



Quarterly Market Sentiment Report December 2023

Summary:

Contoso, a retail company headquartered in the US, is currently facing a challenging market sentiment scenario with a score of 30%, which falls below industry averages. This decline in market sentiment, especially among key segments such as Millennials, raises concerns for investors regarding the company's growth, profitability, and competitive positioning. The downward trend in sentiment over the past few quarters indicates a worsening perception and potential loss of investor confidence, leading to a negative brand perception among customers.



One of the primary factors contributing to Contoso's poor market sentiment is its lack of focus on Environmental, Social, and Governance (ESG) initiatives. Customers perceive Contoso as failing to address sustainability concerns, such as excessive packaging and unsustainable sourcing practices. As a result, eco-conscious consumers are shifting their preferences towards more environmentally friendly competitors. Additionally, environmental scandals and controversies have tarnished Contoso's reputation, leading to boycotts and further deteriorating customer satisfaction and market sentiment. Negative customer experiences and complaints shared on social media platforms are amplifying these concerns and exacerbating the decline in market sentiment.

The customer reviews data provides further insight into Contoso's poor market sentiment. A significant number of customers express extreme dissatisfaction with the products and services provided by Contoso. Issues such as poor product quality, unresponsive customer service, and unresolved problems are prevalent themes across these reviews. Customers express regret over their purchases and indicate that they would not recommend Contoso's products to others, further contributing to the negative market sentiment surrounding the company.

In summary, Contoso's lack of focus on ESG initiatives, coupled with widespread customer dissatisfaction highlighted in the reviews, is driving the company's poor market sentiment. Addressing these issues and implementing robust ESG strategies will be crucial for Contoso to regain investor confidence, improve customer satisfaction, and enhance its market sentiment in the future.



Customer Reviews: December 2023

CustomerID	Customer Reviews	How Satisfied Are You with Contoso?
50001	I am extremely disappointed with the product. It has been nothing but trouble from the start. The customer service has been unhelpful and the issues I have faced have not been resolved satisfactorily. I am seriously considering cancelling my subscription.	Highly Unsatisfied
50007	The product I purchased was a complete disappointment. It did not live up to my expectations and I encountered numerous issues with it. The customer service was unhelpful and I regret making this purchase.	Highly Unsatisfied
50008	I am extremely disappointed with this product. It did not live up to my expectations and has caused me nothing but frustration. The customer service was unhelpful and the overall experience was a letdown. I will not be recommending this product to anyone.	Highly Unsatisfied
50015	The product did not meet my expectations at all. It was poorly made and did not function as advertised. Customer service was unhelpful and I regret purchasing this product.	Highly Unsatisfied
50017	I am extremely disappointed with this product. It has been nothing but a hassle from the beginning. The customer service is unhelpful and the issues I've encountered have not been resolved. I regret my decision to purchase this product and would not recommend it to anyone.	Highly Unsatisfied
50022	The product did not meet my expectations. I experienced numerous issues and the customer service was unhelpful. I will not be continuing my subscription.	Highly Unsatisfied
50025	The product did not live up to my expectations. I encountered numerous issues and the customer service was unhelpful. I am considering canceling my subscription.	Highly Unsatisfied
50030	I've had nothing but problems since day one with this product. The customer service team has been less than helpful, and I've spent far too much time trying to resolve issues rather than enjoying my purchase. I'm seriously considering ending my subscription.	Highly Unsatisfied



CustomerID	Customer Reviews	How Satisfied Are You with Contoso?
50034	I am extremely disappointed with this product. The quality is subpar and customer service has been unhelpful. I would not recommend this to anyone.	Highly Unsatisfied
50036	The product was a complete disappointment. It did not live up to my expectations at all. The customer service was unhelpful and the issues I encountered were not resolved. I regret investing in this product and would not recommend it to others.	Highly Unsatisfied
50038	I am extremely disappointed with this product. The customer service team has been unhelpful and unresponsive, and the product itself has not lived up to my expectations. I have encountered numerous problems and have wasted a lot of time trying to resolve them. I would not recommend this product to others.	Highly Unsatisfied
50039	The product I received was of poor quality and did not meet my expectations. Additionally, the customer service was unhelpful and unresponsive. I would not recommend this product to others.	Highly Unsatisfied
50043	The product was a complete disappointment. It did not meet my expectations and I encountered numerous issues. The customer service was unhelpful and I wasted a lot of time trying to resolve the problems. I would not recommend this product to anyone.	Highly Unsatisfied
50044	The product was a complete disappointment. It did not meet my expectations at all and I regret making the purchase. The customer service was unhelpful and the overall experience was frustrating. I will not be recommending this product to anyone.	Highly Unsatisfied
50052	I am highly dissatisfied with this product. It has failed to meet my expectations and the customer service has been unhelpful. I regret purchasing it and would not recommend it to others.	Highly Unsatisfied
50053	The product was a complete disappointment. It did not live up to my expectations and I regret purchasing it. The customer service was unhelpful and I had a difficult time resolving any issues. I will not be recommending this product to others.	Highly Unsatisfied
50055	I am extremely unsatisfied with this product. It has been nothing but a headache since day one. The customer service is unhelpful and the product itself is full of flaws. I regret purchasing it and would not recommend it to anyone.	Highly Unsatisfied



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50056	I am extremely disappointed with this product. It has not lived up to my expectations and has caused more problems than it has solved. The customer service has been unhelpful and I have wasted a lot of time trying to resolve issues. I regret my decision to purchase this product and would not recommend it to others.	Highly Unsatisfied
50069	The product did not meet my expectations at all. It has been nothing but a disappointment. The customer service was unhelpful and the product itself had numerous issues. I would not recommend it to anyone.	Highly Unsatisfied
50075	I am extremely disappointed with the product. The quality is subpar and there have been numerous issues with functionality. The customer service team has been unhelpful and unresponsive, leaving me frustrated and without a resolution. I would not recommend this product to anyone.	Highly Unsatisfied
50077	I am extremely dissatisfied with this product. The quality is subpar, and the customer service is non-existent. I've had numerous issues with my purchase and have received no assistance in resolving them. I would not recommend this product to anyone.	Highly Unsatisfied
50079	I am extremely disappointed with the product. It did not meet my expectations at all. The customer service was unhelpful and the overall experience was frustrating. I will not be recommending this product to others.	Highly Unsatisfied
50081	The product did not meet my expectations at all. It was poorly designed and lacked the features it claimed to have. Additionally, the customer service was unhelpful and unresponsive when I reached out for assistance. I would not recommend this product to others.	Highly Unsatisfied
50083	I am extremely disappointed with this product. It has not lived up to my expectations and has caused me nothing but frustration. The customer service has been unhelpful and the overall experience has been subpar. I will not be recommending this product to others.	Highly Unsatisfied
50084	The product was a complete disappointment. It did not meet my expectations at all and I regret purchasing it. The customer service was unhelpful and I had a difficult time resolving any issues. I would not recommend this product to anyone.	Highly Unsatisfied
50086	The product did not meet my expectations. It was unreliable and the customer service was unhelpful. I regret purchasing it and would not recommend it to others.	Highly Unsatisfied



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50091	The product was a complete disappointment. It did not live up to its promises and was not worth the price I paid. The customer service was unhelpful and did not resolve my issues. I would not recommend this product to anyone.	Highly Unsatisfied
50094	I am extremely disappointed with this product. It has not lived up to my expectations and has caused me a lot of frustration. The customer service has been unhelpful and the issues I've experienced have not been resolved. I would not recommend this product to others.	Highly Unsatisfied
50101	The product did not meet my expectations. I encountered numerous issues and the customer service was unhelpful. Overall, I am disappointed with my experience.	Highly Unsatisfied
50102	The product was a complete disappointment. It did not live up to its promises and I regret purchasing it. Customer service was unhelpful and I wasted a lot of time trying to resolve issues. I would not recommend this product to anyone.	Highly Unsatisfied
50103	I am extremely disappointed with this product. From the moment I started using it, I encountered numerous issues and the customer service team has been unhelpful in resolving them. It has been a frustrating experience and I am seriously considering cancelling my subscription.	Highly Unsatisfied
50105	I am extremely disappointed with this product. It has not met my expectations at all. The customer service is unhelpful and the quality of the product is subpar. I would not recommend it to anyone.	Highly Unsatisfied
50106	I am extremely disappointed with this product. It has consistently failed to meet my expectations and the customer service has been unhelpful. I regret purchasing it and would not recommend it to others.	Highly Unsatisfied