COMPETITOR BLIND SPOT ANALYSIS

Company Name

All ▾

- Executive Overview
- Feature Gaps
- Pricing Analysis
- Customer Sentiment
- Market Visibility& Engagement
- Operational Performance

3.45
Average Ratings
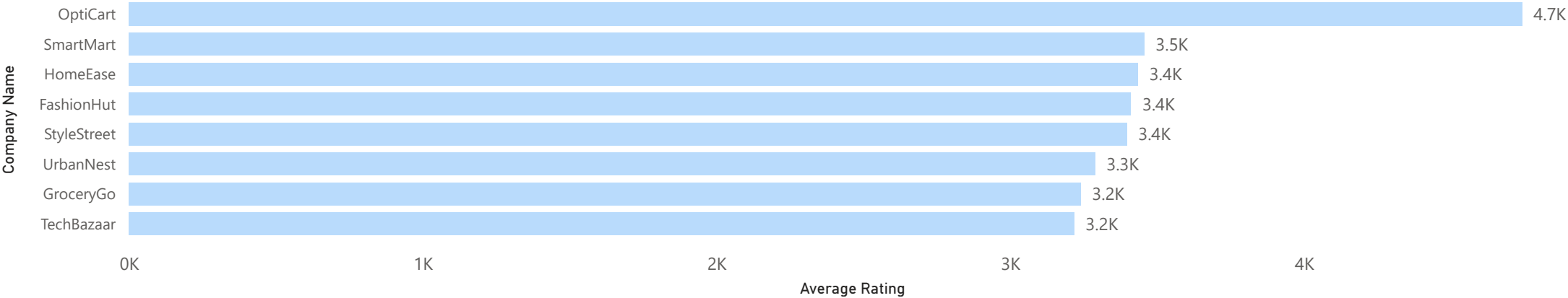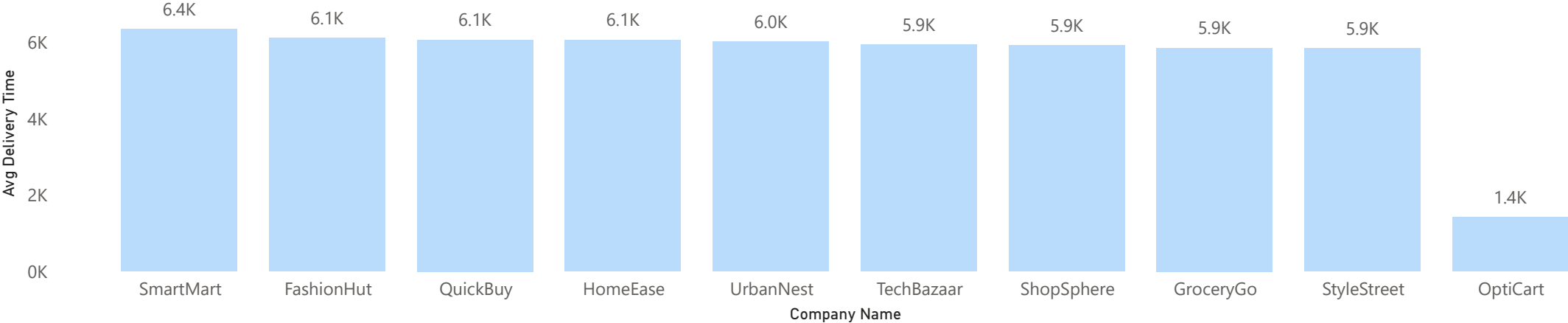
75.18
Avg On Time Delivery

77.54%
Sentiment Ratio

Average Ratings by Company

Company Name	Average Rating
OptiCart	4.7K
SmartMart	3.5K
HomeEase	3.4K
FashionHut	3.4K
StyleStreet	3.4K
UrbanNest	3.3K
GroceryGo	3.2K
TechBazaar	3.2K

0K   1K   2K   3K   4K

Average Delivery Duration by Company

Company Name	Avg Delivery Time
SmartMart	6.4K
FashionHut	6.1K
QuickBuy	6.1K
HomeEase	6.1K
UrbanNest	6.0K
TechBazaar	5.9K
ShopSphere	5.9K
GroceryGo	5.9K
StyleStreet	5.9K
OptiCart	1.4K

Company Name

All	∨

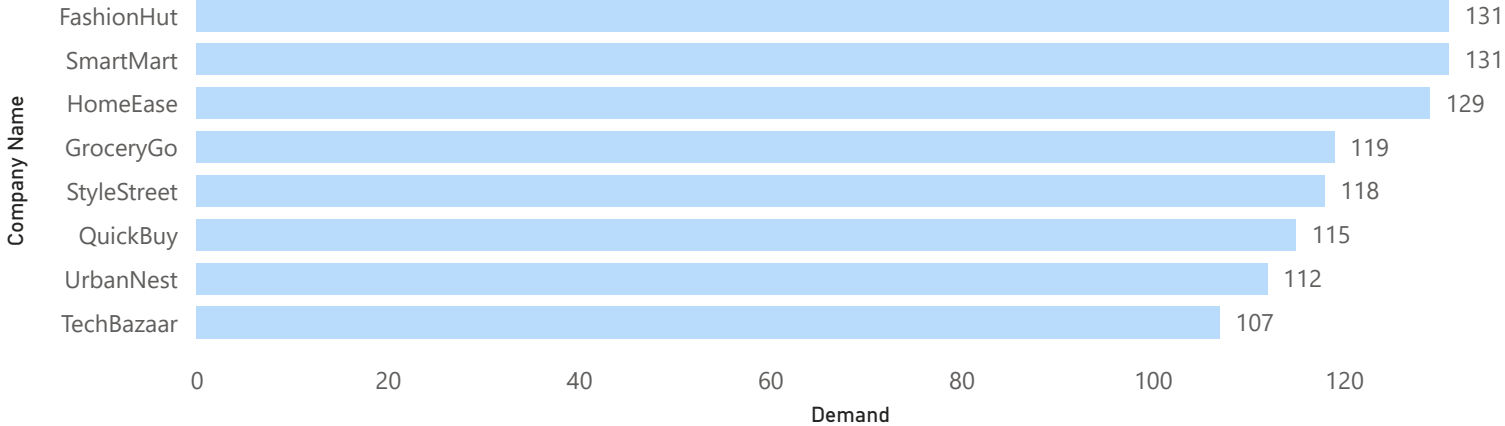- Executive Overview
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Company-wise Missing High-Demand Count

Company Name	Demand
FashionHut	131
SmartMart	131
HomeEase	129
GroceryGo	119
StyleStreet	118
QuickBuy	115
UrbanNest	112
TechBazaar	107

company_name	AI Recommendations	AR Try-On	Cash On
FashionHut	1	1	
GroceryGo	1	1	
HomeEase	1	1	
OptiCart	0	0	
QuickBuy	1	1	
ShopSphere	1	1	
SmartMart	1	1	
StyleStreet	1	1	
TechBazaar	1	1	
UrbanNest	1	1	
Total	**1**	**1**	

feature_name	feature_status	Sum of feature_importance_
AI Recommendations	Available	
AI Recommendations	Available	
AI Recommendations	Available	
AI Recommendations	Available	
AI Recommendations	Available	
AI Recommendations	Missing	
AI Recommendations	Missing	
AI Recommendations	Missing	
AI Recommendations	Missing	
AI Recommendations	Missing	
Total		**4,9(**

COMPETITOR BLIND SPOT ANALYSIS

Company Name

All

- Executive Overview
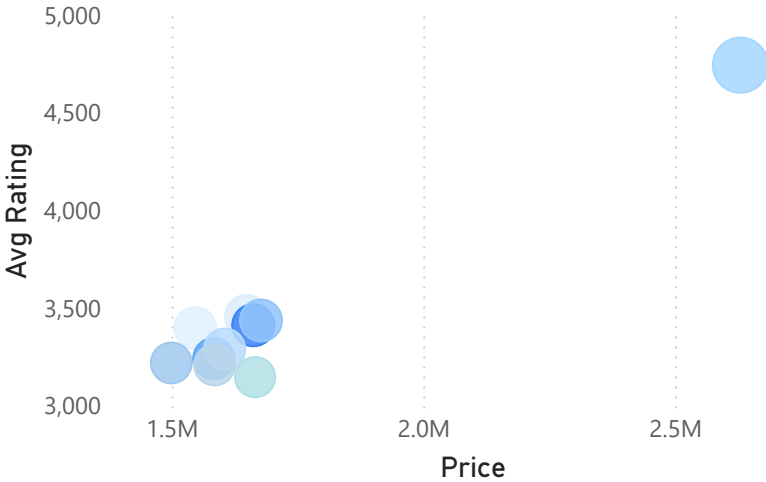- Feature Gaps
- **Pricing Analysis**
- Customer Sentiment
- Market Visibility& Engagement
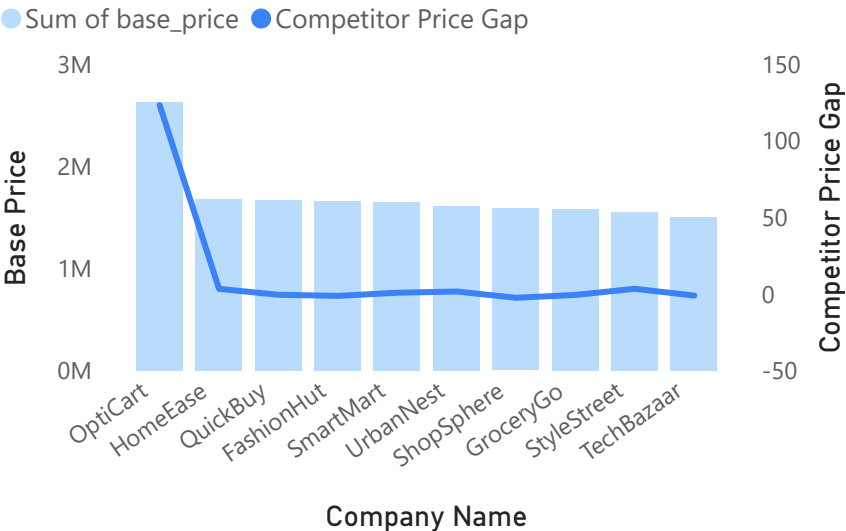- Operational Performance

Company Performance: Price, Rating & Positive Reviews

company_name ● Fashion... ● Grocery... ● HomeEa... ● OptiCart ▶

Avg Rating / Price

Total Base Price & Competitor Gap per Company

● Sum of base_price ● Competitor Price Gap

Base Price / Competitor Price Gap / Company Name

Companies (x-axis): OptiCart, HomeEase, QuickBuy, FashionHut, SmartMart, UrbanNest, ShopSphere, GroceryGo, StyleStreet, TechBazaar

Total Base Price by Product & Company

company_name ● FashionHut ● GroceryGo ● HomeEase ● OptiCart ● QuickBuy ● ShopSphere ● SmartMart ● StyleStreet ● TechBazaar ● UrbanNest
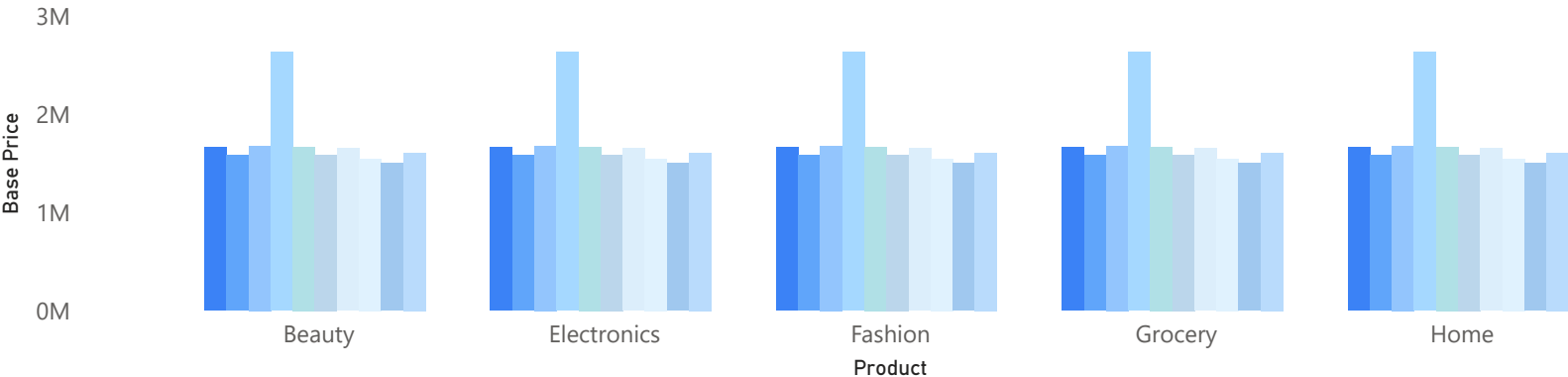
Base Price / Product: Beauty, Electronics, Fashion, Grocery, Home

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Top Customer Complaints

	2.5K	2.5K	2.5K	2.5K
Poor packaging	High prices	Late delivery	Low stock	

Count Of Complains (y-axis: 0K, 1K, 2K)

Complains (x-axis)
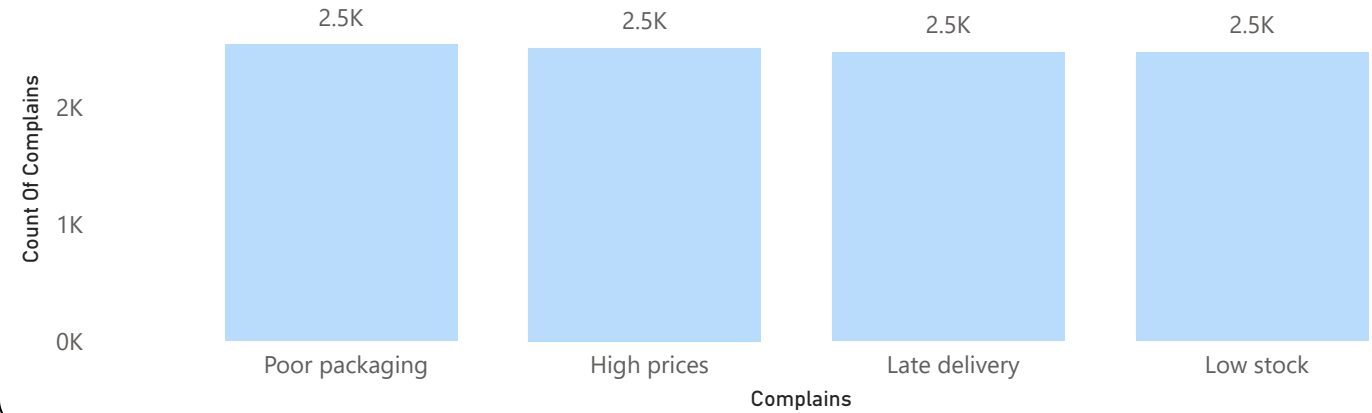
Company Review Summary: Positive vs Negative
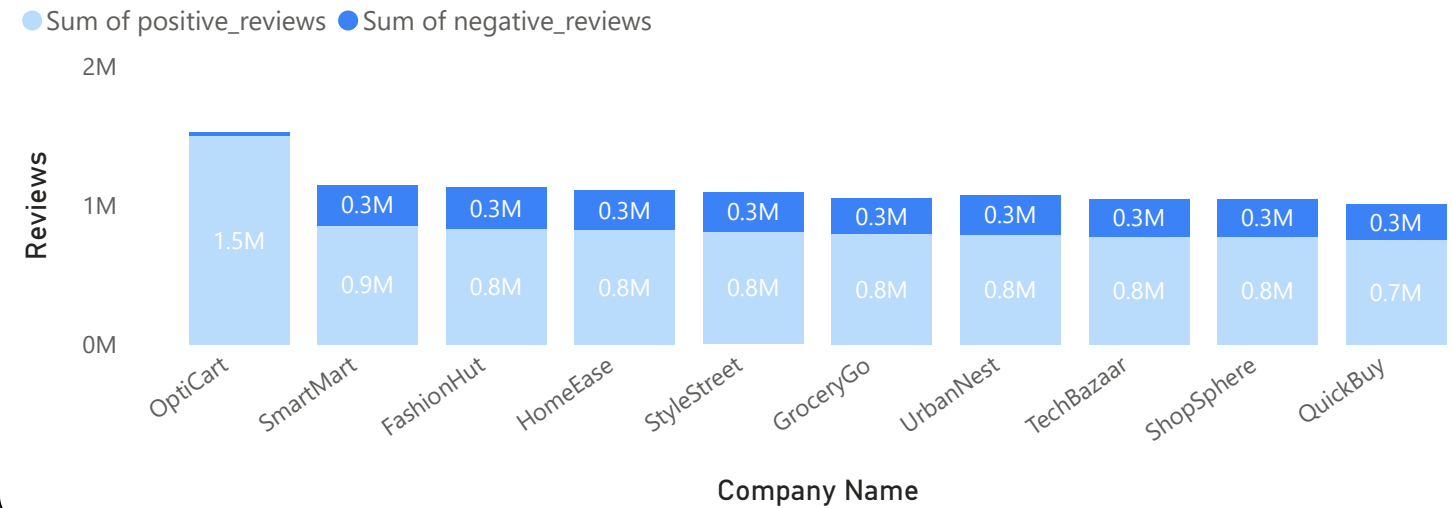
● Sum of positive_reviews ● Sum of negative_reviews

Company	Negative	Positive
OptiCart		1.5M
SmartMart	0.3M	0.9M
FashionHut	0.3M	0.8M
HomeEase	0.3M	0.8M
StyleStreet	0.3M	0.8M
GroceryGo	0.3M	0.8M
UrbanNest	0.3M	0.8M
TechBazaar	0.3M	0.8M
ShopSphere	0.3M	0.8M
QuickBuy	0.3M	0.7M

Reviews (y-axis: 0M, 1M, 2M)

Company Name (x-axis)

COMPETITOR BLIND SPOT ANALYSIS

Company Name

All

Executive Overview

Feature Gaps

Pricing Analysis

Customer Sentiment

Market Visibility& Engagement
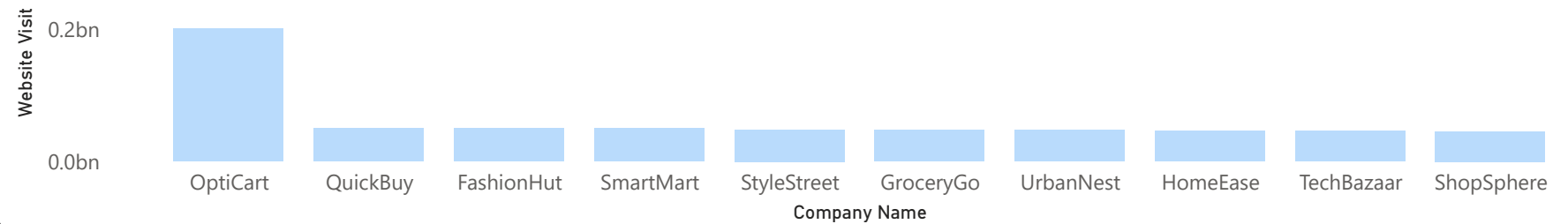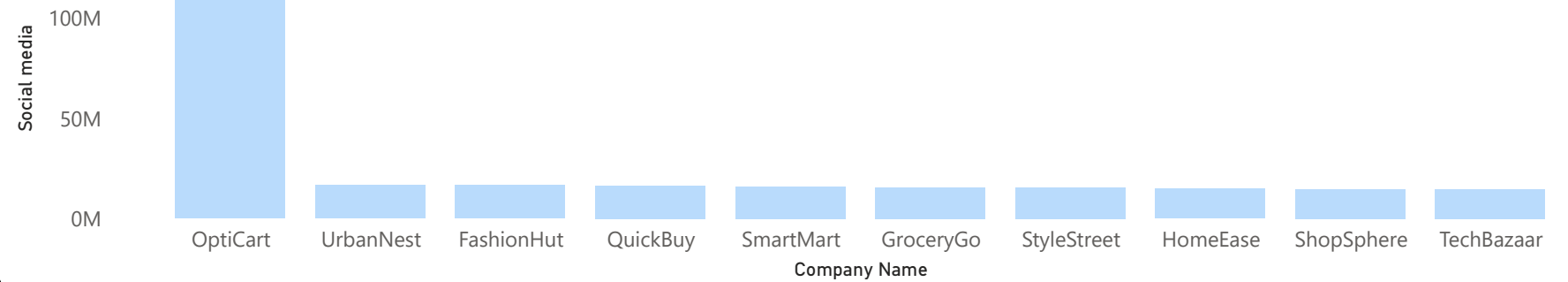
Operational Performance

34.73

AvgAbsVisibilityGap

Monthly Website Visits per Company

Website Visit

0.2bn

0.0bn

OptiCart | QuickBuy | FashionHut | SmartMart | StyleStreet | GroceryGo | UrbanNest | HomeEase | TechBazaar | ShopSphere

Company Name

Instagram Engagement per Company

Social media

100M

50M

0M

OptiCart | UrbanNest | FashionHut | QuickBuy | SmartMart | GroceryGo | StyleStreet | HomeEase | ShopSphere | TechBazaar

Company Name

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All

Executive Overview
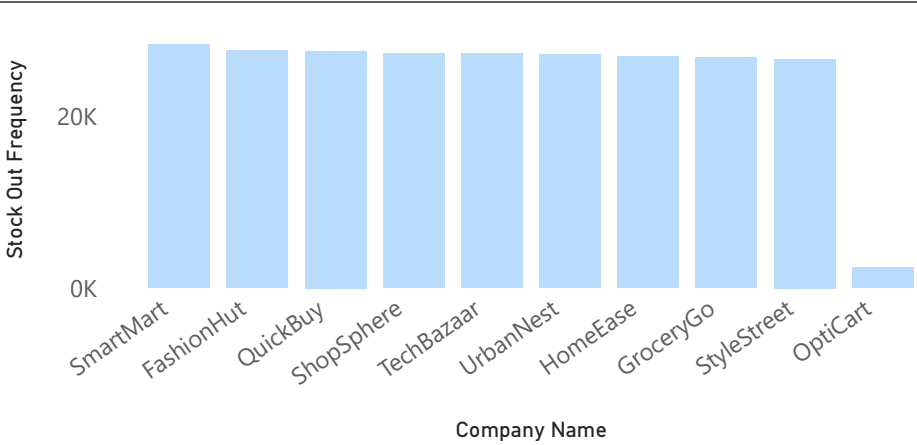
Feature Gaps

Pricing Analysis
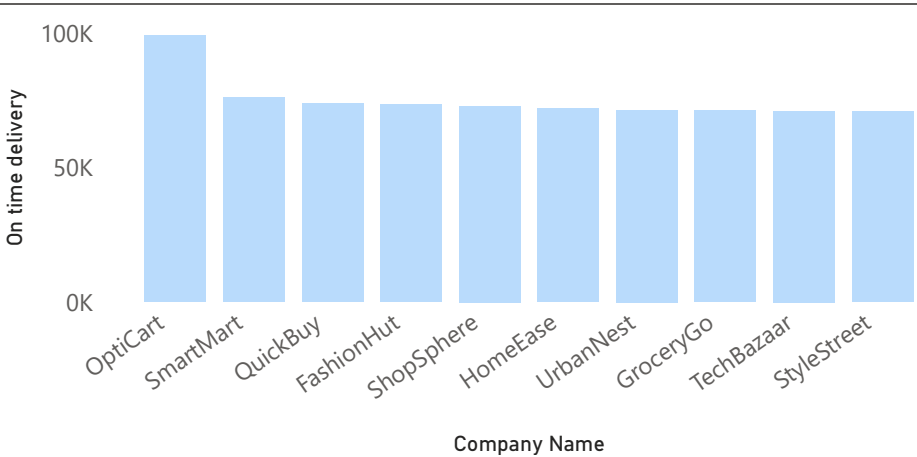
Customer Sentiment

Market Visibility& Engagement

Operational Performance

Sum of stockout_frequency by company_name

Sum of on_time_delivery_rate by company_name

support_response_time	customer_wait_time	avg_delive
1	1.01	
1	1.01	
1	1.02	
1	1.05	
1	1.06	
1	1.07	
1	1.07	
1	1.08	
1	1.09	
1	1.10	
1	1.11	
1	1.12	
1	1.14	
1	1.14	
1	1.17	
1	1.18	
1	1.18	
1	1.20	
1	1.25	
1	1.28	
1	1.31	
1	1.31	
1	1.32	
1	1.33	
1	1.33	
1	1.33	