customers have reported issues with the earring compartment, including poor design and uneven holes that make it difficult to store earrings properly.
Tangled Jewelry	3.6%(1)	Customers have experienced issues with their jewelry getting tangled, indicating poor design and functionality for storing necklaces and other items.
Limited Space	3.6%(1)	Customers have found that the jewelry box is not suitable for travel and does not have enough space for certain items, such as watches or bracelets.
Usage Difficulty	3.6%(1)	The product has been criticized for being difficult and inconvenient to use. This could be due to design flaws or a lack of clear instructions, leading to a poor user experience.

Positive Feedback Topic	Percentage	Reasons for Positive Feedback
Well Made	40.9%(54)	Customers have found the product to have a nice feel, be easy to open, and be well built.
High Quality	39.4%(52)	Customers perceive the jewelry chest as well-made and of good quality. Even though it may be smaller than expected, the quality of the product is still good.
Beautiful Color	24.2%(32)	Customers have appreciated the good color selection and gorgeous appearance of the jewelry box.
Attractive Jewelry Holder	22.0%(29)	Customers have been happy with the jewelry box, finding it to be a good price, sturdy, and a great value for their money.
Perfect Size	10.6%(14)	Customers have found the product to be a good size, not too big, and loved the size.
Sturdy	10.6%(14)	Customers have found the product to feel sturdy, with a soft inside and durable construction.
Aesthetic Design	6.8%(9)	Customers have found the jewelry box to have an attractive design, with a chic appearance and beautiful color inside.
Cute	3.8%(5)	Customers have found the jewelry box to be beautiful and attractive, with a practical and cute design.
Protects Jewelry During Travel	3.8%(5)	Customers have found the product to be a safe spot for all treasures, keeping jewelry secure during travel and protecting jewelry during travel.
Velvet Covering	3.8%(5)	Customers have found the green velvet to look beautiful, with a soft velvet material and nice velvet touch.
Looks Good On Furniture	3.0%(4)	Customers have found the product to have a rich color and vibrant green color, making it look good on a dresser.
Great Gift	2.3%(3)	Customers have found the jewelry box to be an excellent product for gifting, with a great design and functionality that makes it a perfect gift.
Travel Friendly	1.5%(2)	Users find the product convenient for travel due to its portability, making it a perfect companion for those who travel frequently.
Practical Storage Solution	1.5%(2)	The product is praised for its functionality and ease of storage, providing a great solution for keeping jewelry organized.
Fits Jewelry Perfectly	<1%(1)	Customers have found the jewelry box to be handy for storage, holding all their jewelry perfectly and accommodating all their needs.
Variety Of Compartments	<1%(1)	Customers have found the product to have plenty of compartments, be attractive on a dresser, and have a perfect size with lots of compartments.

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
Quality & Aesthetics	50.0%(7)	Customers have found the jewelry boxes to be great sized, great quality, and well made. They also appreciate the variety of colors available.
Great For Small Collection	28.6%(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.
Good Value	14.3%(2)	Customers have found the product to be a great quality organizer for a competitive price, with good value.
Beautiful Design	7.1%(1)	Customers have found the product to be a perfect size, gorgeous, and an awesome/practical/great little jewelry box.

Customer Expectations

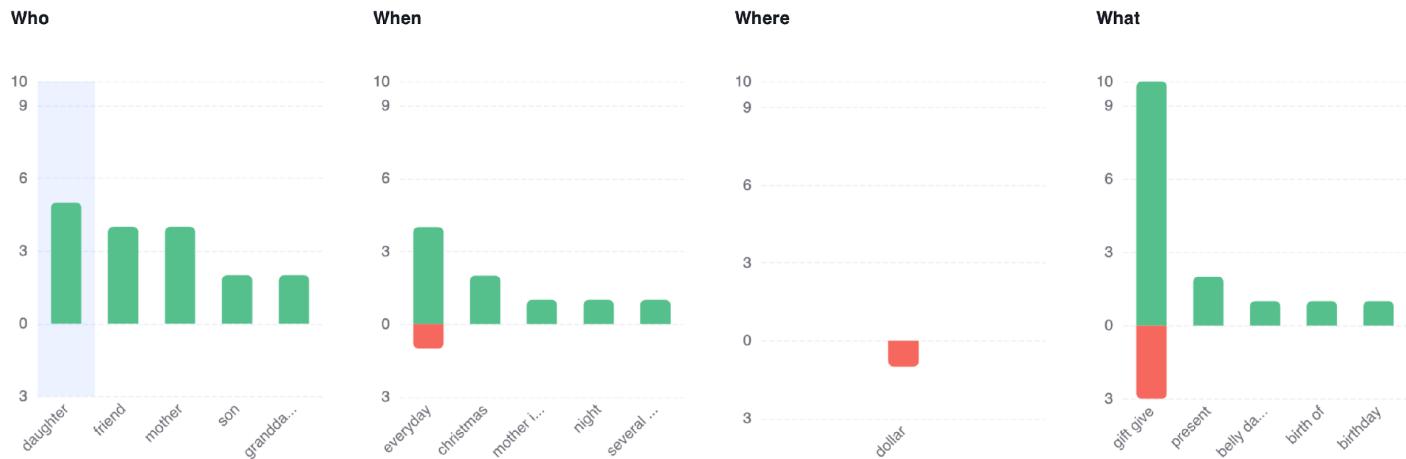
By understanding the specific reasons, manufacturers and retailers can develop products and marketing strategies that effectively address these needs and wants.

Customer Unmet Needs	Percentage	Reason for Customer Unmet Needs
Redesign	25.0%(3)	Customers have appreciated the redesign of the jewelry boxes, providing a more stylish and functional storage solution for their jewelry.
Better Quality	16.7%(2)	Customers have found the jewelry boxes to have better quality and durability, providing a more reliable and long-lasting storage solution for their jewelry.
Secure Closure	16.7%(2)	Customers have appreciated the secure closure of the jewelry boxes, providing a sense of security and protection for their valuable items.
Secure Storage	16.7%(2)	Customers have appreciated the secure storage options of the jewelry boxes, such as covers for open compartments or lockable closures, providing a more secure storage solution for their jewelry.
Color Options	8.3%(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.
Configurable Compartments	8.3%(1)	Customers have appreciated the ability to configure the compartments of the jewelry boxes, providing a customizable storage solution for their jewelry.
Improved Necklace Storage	8.3%(1)	Customers have appreciated the improved necklace storage options of the jewelry boxes, providing more space and hanging options for their longer necklaces.
Travel-Friendly	8.3%(1)	Customers have expressed interest in jewelry boxes that are travel-friendly, with features such as compact size, lightweight design, and cushioning to protect jewelry during transit. Some customers have also mentioned that they plan to use their jewelry boxes more frequently for travel after the COVID-19 pandemic.

JEWELRY Low Price Per Session - Low 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. ..."



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



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



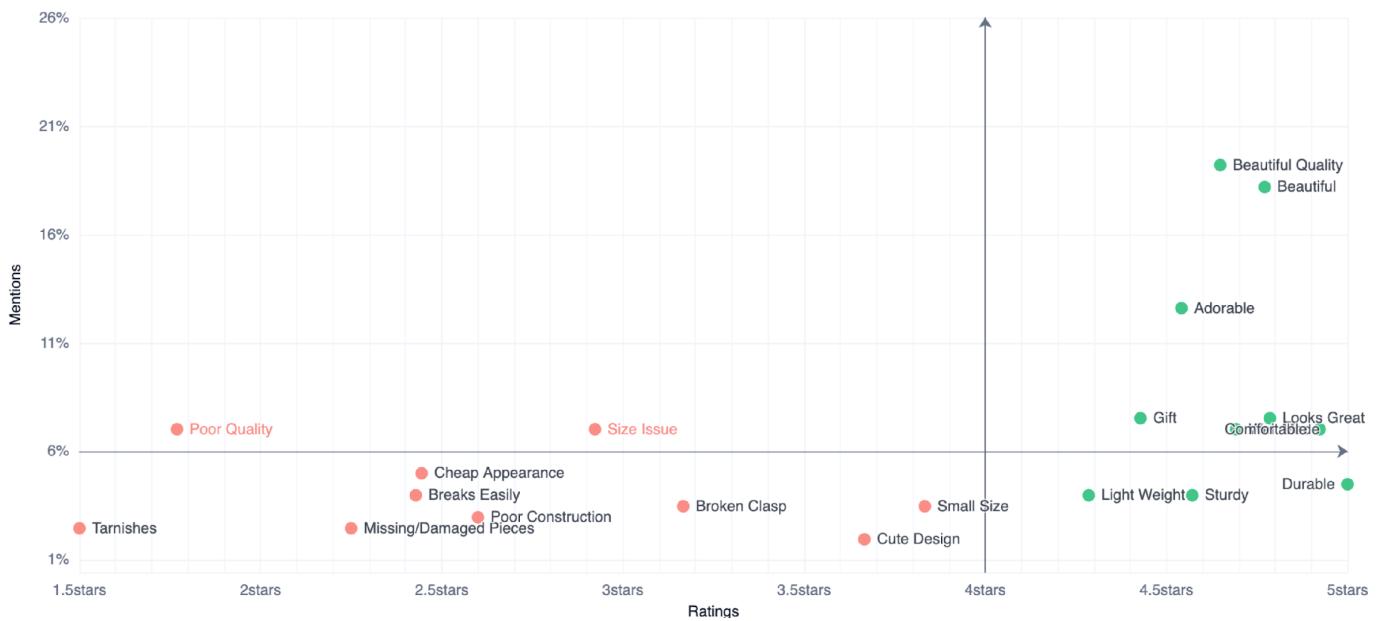
Usage Scenario

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.

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.

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.

DÉCOR ACCESSORIES Low Price Per Session - Low Conversion Rate

Customer Profile



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

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

"It is sturdy and should provide many years of enjoyment to my brother. ..."

 Kindle Customer



Usage Scenario

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

Usage Scenario	Percentage	Reason
Gift	100.0%(4)	Decorative trays are used for gifting to a friend or as a gift, as a Christmas centerpiece, and for gifting for Father's Day or Mother's Day.

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 Discrepancies	33.3%(1)	Customers have reported issues with the color of the bowls, including color coming off or discrepancies between the product's color in person and how it appeared online. This could be due to poor quality control or misleading product images.
Misleading Images	33.3%(1)	Customers have reported that the images of the decorative bowls on the website do not match the actual product they received. They feel that the product information and pictures are misleading.
Size Issues	33.3%(1)	Customers have complained about the size of the decorative bowls, stating that they are too small or defective. They also mentioned that the lid does not fit well and the bowls are too shallow.

Positive Feedback Topic	Percentage	Reasons for Positive Feedback
Aesthetically Pleasing	25.0%(5)	Customers have found the bowls to be aesthetically pleasing, adding to the appearance of their space and looking great in person. This indicates that the design and appearance of the bowls are appreciated by customers.
Design Attractiveness	20.0%(4)	Customers are drawn to the classy, adorable designs of these bowls. They appreciate the natural colors and how well they match with their existing decor.
Beautiful	15.0%(3)	Customers have found the decorative box to be well-made and a good gift, with an adorable or collector-worthy appearance.
Attractive	15.0%(3)	Customers have found the decorative box to be beautifully made or designed, with special sayings or other features that make it attractive.
Sturdy	10.0%(2)	Customers appreciate that the trays are not wobbly, have felt bottom to prevent scratching, and are thick and sturdy.
Product Quality	10.0%(2)	Customers are impressed with the quality of the bowls, noting that they are well-made, beautifully designed, and made of high-quality materials.
Decorative Utility	10.0%(2)	These decorative bowls are appreciated for their versatility as accent pieces, centerpieces, and general decoration items, adding a touch of elegance to any space.
Home Decor	10.0%(2)	Customers appreciate the tray as a great addition to their home decor, with easy decoration and a love for the decor.
Functional Design	10.0%(2)	Customers appreciate the unique and simple design of these bowls, especially for holding round objects. They work great and are perfect for dining tables.
Spacious	5.0%(1)	Customers have found the decorative boxes to be spacious enough to hold keepsakes and other items, with a deep enough design to accommodate larger items.
Well Made	5.0%(1)	Customers have praised the decorative boxes for being well-made and spacious, with an easy-to-use design.
High Quality	5.0%(1)	Users praise the
Good Value	5.0%(1)	Customers have found the decorative box to be a great buy, with a perfect condition and price or great quality 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
Impressive Appearance	100.0%(1)	Customers are impressed by the quantity and size of these decorative bowls. They find them to be beautiful, stylish, and bigger than expected, which adds to their appeal.

Customer Expectations

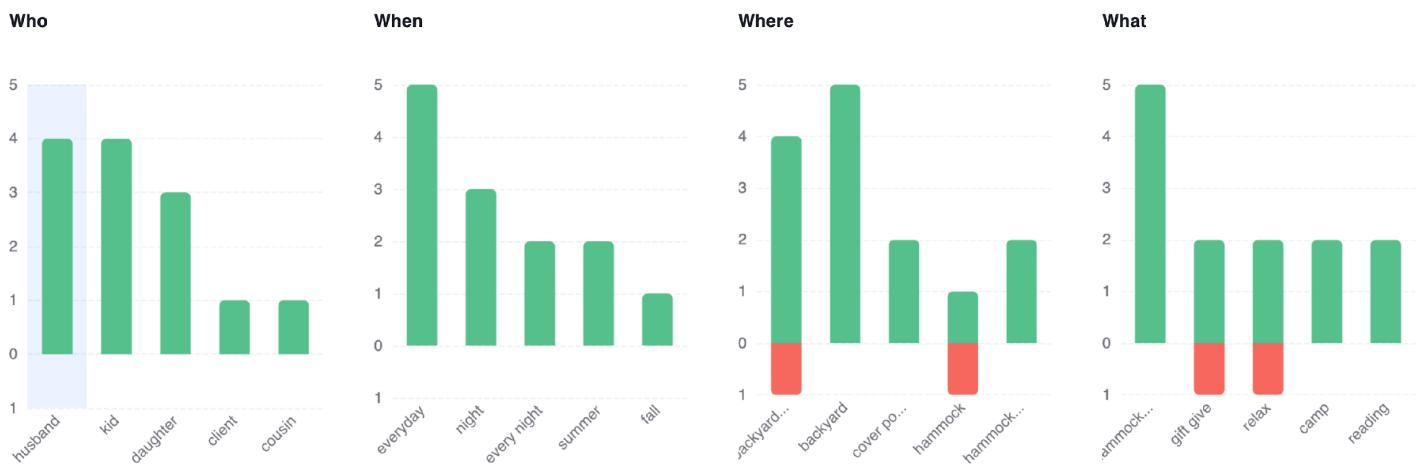
By understanding the specific reasons, manufacturers and retailers can develop products and marketing strategies that effectively address these needs and wants.

Customer Unmet Needs	Percentage	Reason for Customer Unmet Needs
Desire For Larger Size	100.0%(2)	Customers have expressed a desire for larger decorative bowls. They feel that the current size of the product is too small and would prefer a larger size that can hold more items or make a bigger visual impact.

HAMMOCK Low Price Per Session - Low Conversion Rate

Customer Profile

The consumer group most commonly mentioned is husband, the most common moment of use is everyday, the most common location is backyard, the most common behavior is hammock camping . 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

"Both my husband and I fit comfortably. ..."

 Amazon Customer



"By husband and I take turns every night laying on it outside at night. ..."

 Sierra

"I can get my husband off of it! ..."

 Deyanara Gonzalez Lainez



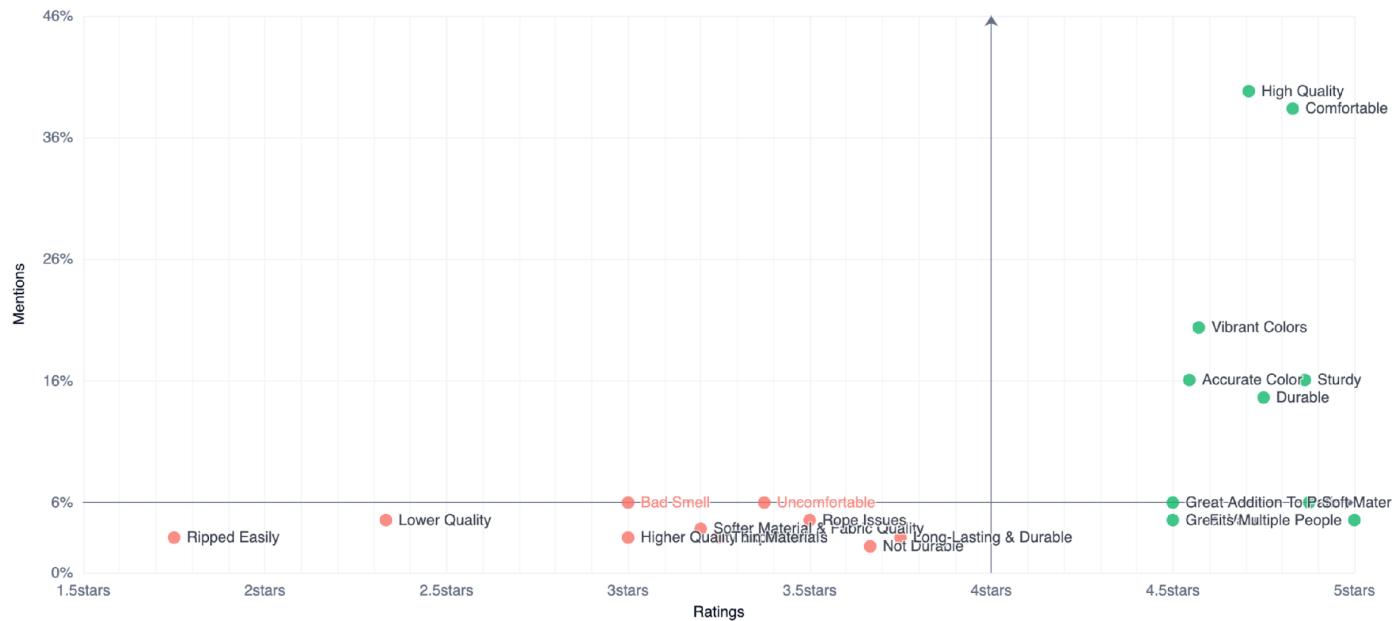
Usage Scenario

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

Usage Scenario	Percentage	Reason
Comfortable Relaxation	27.8%(5)	Customers find these hammocks comfortable and relaxing, making them perfect
Gift	22.2%(4)	Customers have found these hammocks to be an ideal gift for various occasions, including graduations, birthdays, office parties, and weddings. They are also suitable for personal use.
Reading And Napping	22.2%(4)	Customers enjoy using the hammocks for relaxing outdoors, under decks, or in
Backyard Relaxation	16.7%(3)	Customers find these hammocks a great addition to their backyard or outdoor space. They are perfect for relaxation at the lake, river, or for summer use.
Camping Trips	11.1%(2)	Customers find these hammocks compact and adjustable, making them ideal for camping trips. They also serve as a fun hangout spot for kids.
Easy Setup	5.6%(1)	Customers love the hammocks for their easy setup. They find them suitable for home use, easy to store and install, and portable. The hammocks are also easy to use and make a great gift. The easy assembly and storage make them perfect for weekend sleep.

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
Bad Smell	16.7%(8)	Customers have reported that the hammocks have a musty or bad smell, possibly due to moldy fabric, which can be a result of poor storage or packaging conditions.
Uncomfortable	16.7%(8)	Customers have found the hammock uncomfortable, especially for larger sizes. The lack of a spreader bar and difficulty in use have contributed to the discomfort experienced by users.
Lower Quality	12.5%(6)	Users have reported design flaws, poor quality, and the hammocks
Rope Issues	12.5%(6)	Customers have reported issues with the ropes used in the hammocks. These issues range from the ropes being too long, to them breaking or snapping, which can lead to safety concerns.
Too Small	10.4%(5)	Users have reported that the size of the hammock is not as advertised, with some finding it too small and others too large. This discrepancy in size can affect the comfort and usability of the hammock.
Ripped Easily	8.3%(4)	Customers have reported that the hammocks rip easily, with visible tears appearing after minimal use. This could be due to a manufacturing defect or the use of materials that are not durable enough for the intended use.
Thin Material	8.3%(4)	Customers have noted that the material of the hammock is thin, which may affect its comfort and durability. The thin sling and material may not provide the expected level of comfort or longevity.
Not Durable	6.3%(3)	Customers have expressed dissatisfaction with the durability of the hammock, especially for camping. Issues such as the hammock sagging, swinging, causing rug burn, and not meeting expectations have been reported, raising questions about the product's durability.
Poor Quality Straps	6.3%(3)	The straps provided with the hammocks are reported to be of poor quality. Customers have experienced issues such as the straps fraying, being too short, or even breaking, which can lead to discomfort and potential safety issues.
Broke Quickly	6.3%(3)	Users have found that the hammocks and their parts, such as the base or bag, are prone to breaking or ripping off easily, indicating a lack of durability and robustness in the product's design and materials.
Incorrect Stretch	6.3%(3)	Users have reported issues with the material stretching too much or not enough, causing discomfort and noise. This could be due to the type of fabric used or the way the hammock is woven.
Less Comfortable	6.3%(3)	The hammocks are perceived as less comfortable by some users, with complaints about a cocoon-like feeling or the fabric not being soft enough. This could be due to the design or the type of fabric used.

Positive Feedback Topic	Percentage	Reasons for Positive Feedback
High Quality	47.0%(55)	Users have praised the hammock for its high-quality materials and outstanding craftsmanship, resulting in a product that is both durable and visually appealing.
Comfortable	45.3%(53)	Customers find the material of the hammocks to be comfortable, making them a great alternative to a bed or a perfect spot for napping.
Vibrant Colors	23.9%(28)	The vibrant and bright colors of the hammocks are highly appreciated by customers as they add aesthetic appeal and enhance the overall look of the product.
Accurate Color	18.8%(22)	Customers have praised the hammocks for their aesthetically pleasing and accurate colors. They also appreciate the variety of color options available.
Sturdy	18.8%(22)	Customers have praised the hammock's sturdiness, noting its stability and comfort. The sturdy rope contributes to the overall durability and reliability of the product, making it a worthwhile investment.
Durable	17.1%(20)	Customers have praised the durability of the hammocks, noting the sturdy frame, durable material, and long straps.
Great Addition To Patio	6.8%(8)	Users have found that the hammock enhances the aesthetic appeal of their outdoor spaces, such as patios or backyards, and is perfect for outdoor use.
Soft Material	6.8%(8)	Users have praised the hammock's fabric for its softness and durability, providing a comfortable and firm surface.
Fits Multiple People	5.1%(6)	Customers appreciate the spaciousness of the hammock, noting that it can comfortably accommodate more than one person, making it ideal for couples or families.
Great Value	5.1%(6)	Customers believe that the hammock offers excellent quality for its price, providing comfort and durability that is worth the money spent.
Easy Assembly	4.3%(5)	Customers appreciate the ease of assembly of the hammocks. They find them easy to install, take down, and use.
Large Coverage	4.3%(5)	The hammock's size is appreciated by customers for providing ample space, allowing for more comfort and flexibility when in use.
Portable	4.3%(5)	The hammock's portability is praised by users, who find it easy to pack, move, and carry, making it ideal for various outdoor activities.
Breathable	2.6%(3)	Customers have noted that the hammocks are breathable, even in hot weather, which adds to their comfort.
Comfy Outdoor Space	1.7%(2)	Customers enjoy using the hammocks for outdoor relaxation. They find them nice for relaxing and great for creating a comfortable outdoor space.
Lightweight	1.7%(2)	The hammock's lightweight nature is appreciated by customers, especially those who use it for hiking or camping, as it is easy to carry and does not add significant weight to their gear.
Perfect For Small Spaces	1.7%(2)	Customers appreciate the compact size of the hammock when packed, making it ideal for small spaces or for those who need to conserve space when traveling.

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
Enjoyable Purchase	29.4%(5)	--
Affordable Price	23.5%(4)	--
Good Value For Money	23.5%(4)	--
Color & Design Options	17.6%(3)	--
Great Quality	5.9%(1)	--

Customer Expectations

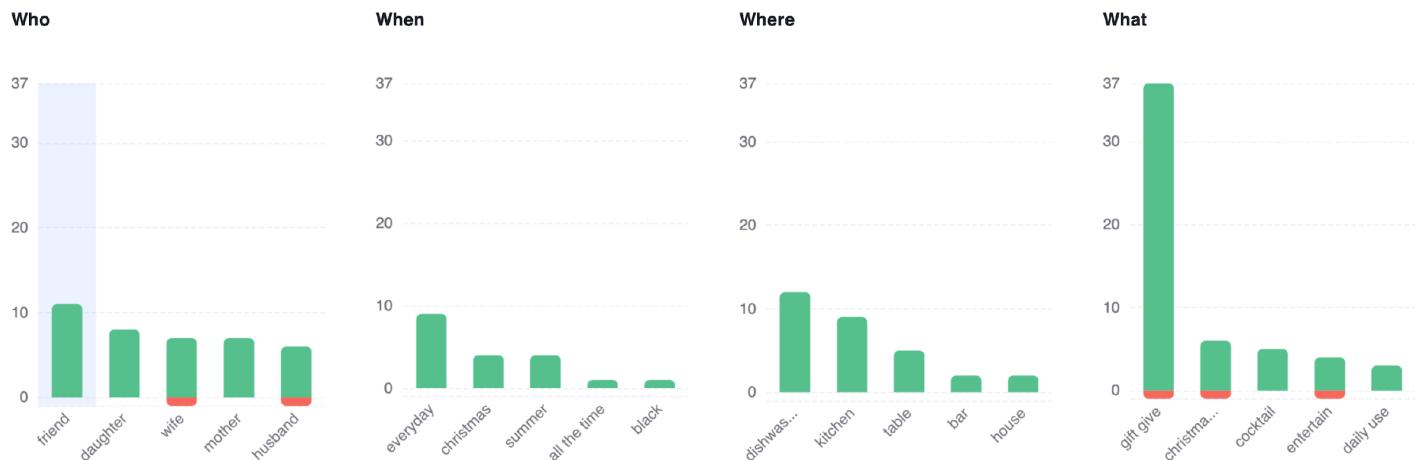
By understanding the specific reasons, manufacturers and retailers can develop products and marketing strategies that effectively address these needs and wants.

Customer Unmet Needs	Percentage	Reason for Customer Unmet Needs
Softer Material & Fabric Quality	22.7%(5)	--
Higher Quality Expectations	18.2%(4)	--
Long-Lasting & Durable	18.2%(4)	--
Easy Setup & Longer Ropes	9.1%(2)	--
Larger Size & More Comfortable	9.1%(2)	--
Better Customer Service	4.5%(1)	--
Better Design & Hardware	4.5%(1)	--
Better Straps & More Loops	4.5%(1)	--
Clearer Instructions	4.5%(1)	--
Defective Products & Manufacturing Defects	4.5%(1)	--
Double Size & Higher Weight Capacity	4.5%(1)	--
Improve Texture & Color Quality	4.5%(1)	--
Improved Safety & Quality	4.5%(1)	--
Missing Pieces & Hammock	4.5%(1)	--
More Color Options	4.5%(1)	--
Rust-Resistant Frame & Weather Resistance	4.5%(1)	--

TABLEWARE Low Price Per Session - Low Conversion Rate

Customer Profile

The consumer group most commonly mentioned is friend, the most commonly 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

"I bought my friend a set for her birthday and she loves them!! ..."

Sheri D.



"Gave them to a friend who had just remodeled her kitchen with a Mexican art theme. ..."

DKT



"I bought a second set for a friend of mine for Christmas. ..."

Stephanie Winter



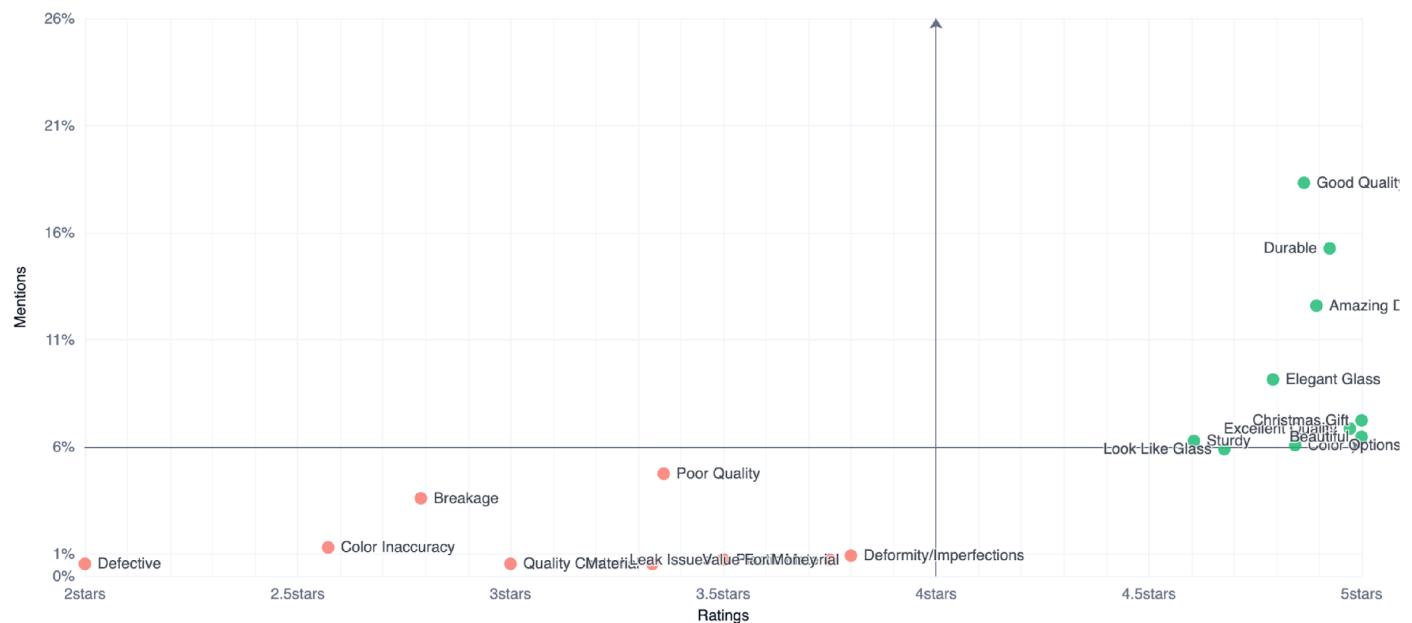
Usage Scenario

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

Usage Scenario	Percentage	Reason
Christmas Gift	52.1%(38)	--
Gift/Wedding	8.2%(6)	--
Everyday Use	6.8%(5)	--
Drinking Water	5.5%(4)	--
Drinking Glasses	2.7%(2)	--
Travel Mug	2.7%(2)	--
Outdoor Use	2.7%(2)	--
Parties	2.7%(2)	--
Drinking Beer/Coffee/Mead	2.7%(2)	--
Margaritas	2.7%(2)	Customers use these glasses for their prosecco and corona rita, sangria, and coronita margaritas.
Keeping Drinks Cold	1.4%(1)	--
For Casual Table Use	1.4%(1)	These wine glasses are appreciated for their versatility in both casual and formal settings. They are perfect for a casual glass of wine at dinner or for special occasions, adding a touch of elegance to any meal.
Conversation Starter	1.4%(1)	--
Measuring Medicine	1.4%(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
Poor Quality	26.3%(25)	--
Breakage	20.0%(19)	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	9.5%(9)	--
Color Inaccuracy	7.4%(7)	--
Deformity/Imperfections	5.3%(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.
Heavy	5.3%(5)	--
Leak Issues	4.2%(4)	--
Plastic Material	4.2%(4)	Customers have found that the glasses are made of plastic or cheap acrylic glassware, leading to a cheap or unappealing appearance.
Uncomfortable Drinking	3.2%(3)	Customers have found the glasses uncomfortable to hold or with uneven lips, leading to an unpleasant drinking experience.
Defective	3.2%(3)	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.
Size Issues	3.2%(3)	Customers have found the glasses to be too big or with a small opening for ice cubes, making them unsuitable for their intended use.

Positive Feedback Topic	Percentage	Reasons for Positive Feedback
Excellent Quality	27.3%(123)	--
Durable	16.9%(76)	--
Amazing Design	14.4%(65)	--
Sturdy	10.6%(48)	Customers have found these highball glasses to be sturdy and durable for parties and events, making them a great choice for those occasions.
Elegant Glass	10.6%(48)	Customers have found the glasses to be double-walled and suitable for keeping beverages hot or cold, with a nice appearance for formal dinner tables or as gifts.
Beautiful	7.5%(34)	Customers have found these highball glasses to have a nice amount of glass, a nice look that is easy to clean and giftable, and overall gorgeous.
Look Like Glass	6.9%(31)	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.
Color Options	6.9%(31)	--
Perfect Size	6.0%(27)	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.
Cute Well-Made	4.4%(20)	Customers have found these highball glasses to be thick and solid, making them fine glasses that are well made.
Easy To Hold	4.2%(19)	--
Great Glasses	4.0%(18)	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.
Cute & Elegant Tumblers	3.8%(17)	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.
Nice Colors	3.8%(17)	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.
Elegant	3.1%(14)	Customers have found the glasses to have elegant proportions, a fancy looking appearance, or be a wonderful addition to bar glasses.

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	15.5%(11)	--
Good Quality	12.7%(9)	--
Aesthetic	12.7%(9)	--
Awesome Look	11.3%(8)	--
Beautiful Glasses	8.5%(6)	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.
Good Price & Value	7.0%(5)	Customers find these wine glasses to be of good value for their price. They are impressed by the affordable pricing, considering the quality and aesthetic appeal of the glasses.
Recommendation	4.2%(3)	Customers have recommended these highball glasses, stating that they are exactly what they wanted and a great choice for any occasion.
Great Gift	2.8%(2)	--
Loved Them And Bought More	2.8%(2)	Customers have loved these highball glasses and have bought more, making them a great choice for any occasion.
Keep Drinks Chilled	2.8%(2)	Users love that the goblets and chalices are effective in keeping their drinks chilled, maintaining the desired temperature for an enjoyable drinking experience.

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	13.2%(5)	--
Quality Control	7.9%(3)	--
Material	7.9%(3)	--
Improved Quality	7.9%(3)	--
Color Choices	7.9%(3)	Customers have requested an in-between size option and have wished for a 24 oz option or red color in 20 oz.
Better Packaging	5.3%(2)	--
Durability	5.3%(2)	Some customers have expressed concerns about the durability of the back massager and hope for a more sturdy wand or longer-lasting product.
Longevity	5.3%(2)	--
Customer Service	2.6%(1)	--
Reasonable Price	2.6%(1)	--
Value For Money	2.6%(1)	--
Expectation Gap	2.6%(1)	--
Design Fit	2.6%(1)	Some customers wish for more designs or a wider hand-protecting band. They feel that the shape of the glasses did not meet their expectations and hope for improvements in future designs.