

# How Can We Improve Our Products?

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The approach to  
make better  
recommendation



**This item** SanDisk 128GB Ultra microSDXC UHS-I Memory Card with Adapter - C10, U1, Full HD, A1, Micro SD Card - SDSQUAR-128G-GN6MA

Add to Cart



Samsung 128GB 100MB/s (U3) MicroSDXC Evo Select Memory Card with Adapter (MB-ME128GA/AM)

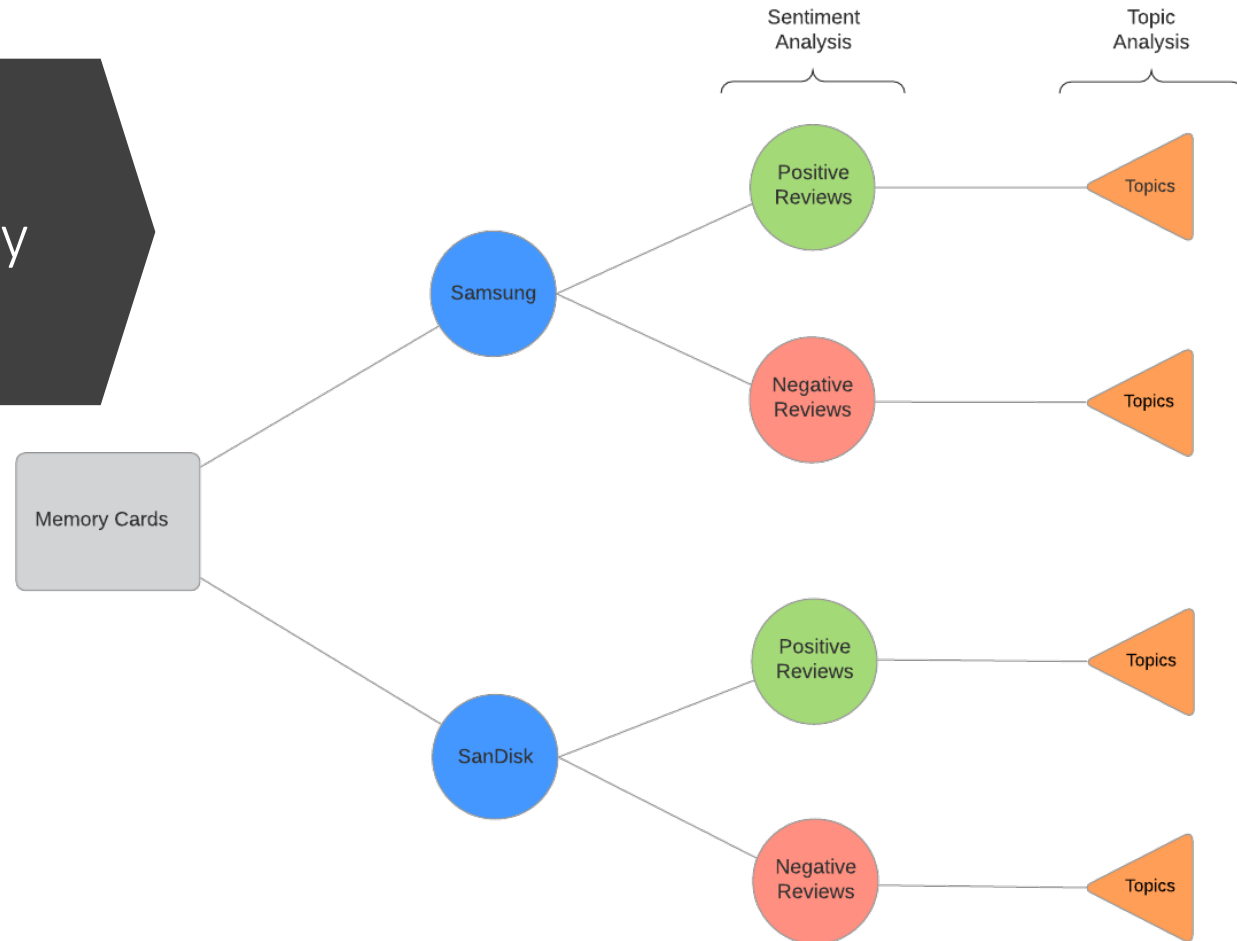
Add to Cart

Customer Rating

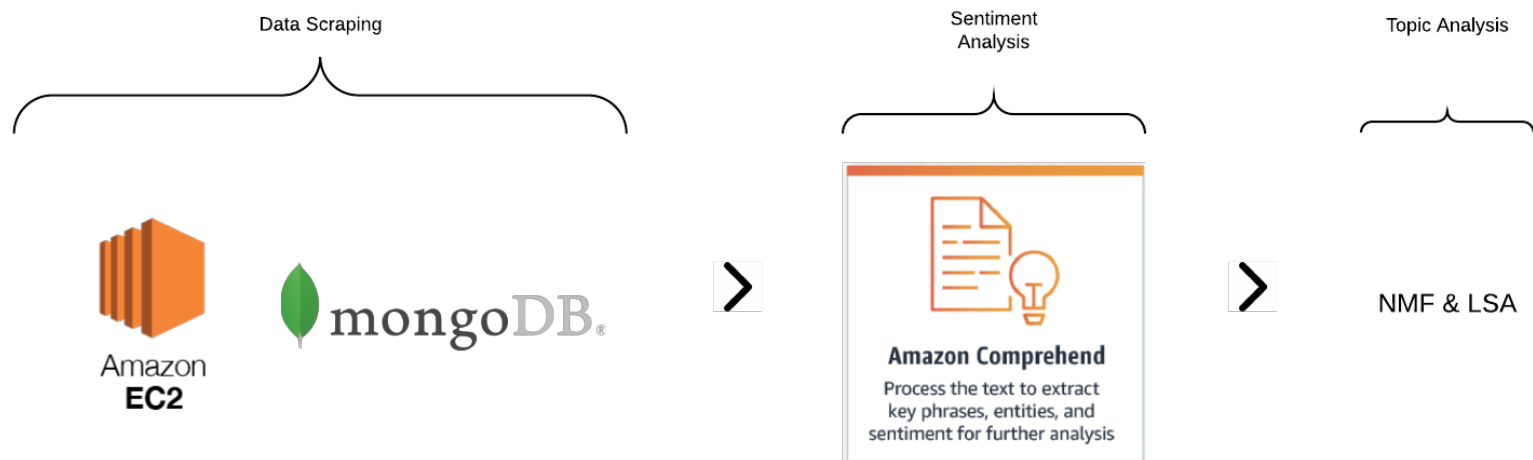
★★★★☆ (20427)

★★★★☆ (21447)

# Methodology



## How did we get there?



## Results: Topics

**SanDisk®**  
a Western Digital brand

### Positive

- *Nintendo Switch*
- *Quality*
- *Price*
- *Good compatibility with phones*

### Negative

- *Fake memory card*
- *Poor compatibility with phones (especially with moto)*
- *Failed warranty claim*
- *Poor compatibility with Kindle*

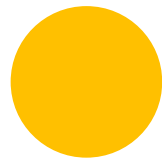
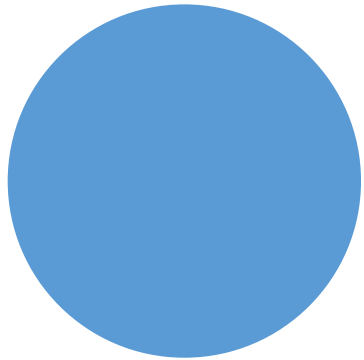
**SAMSUNG**

### Positive

- *Good compatibility with phones*
- *Quality*
- *Price*
- *Nintendo Switch*

### Negative

- *Unstable on cell phones*
- *Poor compatibility with Linux*
- *Poor compatibility with security camera*
- *Poor read and write speed*
- *Fake card*



Thank you

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