Rocketbook Amazon Reviews

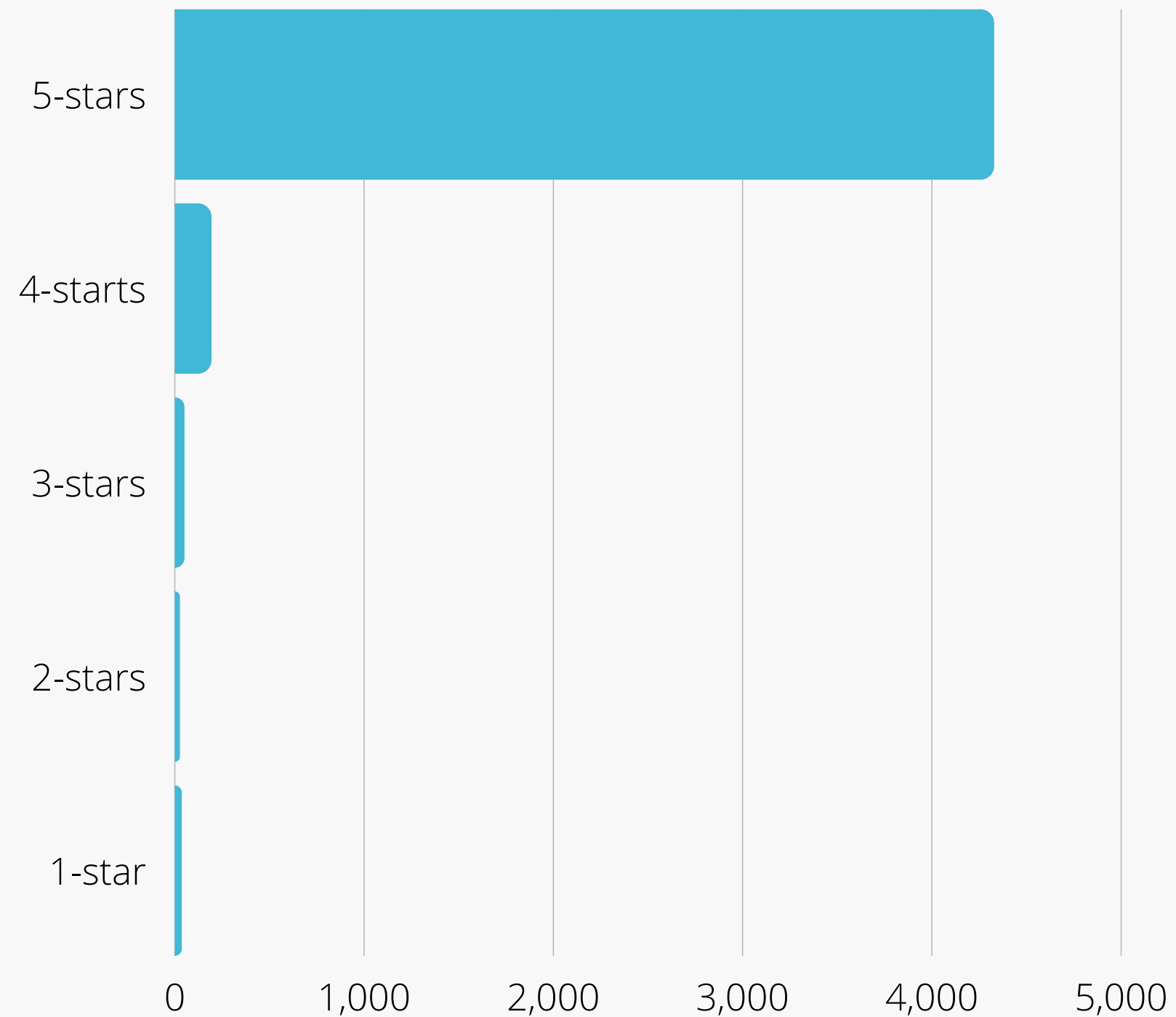April 2022
By Raquel Alvarenga

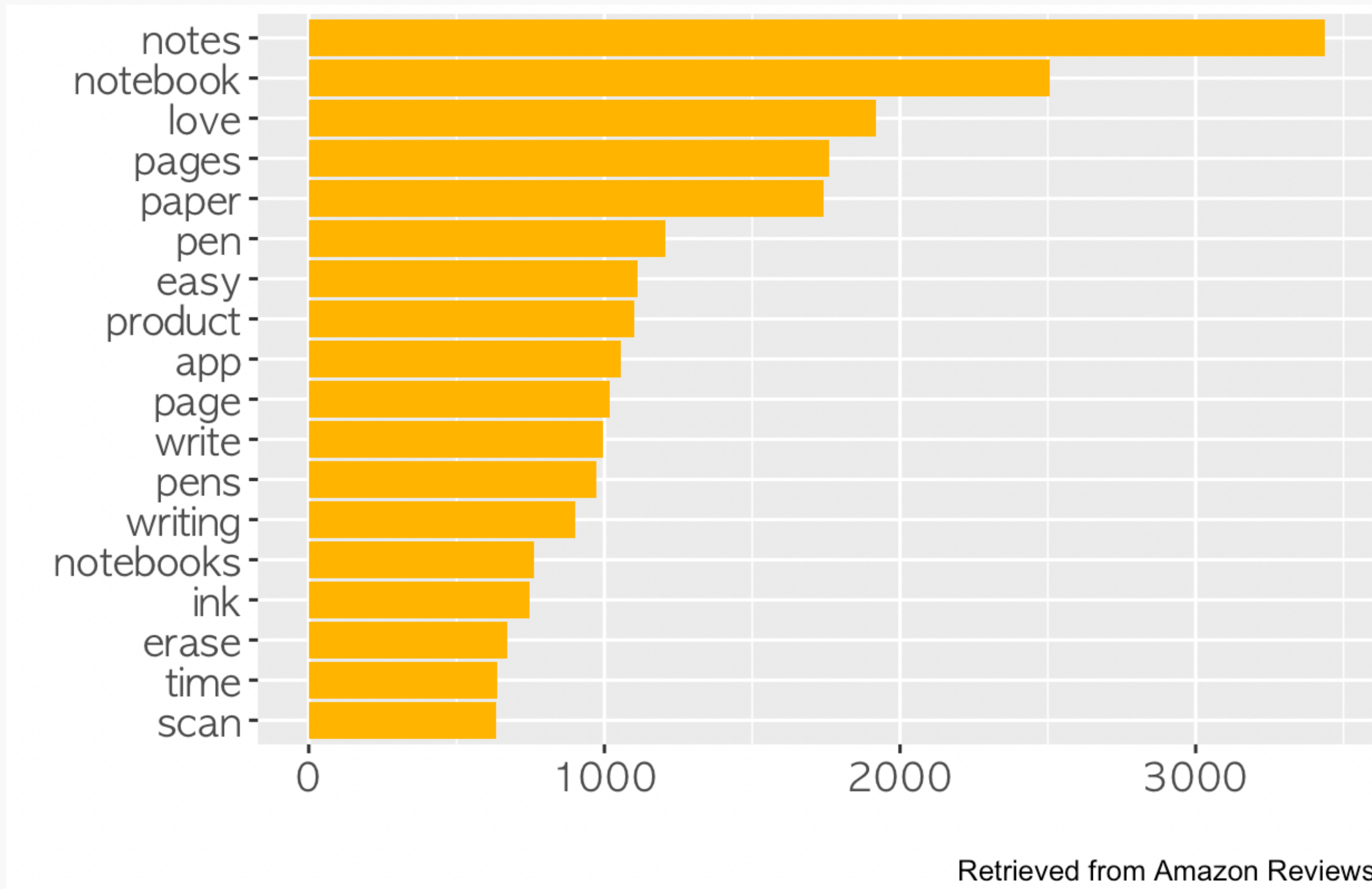# Table of Contents

Product: Rocketbook Core

Click Here

Rocketbook Ratings

Total Reviews: 4,326

Less than 7% of all reviews had a rating of 4 or below

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Top 18 Words Used on Reviews

Retrieved from Amazon Reviews

3

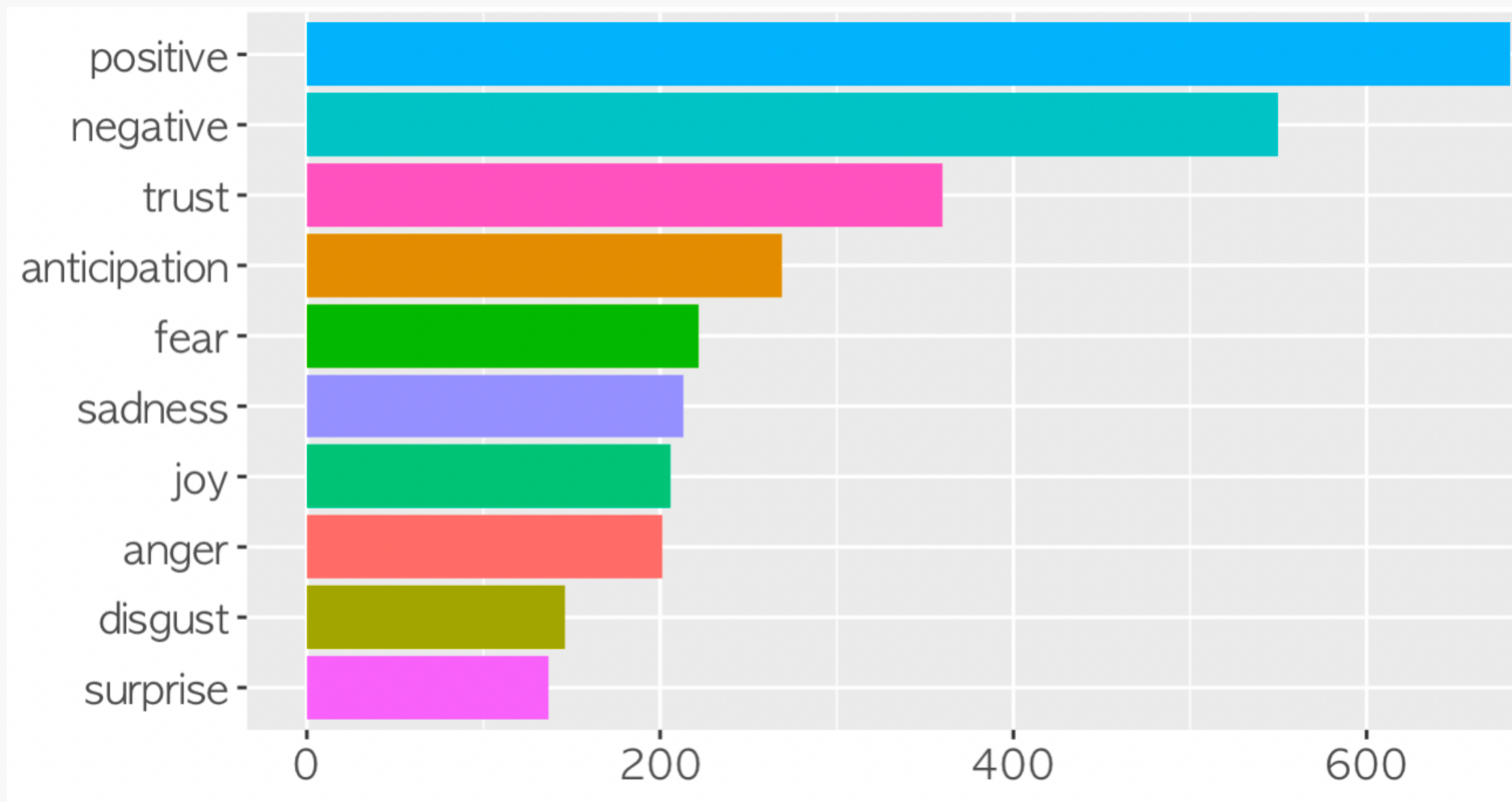# Bigram With Most Relevant Topics
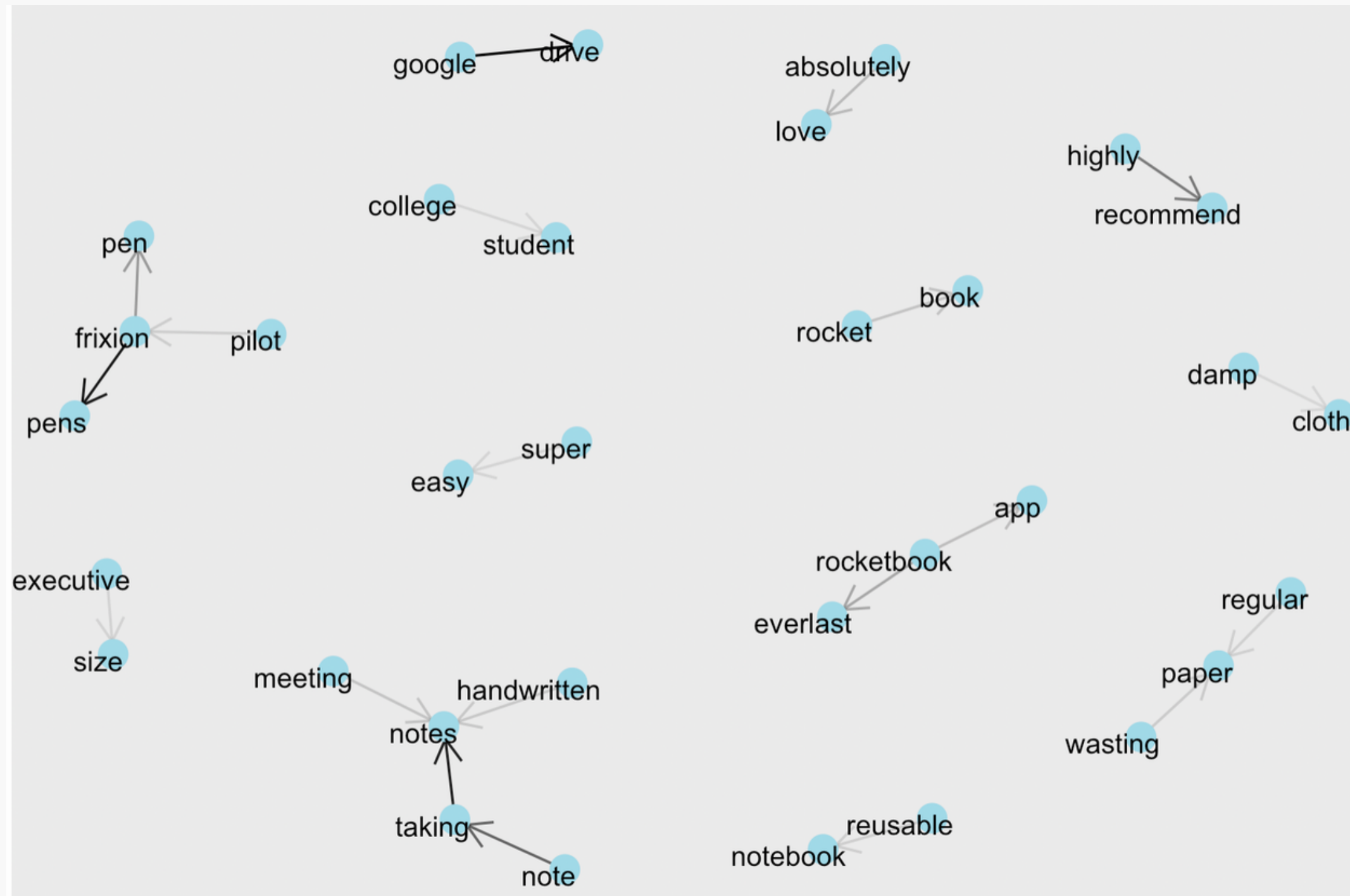
This graph shows groups of words that have a high correlation in the reviews.

Topics
1. Ease of use
2. Sustainability
3. App experience
4. Cloud Storage
5. Persona: College Student
6. Product size and features

Sentiment Analysis

This graph shows the distribution of words based on the customers' sentiment.

Most words utilized on the reviews provided a positive sentiment.

Subsequently, negative reviews are at second place of the list. This is interesting as most reviews have a rating of 5. Possible reasons could be customers that described negative past experiences with other products or cons about the rocketbook on the reviews.

Bigram of Words in Negative Reviews
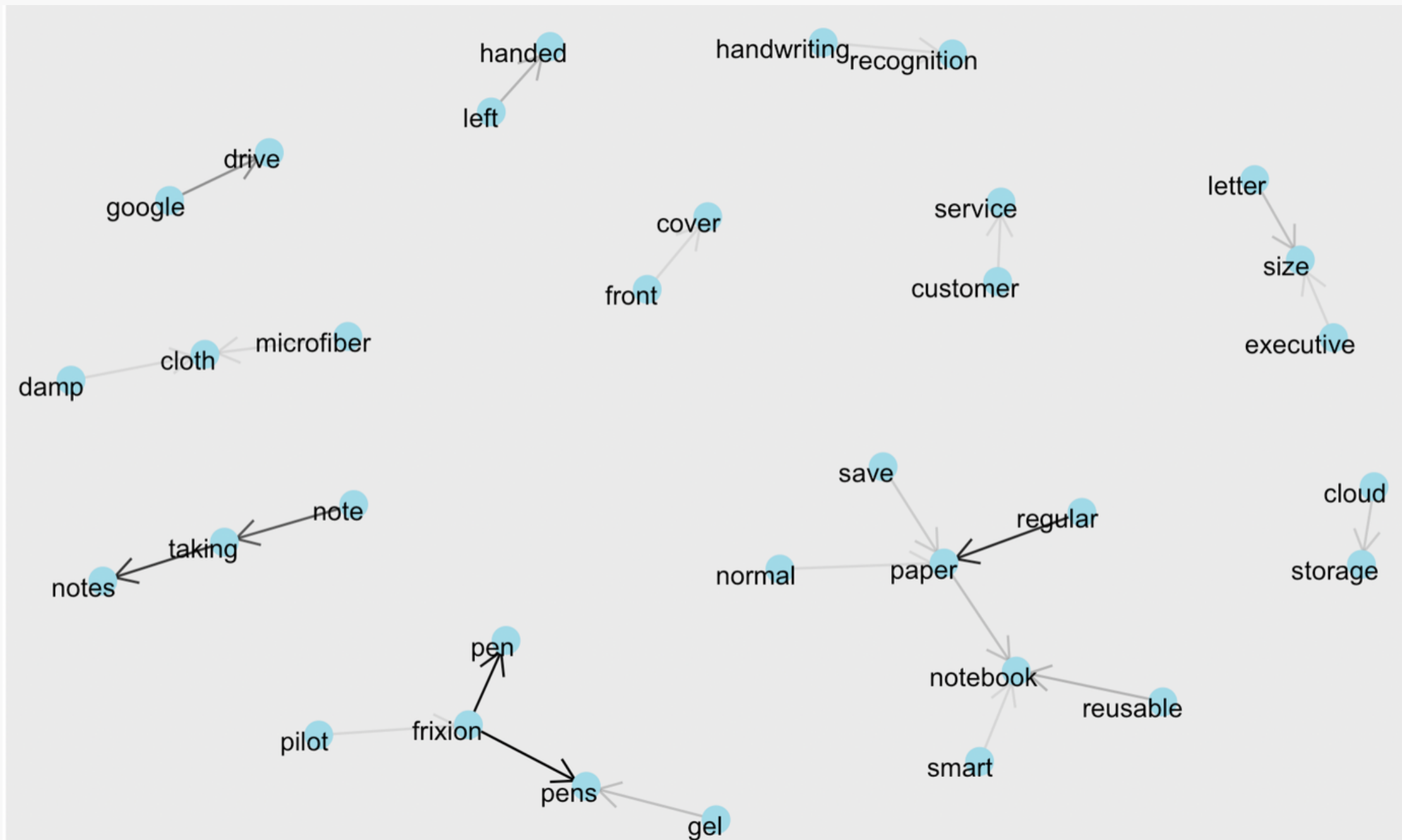
This graph shows groups of words that have a high correlation in reviews with a rating of 4-stars or less.

Areas of difficulty:
1. Handwriting Recognition
2. Cloud Storage \ Google Drive
3. Microfiber Cloth
4. Frixion Pen
5. Front Cover
6. Not suitable for left-handed users
7. Size of the notebook
8. Front Cover
9. Customer Service
10. Regular paper preferences

Thank you for reading!