**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: 42 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 sentiments are mixed.

- Top positive aspects: Good sound quality and noise cancelling, good design and color.

- Main issues: High price(price value), breaks too soon(poor durability), heavy, and slides off.

- Summary insight: In general, customers liked the sound quality and noise cancelling feature. However, lots of customers also complained about its poor durability and quality for the high 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: High-end appearance and nice color.

- Negative: It slides off from head.

- Customer comment: "They look sleek and feel high-end.", "They are very pretty, ease to use and comfortable.", "I love the design and the aesthetic.", "The color is amazing.", "I work out often and they do slide off my head."

3.2 Usability

- Positive: High-quality sound, noise cancelling, compatible with iPhone and Apple products.

- Negative: Call quality is poor, noise cancelling is not the best.

- Customer comment: "I enjoy the clearness of my music.", "The build quality and sound for music are excellent.", "Call quality is poor."

3.3 Durability and Battery

- Positive: Battery life is good.

- Negative: Poor battery life, and breaks after 1 or 2 years.

- Customer comment: "Battery life is great.", "Nearly $500 for headphones that barely lasted a year.", " Stopped working after 2.5 years.", " Sound is leaking."

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

Pros

1. Great quality of sound and noise cancelling.

2. Smooth pairing with other products.

3. High-quality design and appearance.

Cons

1. Poor durability, breaks after 1 or 2 years.

2. Heavyweight, sliding off issues.

3. Not worth the price.

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

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

Lots of quality issues should be handled. The main complaint is the poor quality for the high price. Users use the product for moving like a workout, so comfort is key, making it lighter. Sliding off could be a priority, and moisture resistance would be considered. Lots of customers reported that it broke after around 1 or 2 years and the warranty had expired, so ensuring the longevity and general quality is mandatory, and Apple might consider extending the warranty period, to guarantee customers' satisfaction.