

# Exploration and Analysis

## Cirrus (Word Cloud)

Based on the word cloud generated by Voyant Tools, the most frequent words in user reviews are watch, Garmin, battery, Fenix, features, Apple, and more. Words that may need to be added to the stop watch list include watch, Garmin, and Fenix. These words refer to the actual product's name itself, which may not necessarily be relevant for the textual analysis of customer reviews. The other most common words suggest that users are talking about the watch's battery life, features, and its comparison to watches from other companies such as Apple. Fitness, features, and battery are three relevant terms for the textual analysis for this Garmin watch.

## Contexts

Users feel very positive about the fitness capabilities of the Garmin watch. Many reviews refer to this watch as the best fitness watch available. The fitness tracking capabilities of the watch are extremely accurate according to the reviews, and customers report that the watch has been beneficial for taking their fitness life to the next level. Customers also feel positive about the watch's battery. This word is typically talked about in the customer reviews within the context of battery life. According to users, the battery life of this watch is exceptional. This watch can supposedly stay alive for multiple weeks at a time, according to some reviews. Finally, customers also speak positively about the watch's features. The fitness feature was already discussed earlier, but there are others that users speak positively about. This watch from Garmin has a built-in flashlight, health tracking capabilities, a scuba diving feature, wellness features, and more. Customers rave about the different tasks that the watch can help them accomplish.

## Trends

All three terms are discussed in the customer reviews consistently. The watch's battery is mentioned the most of the three terms, followed by the watch's features. Of the three terms, fitness is discussed the least in the customer reviews. The only significant spike and drop in frequency for these three terms happens for the watch's battery. There is only one of each for the device's battery, so the frequency is still very consistent.

## Links

The words that typically appear around battery include amazing, life, and lasts. Based on these associated words, it appears that the battery life is amazing and lasts a very long time. Words associated with the device's features include packed, great, health, watch, and built. It is reasonable to conclude that customers believe that the watch has several great built-in features, including those relating to health and wellness. Words surrounding fitness include health, accurate, report, watch, and tracking. This likely means that customers think that the Garmin watch accurately reports health and fitness tracking metrics.

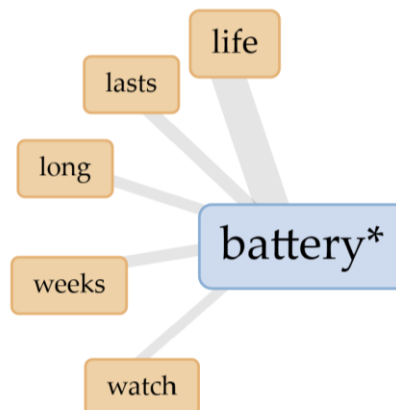
# Report

The new watch from Garmin has seen very positive reviews online. Figure 1 below displays a word cloud that illustrates the terms that appear most commonly in online customer reviews. Outside of words from the product's name, relevant frequent words include terms such as fitness, features, battery, life, years, great, and use. The watch's features, battery, and fitness capabilities are three important aspects that customers feel strongly about within the reviews.



**Figure 1:** Word cloud showing most frequent terms in online customer reviews. Generated by Voyant Tools.

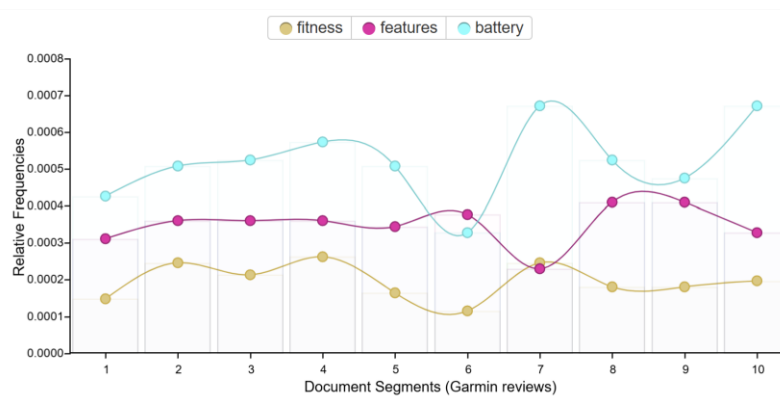
So far, customers are writing positive reviews about the watch's battery, fitness, and features. Figure 2 below shows the terms that are most frequently associated with the word battery within the customer reviews. The watch's battery can last for multiple weeks at a time according to customers. Based on the reviews, many customers mention that they purchased the watch for fitness purposes. This could be a demographic that Garmin looks into for the future. Customers are reporting that the health and fitness tracking metrics are extremely accurate. Many of the device's features are positively described within the customer reviews. Some of these include the aforementioned fitness tracking, but also features such as the built-in flashlight, health and wellness features, and even a scuba diving mode. This suggests that our device can help the user accomplish a wide range of tasks.



**Figure 2:** Terms that appear the most frequently when the device's battery is mentioned in customer reviews. Generated by Voyant Tools.

Figure 3 below shows the frequency of these three terms within the review. As seen below, these three aspects of the Garmin watch are discussed very consistently across all of the reviews. This suggests

that these three aspects of the Garmin watch stand out to customers but also mean a lot when potential consumers are in the watch market.



**Figure 3:** The frequency of the terms (fitness, features, battery) within the customer reviews. Generated by Voyant Tools.

To conclude, most of the customer reviews about the Garmin watch are positive. Users enjoy the watch's long battery life and extensive features, especially the fitness tracking metrics. The battery life, which is supposedly multiple weeks, does not need to be adjusted. Many customers mention fitness as a motivation to purchase the watch. In the future, Garmin can tailor the watch's marketing techniques toward those who are interested in athletics, fitness, and health. In a similar way, there exists a wide variety of features within this specific watch. Therefore, Garmin can still advertise this product in front of anyone who is interested in purchasing a watch.