

# Weekly Customer Feedback Insight Report

## Coinbase Advanced Trading Platform

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Total Feedback Records Analyzed: 200

### Executive Summary

#### Key Metrics:

- Total Feedback Items: 200
- Unique Customers: 200
- Sentiment Breakdown: 68 Positive, 64 Negative, 68 Neutral
- Top Theme by Impact: Trading/Execution & Fees (Impact Score: 102.06)
- Total Impact Score: 492.08
- Average Impact Score: 2.46

### Top Pain Points

#### 1. Trading/Execution & Fees (Impact Score: 15.19)

Source: Google Play Store | Strategic Goal: Growth

*"Price execution feels off vs reference; need clearer spread breakdown. "*

#### 2. Support Experience (Impact Score: 13.91)

Source: Twitter (X) | Strategic Goal: CX Efficiency

*"Support replies feel canned-need a human on escalations. "*

#### 3. Support Experience (Impact Score: 12.47)

Source: iOS App Store | Strategic Goal: CX Efficiency

*"Support bounced me between channels; no clear resolution path. "*

### Top Praised Features

#### 1. Support Experience (Impact Score: 1.60)

Source: iOS App Store | Strategic Goal: CX Efficiency

*"Loving Advanced Trade-depth charts and order book are spot on. "*

#### 2. Trading/Execution & Fees (Impact Score: 1.34)

Source: Google Play Store | Strategic Goal: Growth

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"Fast fills on BTC/ETH; fees are clear on the receipt. "

### 3. Payments, Deposits & Withdrawals (Impact Score: 1.22)

Source: Google Play Store | Strategic Goal: CX Efficiency

"Advanced UI is clean; limit and stop orders work exactly as expected. "

## Strategic Goal Insights

### Trust&Safety (Total Impact: 113.49, 45 items)

Average Impact: 2.52

Sentiment: neutral: 16, positive: 15, negative: 14

Top Item (Performance/Outages): "App froze during a volatile move; missed my entry."

### Growth (Total Impact: 113.41, 58 items)

Average Impact: 1.96

Sentiment: neutral: 25, positive: 21, negative: 12

Top Item (Trading/Execution & Fees): "Price execution feels off vs reference; need clearer spread breakdown."

### CX Efficiency (Total Impact: 101.21, 34 items)

Average Impact: 2.98

Sentiment: positive: 14, negative: 14, neutral: 6

Top Item (Support Experience): "Support replies feel canned-need a human on escalations."

### Onchain Adoption (Total Impact: 85.14, 25 items)

Average Impact: 3.41

Sentiment: negative: 10, neutral: 9, positive: 6

Top Item (Wallet & On-chain UX): "Gas/fee estimates confusing for first on-chain transfer."

### Compliance (Total Impact: 78.83, 38 items)

Average Impact: 2.07

Sentiment: negative: 14, positive: 12, neutral: 12

Top Item (Onboarding/KYC & Account Holds): "Why is withdrawal still pending after KYC refresh?"

## Theme Impact Analysis

Theme	Total Impact	Avg Impact	Count	Negative
Trading/Execution & Fees	102.1	2.49	41	10
Performance/Outages	98.1	3.27	30	13
Wallet & On-chain UX	85.1	3.41	25	10
Support Experience	73.4	4.08	18	11
Onboarding/KYC & Accou...	52.4	2.18	24	11
Payments, Deposits & W...	27.8	1.74	16	3
Tax Docs & Reporting	26.4	1.89	14	3
Security, Fraud & Phis...	15.4	1.03	15	1
Product Availability b...	11.3	0.67	17	2