Decoding Satisfaction

What actually drives mobile phone ratings?

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Presenter Profile

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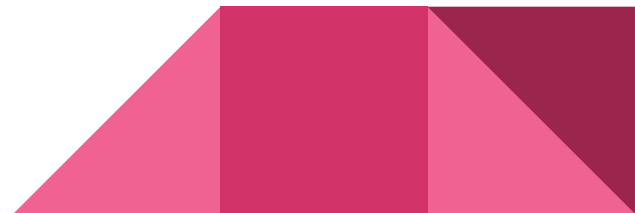Tech + Anthropology background: Focused on the human-driven "whys" behind the numbers

Today's Roadmap

➔ The business problem & guiding hypothesis

➔ Data and analysis process

➔ Key findings: What matters to customers

➔ Limitations and caveats

➔ Strategic actions

➔ Expected benefits

The Big Question

- **Challenge:** Where do we invest for maximum customer satisfaction?

- Gut instinct? Branding? Price? Features?

- **Hypothesis:**
  - Can a statistical model predict overall customer satisfaction with an accuracy of 70% or better?

Data & Analysis Overview

➔ 50,000 global customer reviews, 8 countries

➔ Looked at brand, price, and main technological features (camera, battery, design, etc.)

➔ Used a step-by-step "decluttering" process:

   ◆ Start with all variables

   ◆ Remove what doesn't influence satisfaction

   ◆ Keep only true predictors of customer satisfaction

All Features → Eliminate Non-Predictors → Key Drivers Remain

Key Findings: The Five Pillars of Satisfaction

Only 5 features truly matter for high ratings:

➔ **Battery Life**
➔ **Camera Quality**
➔ **Performance (Speed, smoothness)**
➔ **Design**
➔ **Display**

Weakness in any one lowers overall customer satisfaction

HOLISTIC DEVICE EXPERIENCE
ALL FACTORS MATTER EQUALLY & INTERCONNECT

BATTERY
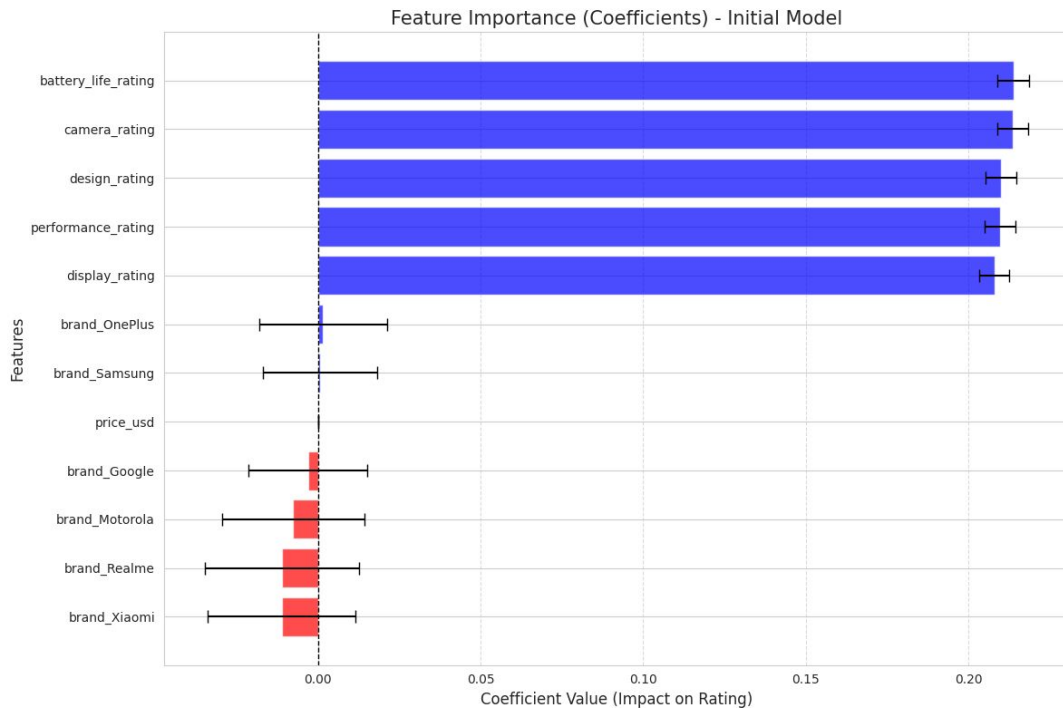CAMERA QUALITY
PERFORMANCE
DISPLAY
DESIGN

Brand & Price: Surprising Results

Brand name and price have little effect on customer satisfaction **after** accounting for the five key features.

High ratings are earned by performance – not prestige or price tag.

Even budget brands can achieve 5 stars by by delivering on the essential performance drivers.

Feature Importance (Coefficients) - Initial Model

How Strong Is This Model?

86.6% accuracy

- Model predicts satisfaction with **86.6% accuracy**
- Meets and exceeds the original 70% goal
- Reliable focus for our R&D Investment

Limitations & Considerations

- Most top phones excel in all five areas – features tend to "move together"

- Hard to pinpoint a single "target" feature

- Known in statistics as "multicollinearity"

Recommended Actions

1. **Balanced, Don't Specialize:** Invest evenly in all five pillars – don't gamble everything on just one feature

2. **Focus Messaging:** Our marketing should spotlight tangible hardware strengths, not just brand identity.

3. **Budget Devices Matter:** High satisfaction isn't reserved from premium models; even our budget phones deserve attention on all five pillars

Expected Benefits: Projected Business Impact

➔ R&D resources focused on features customers truly value

➔ Millions in reduced waste by cutting non-essential feature costs

➔ Increase our chances of 5-star ratings

➔ Protect and grow our place in a fiercely competitive market

References

- Kaggle. (2025, October 22). Retrieved November 1, 2025, from https://www.kaggle.com/datasets/mohankrishnathalla/mobile-reviews-sentiment-and-specification/data

Q&A

- Thank you for joining me today!

- I'm happy to clarify findings or discuss next steps