

Instant Pot Review Analysis

Powered by Yogi



METHODOLOGY

Yogi analyzed 12,961 reviews for 10 SKUs across 3 Instant Pot products.



Instant Pot Duo Nova

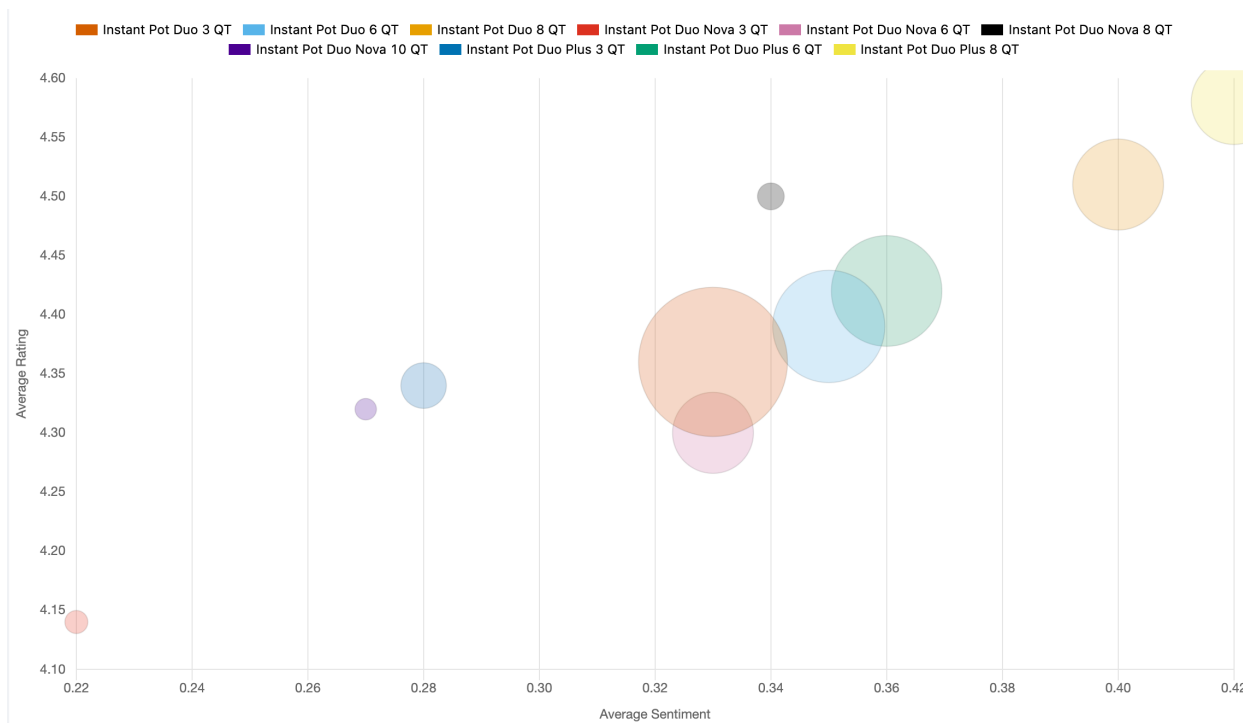


Instant Pot Duo Plus



Instant Pot Duo

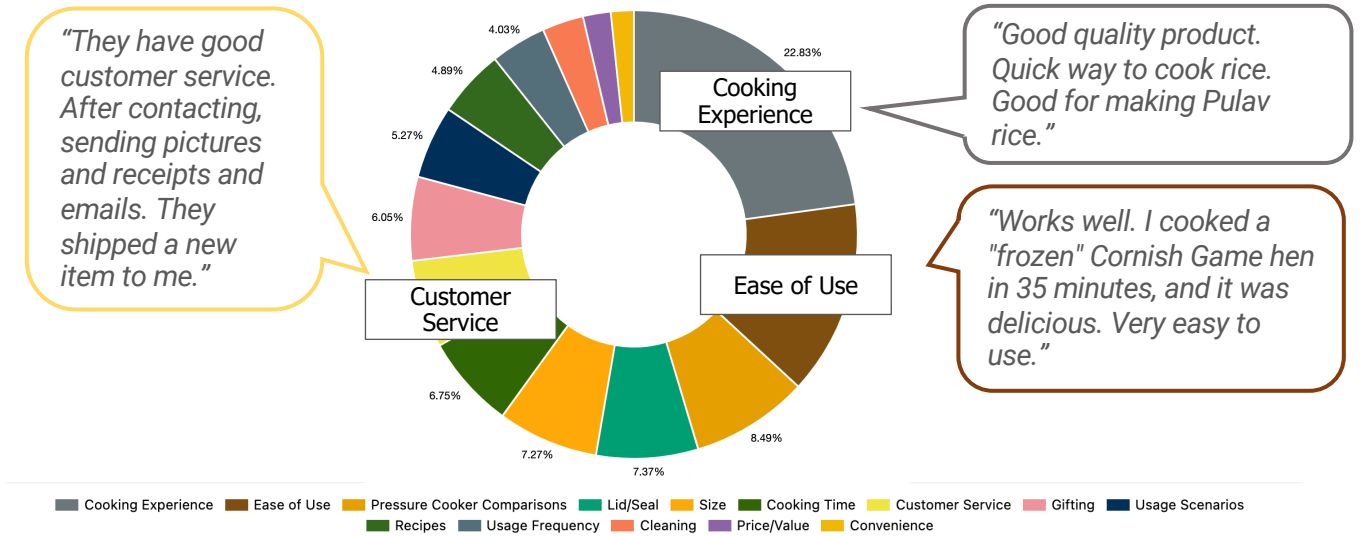
WHICH SKU IS PERFORMING BEST



Based on Yogi's breakdown of Star Ratings and Sentiment, we see that the Instant Pot Duo 8 QT and Instant Pot Duo Plus 8 QT are the two best performing SKUs, while the Instant Pot Duo Plus 3 QT and Instant Pot Duo Nova 3 QT are amongst the lowest performing.

CUSTOMER CONVERSATION

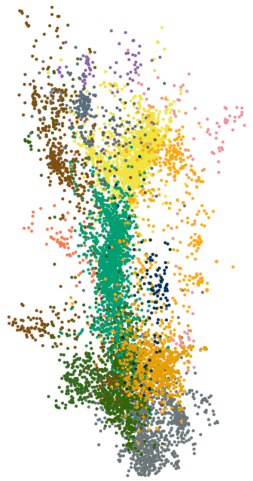
Using its advanced NLP algorithms, Yogi automatically detected 14 unique themes



INSTANT POT WEAKNESSES

Negative Sentiment Reviews

Yogi Network Graph filtered to display only datapoints with **Negative Sentiment** of all Instant Pot SKUs



“The lid does not seal and the product steams out between the lid and base. it’s a faulty unit. I contacted instantpot and they will only exchange/replace with a streaming video and pictures. The recipient does not have that technology and is stuck with a useless product.”

“No instructions came with the item beyond some chart that didn’t help figure out how to operate the machine...”

“I did not like the way this cooked rice. It sticks to the bottom and wastes a lot of rice.”

Amongst the negative reviews about Instant Pot, there were three dominating themes.

The first is a complaint around the fragile **lid seal having leaks and letting steam out**. At the same time, it looks like **Instant Pot’s policy of being sent a video of the issue has been causing negative sentiment amongst older, less tech-enabled users**.

The second theme has been around the **lack of clear instructions** that are provided in the box. This seems to be especially prevalent amongst less experienced cooks who may not be familiar with more advanced appliances.

Within “Cooking Experience”, Yogi found that users had the most complaints when it came to **making rice in the Instant Pot**. User’s talk about the process taking too long, leaving waste, or generally not working.



Want to see the full analysis?

This is just a preview of the insights Yogi can generate. Want to see more? [Reach out for a demo today.](#)

Yogi is a cloud-based software company headquartered in New York. It provides feedback analytics solutions and business intelligence dashboards to customer-focused businesses.