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

Product: Apple Watch Series 10

Review Period: 2025.07.08 - 2025.07.14

Number of Reviews: 50

Total Writing Time: 42 min

**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: the comments are mostly positive for the size and price, however, the negative comment all points out the same issue with the battery.

- Top positive aspects: Perfect size, good price, matches smoothly with iPhone

- Main issues: limited battery capacity, no charger attached to the product.

- Summary insight: customers are mostly satisfied with the new features compared to the last version, especially for the affordable price. However, the battery can be the biggest issue. The battery lasted for a short time and needed to be charged every day.

**2. Sentiment Overview**

A statistical breakdown of the sentiment found in customer reviews.

- Positive reviews(%): 78%

- Neutral reviews(%): 6%

- Negative reviews(%): 16%

- Average rating: 4.1/5

- Net Promoter Score (NPS): +42

**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 color, band with comfortable material

- Negative: The size might be too small for men

- Customer comment: "I think it could also fit more average and somewhat small wrists.", "The material quality feels really nice.", "The band is awesome & looks like a piece of Tiffany jewelry."

3.2 Battery

- Positive: can be fully charged rapidly

- Negative: limited battery capacity

- Customer comment: "Requires frequent charging.", "Fitbit went a week. This watch lasts 1 to 1/12 days.", "Battery life is satisfactory if you are willing to charge it each day when in a shower for at least 20-30 mins."

3.3 Price

- Positive: Affordable price

- Negative: n/a

- Customer comment: "It’s an Apple Watch and it was much cheaper here so even better.", "Does everything and more as advertised. Very good price"

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

Pros

1. The appearance of the watch and band is satisfactory to most people.

2. The battery can be fully charged rapidly.

3. Affordable price for customers.

Cons

1. The battery lasts short, it needs frequent charging.

2. The wristband might be too small for the male customer.

3. No charger and band included in the product.

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

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

Improving the battery capacity might be the priority issue since the customer will compare this to other brands which with lower price. At the same time, Apple should set up a measurement system for the customer, because there were several customers who thought the watch and band size were different from their expectations. People are satisfied with the smooth match with iPhone, while some customers’ phones were from the android system. Apple could improve its system compatibility.