**Objective**

To identify products with misalignment between sales performance, customer ratings, and market share, labeled as either:

* No Discrepancy (Aligned signals)
* Discrepancy (Conflicting signals)

**Logic Used to Identify Discrepancies**

A product is marked as No Discrepancy when:

1. Strong sales align with good ratings and/or strong market share
2. Poor sales align with low ratings and/or low market share

A product is marked as Discrepancy when:

* There is a conflict between sales trend and customer feedback or market share.
  + E.g., Good sales + Low rating, or Poor sales + Moderate rating + moderate share.

**Summary**

| **Status** | **Count** |
| --- | --- |
| No Discrepancy | 7 |
| Discrepancy | 8 |

**Key Observations**

* Nearly half of the products (8/15) show misalignment.
* High sales with weak customer sentiment or small market share is a recurring pattern.
* Product C and D show strong sales but rating/market share issues.
* Product L, despite very poor performance and rating, is correctly flagged as No Discrepancy — alignment in all poor metrics.

**Notable Discrepant Cases**

| Product | Reason |
| --- | --- |
| B | Sales dropped, but rating and share are not critically low. Possible hidden customer interest. |
| C | Strong sales with low rating — customer dissatisfaction risk. |
| D | High sales but moderate rating + low share — potential scalability issue. |
| J | Low sales, but customer satisfaction is high — underexposed product. |
| K, N, O | Sales ↑, but rating or share is not backing it up — sustainability risk. |

**Recommendations**

1. Product C: Investigate customer complaints despite strong sales — a retention risk.
2. Product D, K, N, O: Consider improving visibility or experience to justify sales momentum.
3. Product J: With satisfied customers, explore marketing or placement opportunities.
4. Product B & G: Evaluate if moderate ratings justify retention or require repositioning

**🔴 For Products with Discrepancy (Red Flags)**

Goal: **Fix misalignment** to prevent revenue loss or customer dissatisfaction.

| **Product** | **Discrepancy Reason** | **Action Plan** |
| --- | --- | --- |
| B | Sales dropped, rating moderate, share moderate | Conduct customer interviews. Evaluate if product positioning or demand is declining. |
| C | Good sales, but low rating | Immediate feedback analysis. Check quality or post-purchase experience. |
| D | Sales up, but low market share | Boost distribution and visibility. Expand reach. |
| G | Sales drop, but rating moderate | Targeted campaign to re-engage customers. Assess if external factors caused the drop. |
| J | Low sales, satisfied customers | Run A/B test with better promotion — high potential. |
| K | Sales up, rating and share low | Fix product experience or value proposition. |
| N | Sales up, low market share | Launch small-scale campaigns to test scaling potential. |
| O | Sales up, low rating & share | Investigate product issues and poor reviews. Prioritize quality fixes. |

**🟢 For Products with No Discrepancy (Healthy Signals)**

Goal: **Fuel what's working** or monitor to maintain alignment.

| **Product** | **Status** | **Action Plan** |
| --- | --- | --- |
| A | Sales & satisfaction aligned | Continue current strategy. Explore upselling. |
| E | Moderate growth + happy customers | Push to next tier — test price increase or bundling. |
| F | Stable moderate growth | Keep monitoring. Slight boost in promotion. |
| H | Excellent alignment | Consider using as a benchmark for others. |
| I | Average performance, no conflict | Maintain — nothing urgent. |
| L | Poor across the board but aligned | Either reposition, rebrand, or consider phase-out. |
| M | Solid performance | Maintain growth strategy. Can explore referral campaigns. |

|  |  |  |
| --- | --- | --- |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |