Periodic Insights Report

January 2020

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Top Trending Topics

Most Discussed Products

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Executive Summary

Competitive Summary (Global View)

Your January NPS is **92** +1(↑)

- Your company leads in overall discussion across the US, UK, China, and Italy

- Your Company trails behind Competitor 1 and Competitor 2 for overall positive sentiment.

- Competitor 1 has higher than average sentiment than Your Company

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US

Brand	Volume	Sentiment	Sentiment trend	Stars
Your Company	23,427	92%	1.1%	4.75
Competitor 1	701	86%	1.7%	4.71
Competitor 2	452	76%	7.9%	4.66
Competitor 3	100	86%	3.3%	4.71

UK

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= higher than average sentiment   = average sentiment   = lower than average sentiment

Your Product Lines/Brands (Global view)

- Brand 1 is leading in overall volume & sentiment in the US and UK yet it trails behind Brand 2 in China and in Italy.

- Brand 3 performs above average sentiment in China and is the most discussed brand.

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Brand	Volume	Sentiment	Sentiment trend	Stars
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E-Commerce presence Vs. Competition

- Consumers in the UK most frequently write reviews on Amazon UK

- In the US, Walmart is the leading e-commerce site consumers write reviews

- In Italy, consumers turn to Sephora to reviews

- In China, most consumers write reviews on JD

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Amazon.UK

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Sephora

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Category View

January 2020

Category Overview by product lines

Your January NPS is **92** +1(↑)

- Product line 1 is the most discussed product category in the US, UK, China, and Italy

- Product line 2 is discussed with lower than average sentiment in the US, UK

- Product line 3 is discussed with higher than average sentiment in China, UK, and US

US

	Volume	Sentiment	Sentiment trend	Stars
Industry	23,427	92%	1.1%	4.75
Subcategory 1	701	86%	1.7%	4.71
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Top Trending Topics (Volume & Sentiment)

- Topic 1 has higher than average sentiment in Subcategory 2 and higher than average sentiment in Subcategory 1.

- Topic 3 and Topic 4 have lower than average sentiment in Subcategory 3.

Consumers Topics	Subcategory 1	Subcategory 2	Subcategory 3
Topic 1 "Sounds boring but it actually was pretty fun, and he enjoyed seeing his progress they made with this topic."	5,334 / 22%	1,348 / 18%	774 / 12%
Topic 2 "Sounds boring but it actually was pretty fun, and he enjoyed seeing his progress they made with this topic."	6,771 / 13%	1,426 / 15%	1,121 / 14%
Topic 3 "Sounds boring but it actually was pretty fun, and he enjoyed seeing his progress they made with this topic."	1,934 / 56%	538 / 48%	382 / 56%
Topic 4 "Sounds boring but it actually was pretty fun, and he enjoyed seeing his progress they made with this topic."	1,689 / 28%	489 / 27%	350 / 22%
Topic 5 "Sounds boring but it actually was pretty fun, and he enjoyed seeing his progress they made with this topic."	X	X	303 / 26%

Most Discussed Products (January 2020)

- Product C was discovered as an up and trending product in the Category

- Product B is losing grounds

- Product 5 is a threat

Rank	Product Name	Volume		Sentiment(%)		Stars	
		Jan.20	% Change vs. MA	Jan.20	Points Change vs. MA	Jan.20	Points Change vs. MA
–	**Category (Avg)**	4,355	+4.5%	87%	-4	4.35	-0.03
1(↑)	Product A	322	-3%	90%	+6	4.8	+0.2
2(↓)	Product B	567	+12%	83%	-3	3.85	-0.15
3(↔)	Product C	89	-45%	78%	0%	3.7	+0.3
4(New)	Product D	128	New	NA	NA	NA	NA
5(↑)	Product E	322	-3%	90%	+6	4.8	+0.2
6(↓)	Product F	567	+12%	83%	-3	3.85	-0.15
7(↔)	Product G	89	-45%	78%	0%	3.7	+0.3
8(↑)	Product H	322	-3%	90%	+6	4.8	+0.2
9(↓)	Product I	567	+12%	83%	-3	3.85	-0.15
10(↔)	Product J	89	-45%	78%	0%	3.7	+0.3

Brand View

January 2020

Your January NPS is **92** +1(↑)

- Your Brand leads in overall discussion in the US, UK, China, and Italy yet it trails behind competitor 1 and 3 in overall sentiment

- Competitor 1 is below average sentiment across all markets

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Thank You!

For more detailed Reports Please contact Info@Revuze.it