

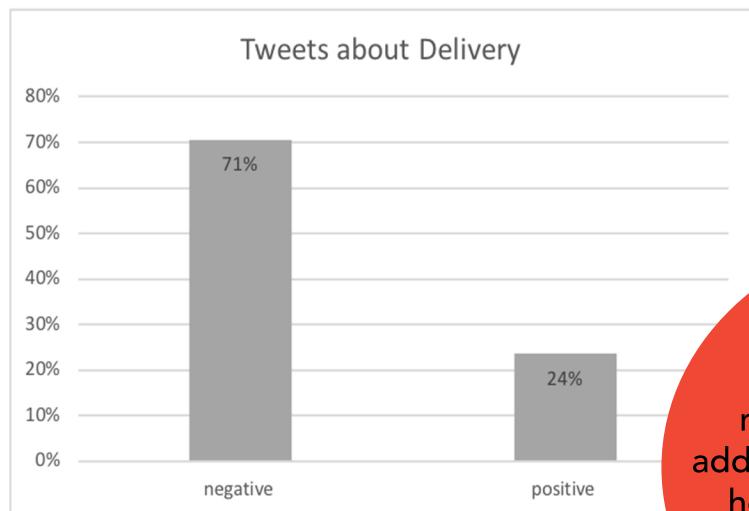
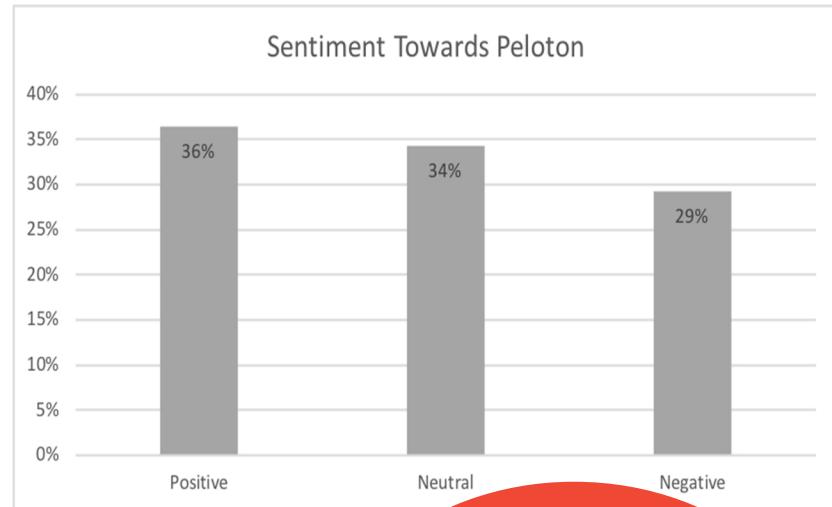
Peloton



How have people reacted to the popular at home workout machine company during Covid?

The main reaction to Peloton has been **positive**, while **negative** reactions are not far behind.

Majority of tweets that mentioned Peloton were a positive sentiment. Many expressed how they love their equipment and app especially during these times. So many people are ordering Pelotons right now the delivery time is through the roof causing some of these negative sentiments.



So pumped for my Peloton century ride tonight. Two and a half months later and I am an addict- my mental and physical health are thriving despite COVID! #PelotonMedTwitter
#PelotonCenturyRide
#PelotonFam
-ABBYOTTOM

'@onepeloton I am amazed that we are 10 weeks in from ordering our bike+ and no one can tell us anything about where it is or when it will be delivered. But you are for damn sure cashing our checks each month. #Peloton'
-CURLEYWOLF40

Implications

Peloton needs to focus on their customer service and be transparent about the extensive delivery time, change how they do payments, and listen to their customers so they keep a strong positive sentiment.

Data Source

Twitter

Sample Size

140

Dates

Jan. 16 - Feb. 17

Listening Terms

@onepeloton,
peloton, pelotonbike

I took 100 random tweets from the day I constructed social studio and from 2 other random days. Went through all 300 tweets randomly picking 140. I had to delete ones that were not correctly recorded and repeats.