**Customer Review Analysis Report (200-300 words in total)**

Product: Apple AirPods Max

Review Period: 2024.10.09 - 2025.07.05

Number of Reviews: 50

Total Writing Time: 45 mins

**1. Executive Summary** (50-80 words)

This section summarizes the overall trends observed in customer reviews. It includes general sentiment, key features, major concerns, and insights.

- Overall sentiment: Positive and negative at the same time.

- Top positive aspects: Sound quality, Noise cancelling, Nice design.

- Main issues: The High price is not worth it, it breaks too quickly, the warranty is only for 1 year, it is heavy, and slides off when moving.

- Summary insight: Around half of customers are satisfied with its quality and design, but other customers are dissatisfied, mostly because of its poor quality considering the price.

**2. Sentiment Overview**

A statistical breakdown of the sentiment found in customer reviews.

- Positive reviews(%): 50%

- Neutral reviews(%): 16%

- Negative reviews(%): 34%

- Average rating: 3.3/5

- Net Promoter Score (NPS): -12

**3. Insights by 3 Product Features** (30-50 words per feature)

This section analyzes customer opinions by product feature. Each sub-section includes summarized sentiment trends and representative examples.

3.1 Design

- Positive: Fancy and cute design, nice size, and pretty color variance.

- Negative: It is too heavy and slides off with dynamic movements, such as running.

- Customer comment: "They look sleek and feel high-end.", "I work out often and they do slide off my head.", "They look fantastic."

3.2 Features and Quality

- Positive: Great sound quality and noise cancelling. Smooth and well connectivity and compatibility with other products, especially Apple.

- Negative: Noise cancelling is not the best compared to competitors, call quality is bad, and sound leaks.

- Customer comment: "The sound is spectacular and the integration with iPhone perfect.", "I love the sound proof on them and the sound itself sounds so smooth."

3.3 Performance and Battery

- Positive: Battery lasts long,

- Negative: Battery doesn't last long, It breaks so quickly, and the warranty is only 1 year, which is not enough.

- Customer comment: "I’m over here charging these $500 headphones every week.", "I’ve had them a year and yesterday they quit working.", "Stopped working just after the manufacturer warranty went out."

**4. Pros and Cons Summary** (Each item should be written as a single sentence, with a maximum of 15 words)

Pros

1. High sound quality and noise cancelling.

2. Nice design and color.

3. Ease of use, good connectivity and compatibility with other products.

Cons

1. High price considering the overall quality.

2. It breaks too quickly, and not enough warranty period.

3. It is too heavy and slides off with dynamic movements.

**5. Recommendations** (80-100 words)

Based on the review analysis, the following actionable recommendations are suggested:

Overall, people are complaining mainly about its quality(breaks too quickly) and the warranty period. Also, there are heavyweight and slide-off issues, which are critical as many customers use it when they workout. The product development and quality assurance team should focus on its durability and weight, and Apple should consider its warranty period to ensure customer satisfaction. Also, people mentioned that it's not worth the price, but since Apple is a high-end brand, enhancing the quality of the product to make the price worth it must be key.