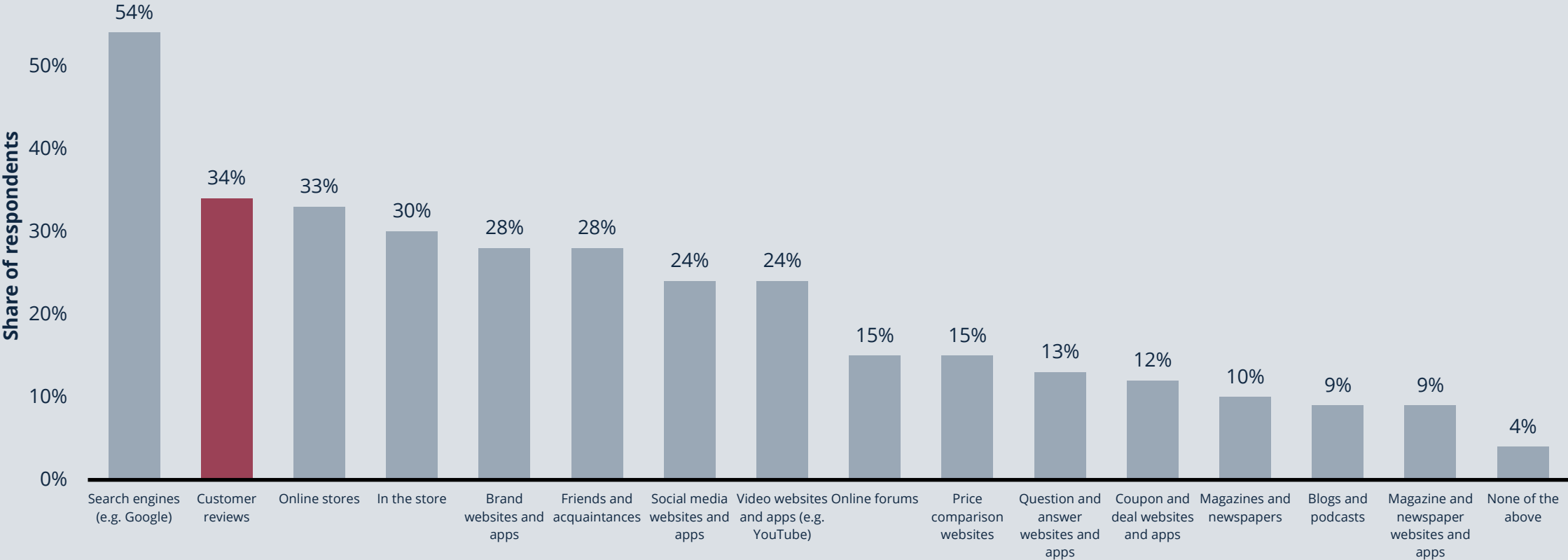


Leveraging AI to assess customer insights from online customer reviews

Chicago, March 28, 2023

Customer reviews are the second most important source of information used by consumers to make purchase decisions in the US




2 | Notes: United States; four waves from 03 January 2022 to 16 December 2022; 9,992 respondents; 18-64 years

Source: Statista Customer Insights Survey 2022

Consequently, businesses have made it easier and created incentives for consumers to provide feedback

Examples: Amazon and Aldi

Create Review

 simplehuman 58 Liter / 15.3 Gallon Rectangular Hands-Free Dual Compartment Recycling Kitch...

Overall rating

☆☆☆☆☆

Rate features

Smudge-proof

Motion detection

For small spaces

☆☆☆☆☆

Add a headline

What's most important to know?

Add a photo or video

Shoppers find images and videos more helpful than text alone.

Add a written review

What did you like or dislike? What did you use this product for?



ALDI

Like Aldi, Tell Aldi

Thanks for taking time to give us your feedback.

Complete our survey and you could **win £100** in Aldi vouchers*

MONTH 10/20		CLOWNE	
62471 SPARK. FRUIT JUICE DRINK	0.49 B		
62471 SPARK. FRUIT JUICE DRINK	0.49 B		
62471 SPARK. FRUIT JUICE DRINK	0.49 B		
4911 PICCALILLI	0.79 A		
TOTAL	2.26	SUBTOTAL	2.26
4 ITEMS			
Cash	£		2.26
NET TOTAL	VAT A		0.79
VAT	00.0%		0.00
NET TOTAL	VAT B		1.23
VAT	20.0%		0.24
44752	774/013/001/124	02.12.14 19:32 A-00	

Tell us how we did today
visit www.tellaaldi.com to complete our survey & be in with a chance to win £100 in Aldi vouchers

To get started enter the **code from your receipt** below. The survey should take no longer than 3-4 minutes to complete:

If you're looking for the Aldi Ireland survey, please visit www.tellaaldi.ie

*There are 9 prizes of £100 of Aldi vouchers to be won every month. Prize terms and conditions apply. Please click on the available link for details. We will not disclose your details to any third parties.

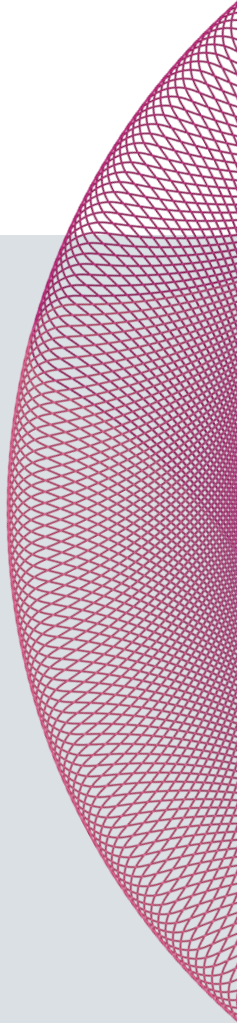
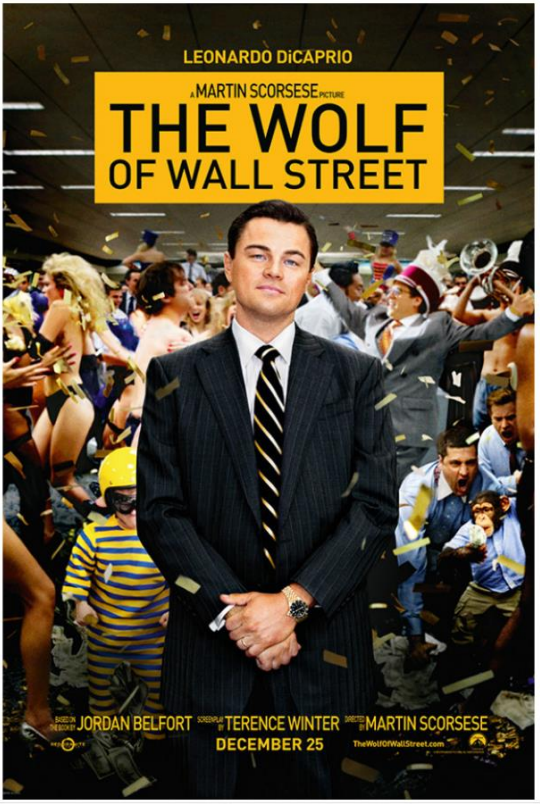
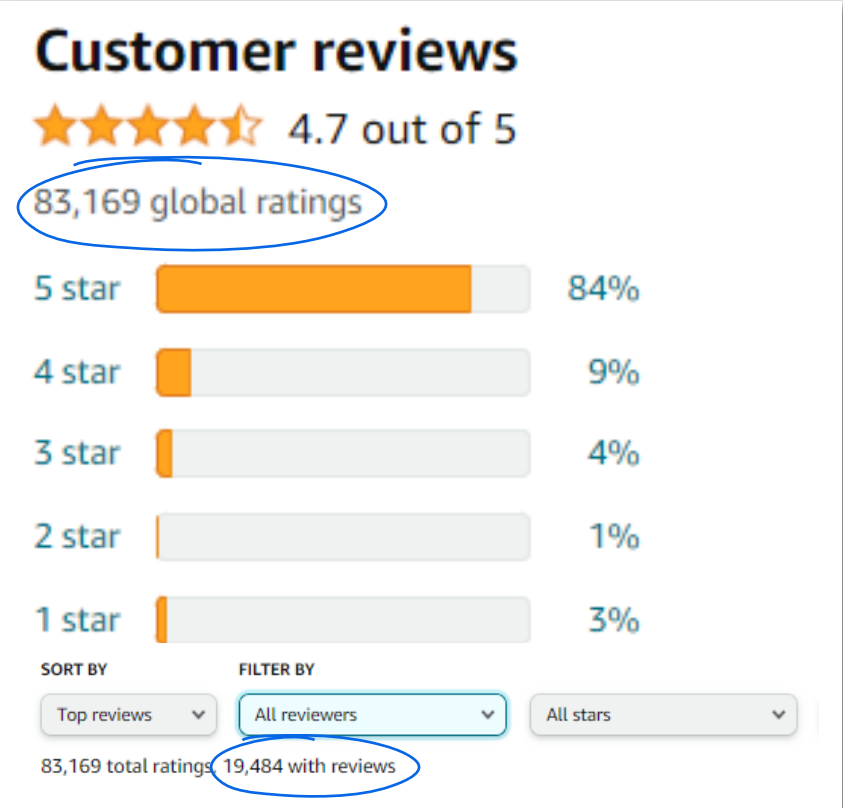
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powered by inmoment

In just **one day** on amazon



Too many reviews to analyze even after discarding the ones with only a star-rating which does not provide insights into the rationale of the reviewers



Lots of unstructured text making it hard to understand what features are being reviewed or the sentiment towards those features

Customer Review

★★★★★ **A great film to which we should have paid better attention.**
Reviewed in the United States on December 30, 2020

Verified Purchase

The WOLF OF WALL STREET is a perfect companion to GOODFELLAS, Martin Scorsese's other masterpiece, as both films are based on memoirs of morally dubious men who fell in love with a criminal culture, and lived the lifestyle to the fullest while they could before the inevitable reckoning, one that included rattling out their compatriots in crime. While Henry Hill's story concerned life in the small time Mafia, Jordan Belfort, the protagonist of WOLF, was determined to be a high rolling stockbroker on Wall Street, where he could enjoy all the vices too much money could buy. While few have rated WOLF on the level of GOODFELLAS, I think it is one of Scorsese's most entertaining films, one with a tremendous watch factor. Some chided Scorsese for using his tried and true (and by implication, over used) bag of tricks to tell the story, from showy tracking shots, a soundtrack full of oldies (Laura Branigan's "Gloria" in Italian), to having Jordan break the fourth wall and directly address the audience at pertinent moments. I think the director's signature moves were perfect for this story, especially when it came to the fourth wall, as it allowed for some exposition concerning the hows and wheres of stock manipulation that the audience needs to understand in order to make sense of Jordan's actions.

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At a three hour running time, WOLF tells the story of Jordan Belfort from his early days as a junior stock broker just before the Crash of '87, an event that nearly ended his career before it had gotten started proper, to his landing on his feet hawking penny stocks in a Long Island boiler room, a position from which he rose to build Stratton Oakmont, a seemingly respectable brokerage firm, that was in reality just a pump and dump operation, which fraudulently over valued cheap stocks to the firm's benefit. It was all a scam built on Jordan's undeniable talent at the "hard sell." While clients were fleeced, Jordan and his associates made hundreds of millions, which of course they didn't report and pay taxes on. Ultimately, this house of cards collapsed under the scrutiny of an FBI and an SEC investigation, but Jordan and his friends lived it up while they could in a haze of women, booze, and drugs. What our Woke betters might call "toxic masculinity." Some viewers were put off by scene after scene of bad boys living it up in one debauched bacchanal after another, but I think that was the point Scorsese and screenwriter, Terrence Winter, were trying to make: the wages of sin can look pretty attractive, that's why so many buy in.

There is much to take away from WOLF depending on your point of view, and one of the things I got out of Scorsese's film is that Jordan Belfort, masterfully played by Leonardo DiCaprio, is the poster boy for much of what has gone wrong in America in the last four decades, as we have become a country that no longer produces things so much as make deals that profit some at the expense of others. Where there are always winners and losers, where the only success that matters is material success, specifically material success in excess; where the winners are entitled to more...and more...and more. Jordan is like so many who came to believe that the rules were for losers, and that he was clever enough to get away with it where so many others got caught.

Yet, while many consider Jordan Belfort trash, I found qualities in him, at least as he is presented in the film, that I grudgingly admired, specifically in the way he landed on his feet after losing his high paying Wall Street job by going to work in a strip mall boiler room. The scene where DiCaprio walks in and shows the other poor fools there how to cold call a client and get his money is one of my favorites. The way he was loyal to his shabby crew - Donny, Chester, Rugrat - a group of doughy mediocrities that are as about as far from the Cool Kids and Golden Boys as one could get, all of whom he took with him to the top, never cheating them, making them part of his success. In the end, he would give up their names to the FBI only because the Bureau had his back to the wall and he was looking at many years in prison. I was struck by the scene where, at real risk to himself, Jordan warns Donny he is wearing a wire that is something Henry Hill would never have done. Though he is not in any way husband material, I do think Jordan genuinely cared for both of his wives.

And as far as I'm concerned, THE WOLF OF WALL STREET is one of the funniest films of the 2010s. I laughed harder at it than almost any "official" comedy of the past ten years. The sequence of Jordan and Donny under the influence of the Lemon 714 Quaaludes is a masterpiece of physical comedy, hilarious and horrifying at the same time, and played to perfection by DiCaprio and Jonah Hill. The entire cast is pitch perfect, including the aforementioned Hill, but also Rob Reiner (though in no universe do I believe he is the father of Leonardo DiCaprio), Kyle Chandler, Jon Bernthal, Ethan Suplee, Joanna Lumley, Kenneth Choi, Shea Whigham, and Jon Favreau. Matthew McConaughey has a mic drop of a cameo early in the film as Jordan's mentor, and then walks out of the film. For me, this is the movie that put Margot Robbie on my radar; she is the epitome of drop dead gorgeous as Naomi, Jordan's second wife. Scorsese makes better use of Jean Dujardin than THE ARTIST did, casting him as a shady Swiss banker, happy to take Jordan's money, not so pleased to return it. That is Bo Dietl as himself; he's become part of Scorsese's stock company. And this is the movie that I will always believe DiCaprio should have won the Best Actor Oscar for. It is an utterly fearless performance from beginning to end, and I'm not just talking about his dance moves at Jordan's wedding reception. Too bad he had to go up against McConaughey's work in THE DALLAS BUYERS CLUB.

I think the final scene, where the real life Jordan Belfort introduces DiCaprio to a packed room at a sales seminar, resonates more now than it did when the movie was released. This is where Scorsese turns the camera around and it glides over the seminar's participants sitting in rows, their rapt attention focused on DiCaprio, who after prison is reinventing himself as a motivational speaker. I think it is Scorsese's way of saying that some of the problem, and responsibility, here rests with the audience. That guys like Jordan would never have gotten away with so much if there had not been for people who confused conniving and deviousness with smarts. Who fell for glib hucksters who had no moral qualms about telling people exactly what they wanted to hear. Looking back today, we should have paid better attention.

17 people found this helpful.

Customer Review

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Reviewed in the United States on December 30, 2020

Verified Purchase

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Reviews that don't accurately reflect someone's opinion on the product or service being reviewed

Nobody

★★★★★ **Shows The Truth - FBI**

Reviewed in the United States us on March 5, 2023

Verified Purchase

It's a great movie except for the part where the FBI starts in on him. That's exactly what they do, go after people trying to make it in this world, too bad someone doesn't go after them - bunch of crooks. Also, too bad they don't actually do their job in this world, they could/should be going after the crooked administration currently ruining it for all of us. If we didn't have crooked politicians, corporations and the totally bought/sold government we have - you wouldn't have people taking advantage of people like Jordan did in this movie. You wouldn't have people giving away hard earned money for the "American Dream", we'd all be living it.

Was a great movie and much life real life, the FBI ruined it... the government, corporate greed, etc..

[Helpful](#) | [Report abuse](#) | [Permalink](#)

Brandon

★★★★★ **1 star**

Reviewed in the United States us on September 10, 2015

There **were** no **wolves** in this movie.

5 people found this helpful

[Helpful](#) | [Report abuse](#)

Joe Watson

★☆☆☆☆ **One Star**

Reviewed in the United States us on December 14, 2014

There **were** no **wolves** in the movie.

40 people found this helpful

[Helpful](#) | [Report abuse](#)

Insights from customer online reviews could be incredibly valuable for a number of use cases within organizations



Product Managers

- **Features** that are **most important to customers**
- Competitor **benchmarking**
- **Impact of changes of product features** in customer perception



Marketers / PR

- Product **features to highlight**
- Competitive **pricing**
- **Measure impact** of product failures and recalls



Sales / Business Development

- **Features to highlight in sales pitches**
- **Objection handling**
- Price **discounting**

Based on the value that insights from online customer reviews offer, we developed ReQiew to solve 3 problems

Data Gathering



- Any platform as long as the reviews are not in a password protected area of the site

Text Analysis



- Analyses any number of reviews identifying the product features referenced and the reviewer's sentiment towards them

Visual Presentation



- Presents insights visually, facilitating side-by-side benchmarks with competitors and historical trend analysis

Together with Newsweek we created a ranking for brands from the Home & Garden sector using ReQview to analyze 2M+ customer online reviews

Newsweek

- 84 product categories
- 402 awarded brands
- 8 platforms (e.g., Amazon, Lowe's, Walmart)
- More than 2 million reviews
- More than 12 million rows of text



Using Natural Language Processing (NLP) we analysed 2M+ customer reviews and over 12M+ rows of text

Examples of reviews analysed

A

02/04/21: four stars. **Best air fryer for the money.** I do EVERYTHING on here. Only issue is it opens while cooking sometimes

UPDATE: 10/15/21 Air fryer keeps falling apart. Screws didn't hold up. Lock doesn't lock. It's still does a great job air frying but it's become a **safety hazard.** My 2yo was able to open it and burn himself. My daughter had screws in her food. I lowered my score to 1 star.

B

The blender worked great and is powerful but it has a **HUGE SAFETY FEATURE.** I just purchased this in June and I haven't had it more than a couple months before it broke. The blender isn't supposed to turn on unless the lid is completely locked. The lid and blender are defective. When I put the lid on (it wasn't secured tightly) the blender still turned on. The Blade ended up drilling a hole in another part of the lid where it wasn't locked in and plastic chunks went into my drink. This could have been ingested and thankfully I caught it before hand. I am lucky the blade didn't fly out of the Ninja while turned on because it wasn't locked into the piece in place. (Where the blade and lid are supposed to lock is made poorly). When I called to have the blender or lid replaced, and explained the safety problem...the company was non apologetic. They said they shipped me a new lid, however it doesn't fix the safety feature and they still expected me to pay for shipping. It was \$5, but I will never purchase another product from this company again because of how the problem was handled. Customer service was awful, and customers should never have to pay for something that is a safety feature on your product.

C

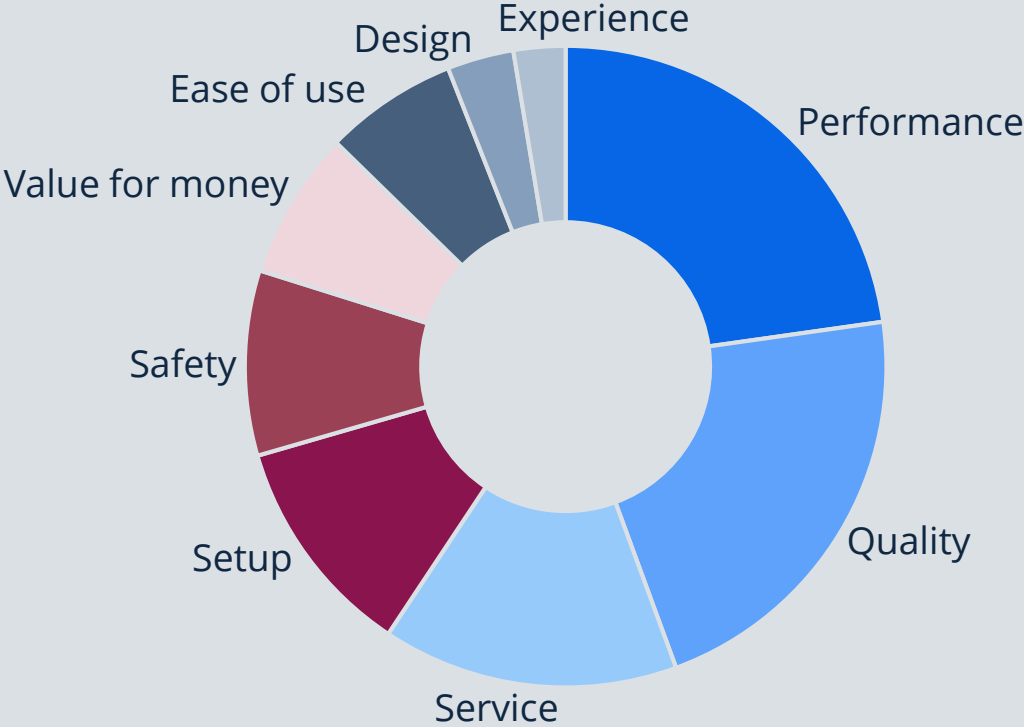
The front part has a gap in it. I can't see it, but the plastic and my hand feel it. i go to grab the handle and **it burns my hand.** not enough to leave marks, bit enough for me to curse. Avoid.

D

I bought this product and had it shipped to Europe as I had read some good reviews. However, first time I used it the blender started to smoke and produce a burning rubber smell - I turned it off immediately and my kitchen surface was covered in black soot. I had read the instructions before use, there was nothing that I had done wrong just the blender does not work and **honestly just seems DANGEROUS.** I contacted Hamilton Beach / Amazon and with the shipping fees you will end up spending the same amount to get this replaced or return it. They seemed totally unsurprised and unconcerned about the issues I found. Obviously, they have heard it all before. **DO NOT BUY THIS PRODUCT IT DOES NOT WORK; SMOKES; AND IS JUST DANGEROUS!!!**

Based on this analysis we developed a framework with nine key dimensions that covered the home & garden products in scope

Proportion of all aspects within all analyzed reviews



Deep-dives into the data allowed us to identify the most important dimensions by category and how they impact customer satisfaction

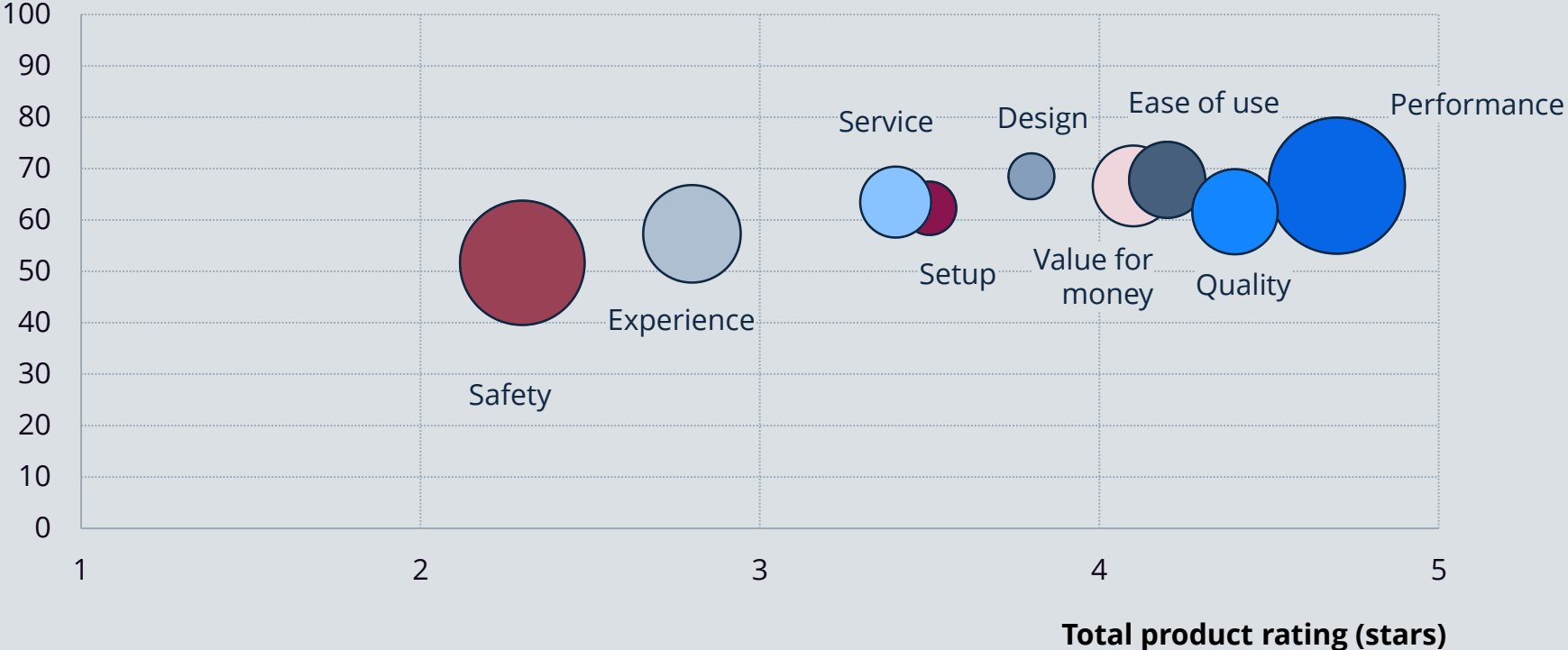
Example for Blenders



very positive

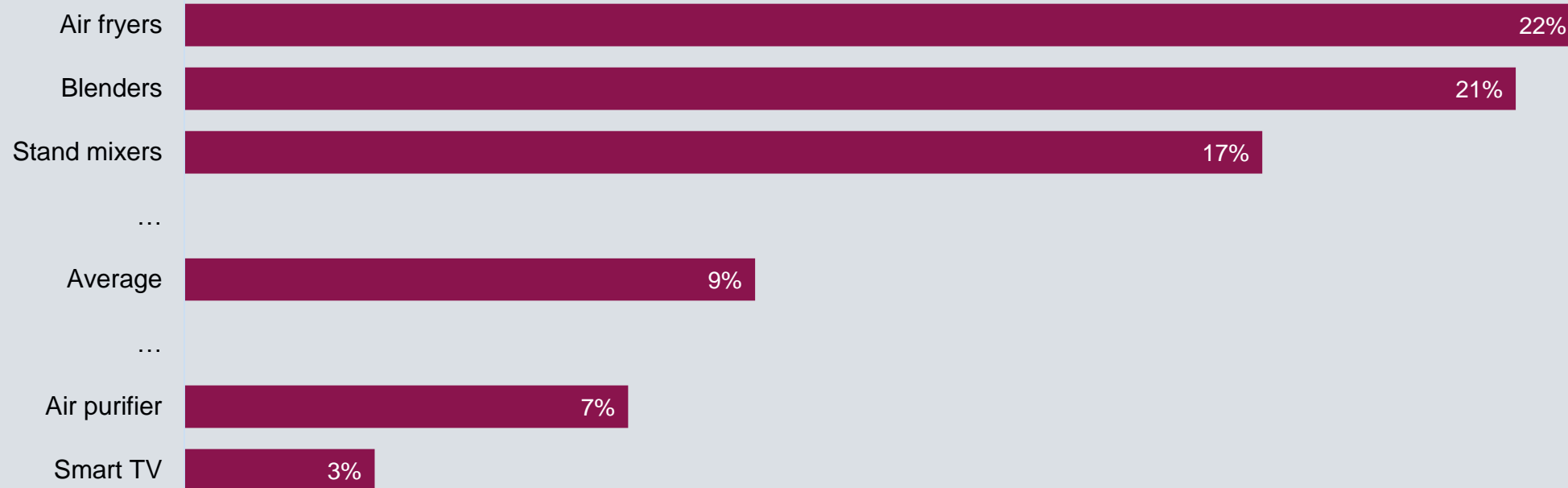
very negative

Avg. dimension rating (for the category)



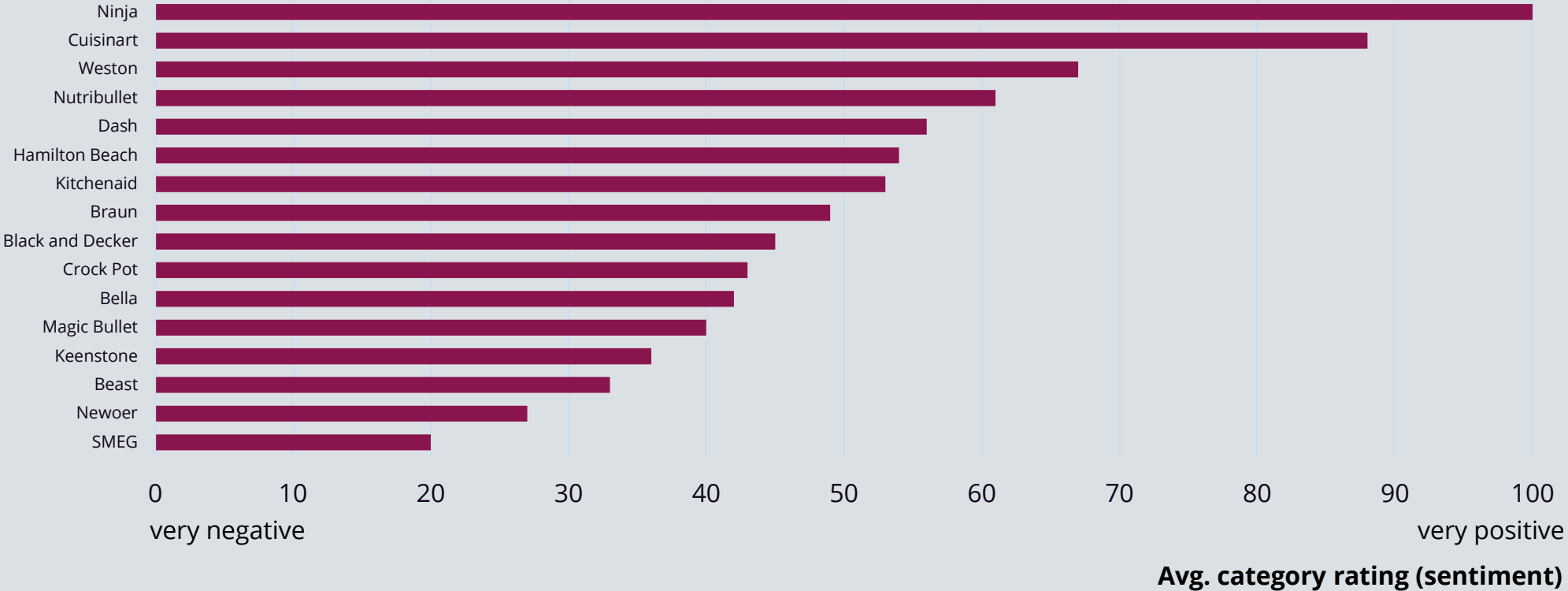
Safety is a good example of a dimension that is very important for some categories – not surprisingly for potential hazardous ones

Share of reviews related to safety for selected product categories



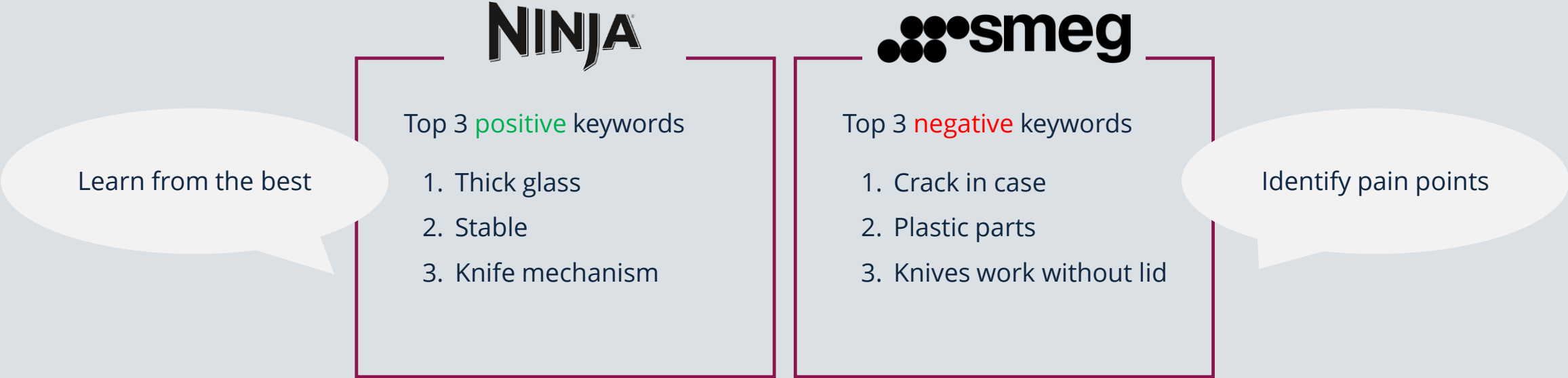
Deep-dive blender: While most brands have mediocre safety sentiment, Ninja has many positive reviews while SMEG has most negative sentiment

Example: Average rating of safety per brand in the blender product category



Our data structure allows us to drill down into each dimension and generate interesting insights from which to derive actions

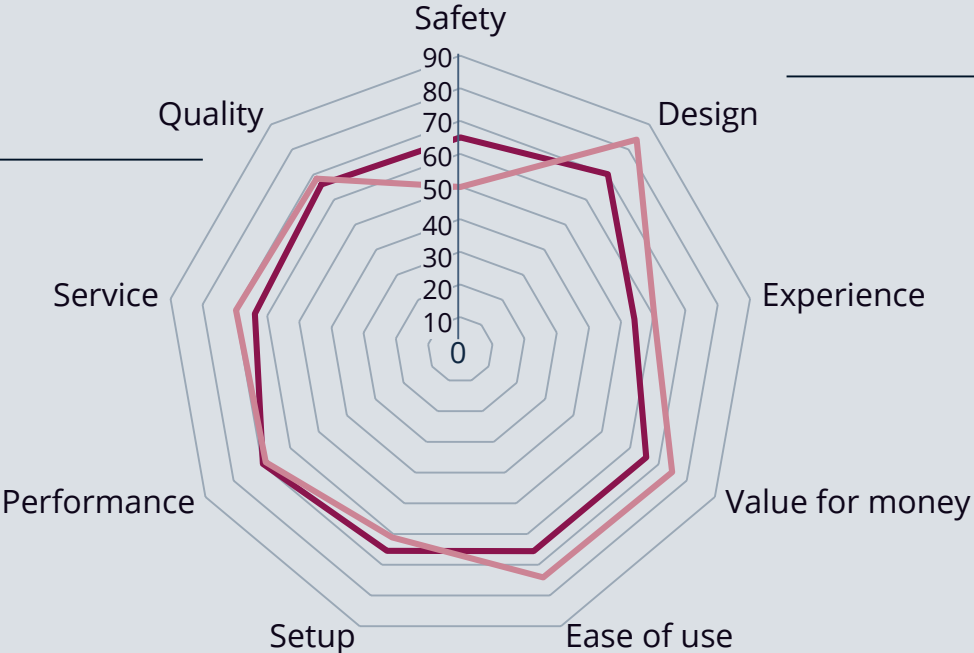
Example: Top positive and negative keywords in reviews of blender brands with most extreme sentiment related to safety



Based on the insights, a ReQiew customer improved safety features of their blenders to address an identified pain point

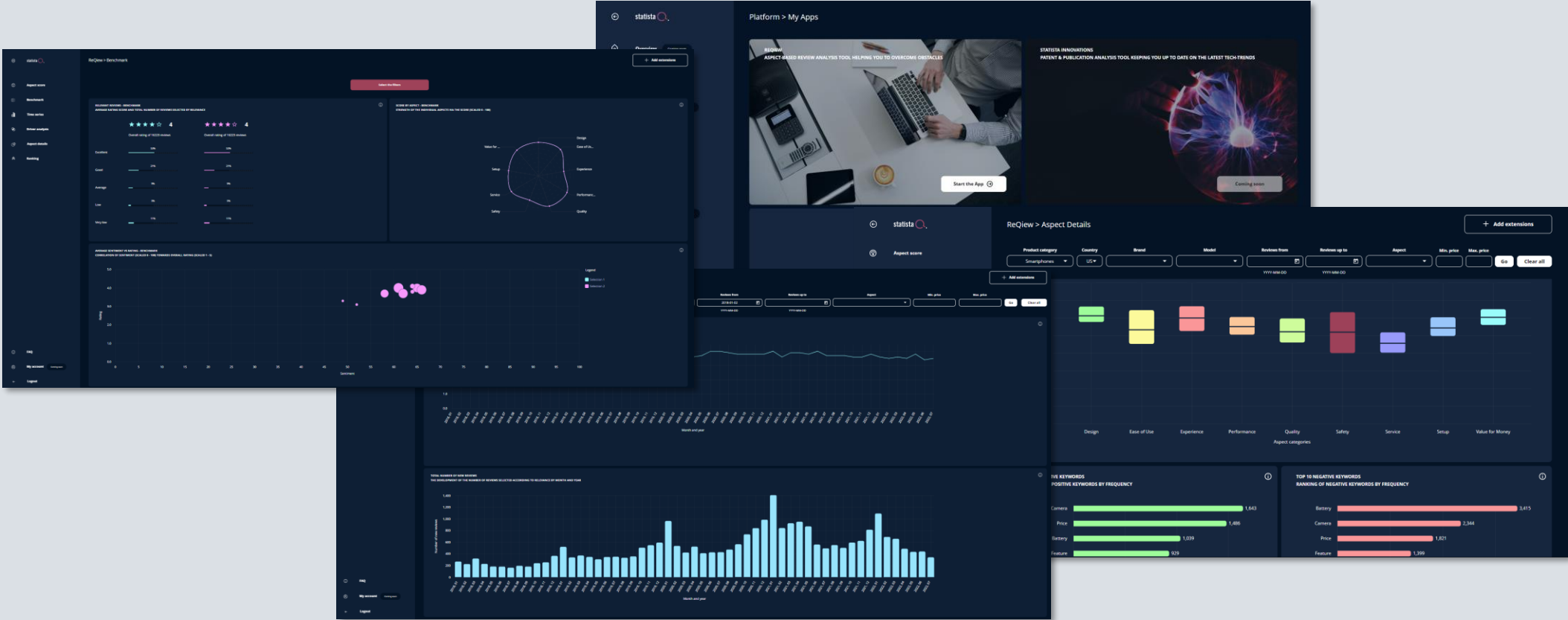
Example for two brands in Blenders

However, it was a discovery for our customers that the ratings in the area of safety were so far behind their key competitor. A deep dive led to adjustments in the product and communication



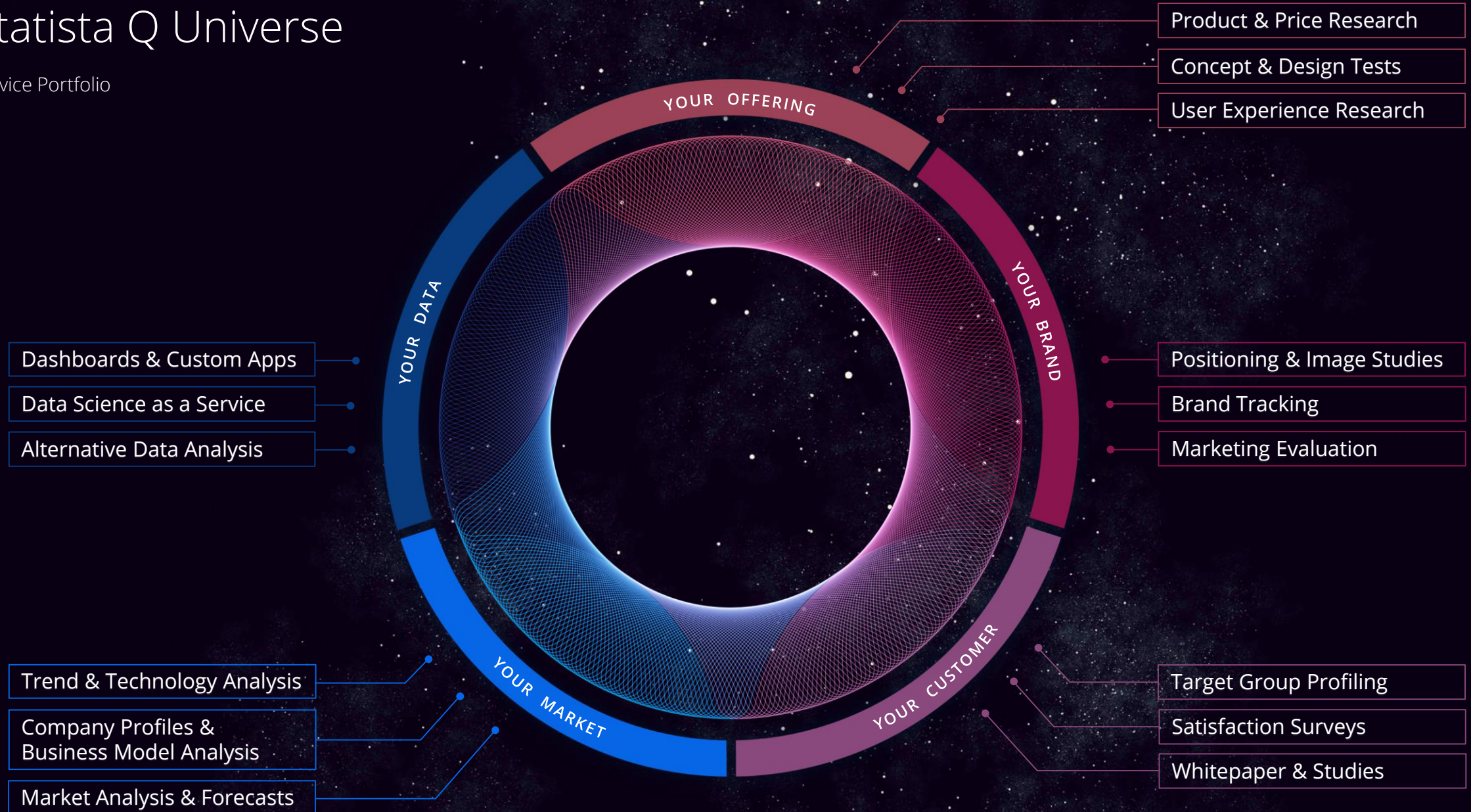
Our client knew that they have a very good standing with customers in terms of design and that this product dimension is one of their strengths

ReQiew provides insights via an interactive and easy-to-use web application



Statista Q Universe

Service Portfolio



Reach out to us



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►RS:/0211TR / ON