**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: 40 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, Neutral, and Negative, at the same time.

- Top positive aspects: Sound quality and ANS(noise-canceling), appearance.

- Main issues: High price, not durable, not good for moving.

- Summary insight: Overall sentiment is mixed. People are satisfied mostly with its sound and noise cancelling quality, and design. On the other hand, people are dissatisfied its quality and durability, doubting 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: Nice appearance, appealing design.

- Negative: Gets dirty fast, heavy, slides off.

- Customer comment: "The color is amazing.", " They are HEAVY.", "I love the design and the aesthetic.", " It’s super cute but that white band does get dirty fast.", "They are very pretty."

3.2 Sounds

- Positive: Sounds and ANS(noise cancelling) quality is satisfying.

- Negative: Competitors' products has better sound and ANS quality.

- Customer comment: "The sound quality is great and they seamlessly integrate with all of her Apple products.", "Sound quality is great and the noise canceling is top-notch!!!", "Noise cancellation is mediocre at best.", "I’ve used cheaper headphones with better isolation."

3.3 Quality and durability

- Positive: Some people mentioned good battery life.

- Negative: Lots of people mentioned that it broke in 1 or 2 years.

- Customer comment: "If I turn on noise cancellation there's a buzzing/crackling sound.", "Battery life is great.", "I’ve had them a year and yesterday they quit working."

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

Pros

1. Satisfying sound and ANS quality

2. Appealing design and high-end appearance.

3. Easy to use and compatible with Apple products.

Cons

1. Not worth the high price.

2. It broke or died after around 1 or 2 years.

3. Quality issues: call, noise cancelling, sound leaking.

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

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

The biggest problem is 'not worth the price'. Apple users mostly expect high quality with high price, but this product did not meet the expectation. Considering the brand image and reputation, it is suggested to improve the quality, rather than decrease the price. The priority is to expand the product's lifespan, make it lighter, and solve slide-off issues. Users wear the product when they are walking or running, so it is important to make it appropriate for moving. This topic should be considered in the product management and development team.