

Unstructured Data And Customer Insights Go Hand In Hand

A brief competitive analysis of popular hand lotion brands, powered by Yogi

The Yogi Platform helps companies centralize, organize, and analyze consumer feedback data spread across reviews, surveys, emails, and more

YOGI WORKS IN THREE PHASES

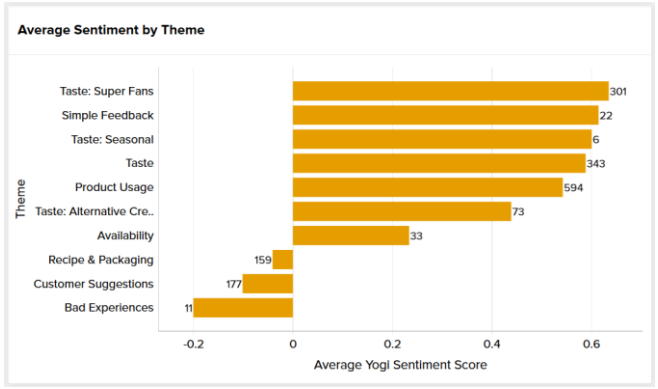
Centralize

Yogi pulls from *both* public and private sources to build a centralized feedback repository that can be searched and filtered.

Organize

Yogi uses advanced AI and Natural Language Processing technology to read through and organize the data based on sentiment, keywords, topics and more.

Analyze



Yogi's intuitive interface makes it easy for users to sift through data and reach granular insights that lead to tangible business improvements.

Yogi follows the strictest security standards including encryption, 3rd party audits, and SOC-II compliance.

https://meetyogi.com/

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Yogi analyzed product reviews written about two popular lotion brands

6,392 individual reviews with an average length of 33 words.
The longest review was 1,159 words



Reviews were sourced from Amazon customer reviews

Reviews ranged from July of 2011 to March 2020

Yogi took a total of 9 minutes to pull, read and process all the data.
That’s more than 710 reviews per minute or 11 per second

Without any human intervention, Yogi's deep learning algorithms recognized 8 broad categories of conversation from 6.4k unique reviews



Topic Titles Legend

Personal Usage Anecdotes: **31%**	Moisturizing Efficacy: **20%**	Consistency, Texture & Scent: **17%**	Severe Skin Conditions: **13%**	Brief Emotional Reactions: **8%**	Simple Feedback: **7%**	Packaging & Shipping: **5%**

Navigating Yogi Network Diagrams

- Each node represents an individual Amazon review of either Aveeno or CeraVe moisturizing lotion
- Each review is primarily identified as most relevant to one of **7 topics** of conversation represented by a **unique color**
- **Contextual similarity** between each review is also indicated by its **physical proximity** to other nodes
- Therefore, areas of overlapping colored nodes indicate a **thematic confluence** of customer reviews
- Reviews in the **Personal Usage Anecdotes** and **Severe Skin Conditions** topics were an average of **55 words** compared to an average of **16 words** for the other categories.

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Visual analysis of the *relative position*, *density* and *color* of data points leads to **rapid customer insights** and effortless **dismissal of noisy data**



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Visual Trend Spotting

- The dense area in the **black circle** reflects three different conversation topics, suggesting that these customer reviews have of lot of **thematic overlap**, making this region ripe for further Yogi **sub-topic analysis**.
- The **light blue circle** highlights a subset of customers talking about how **greasy or lightweight** the lotion feels
- The **pink oval** highlights a cluster of customers that received lotion bottles with **broken pumps**, suggesting they were poorly packaged prior to shipping or QA concerns for that component
- The **tan rectangle** encompasses a long tail of reviews that are very brief – often single word comments – which explains why they are placed on the opposite side of the network graph

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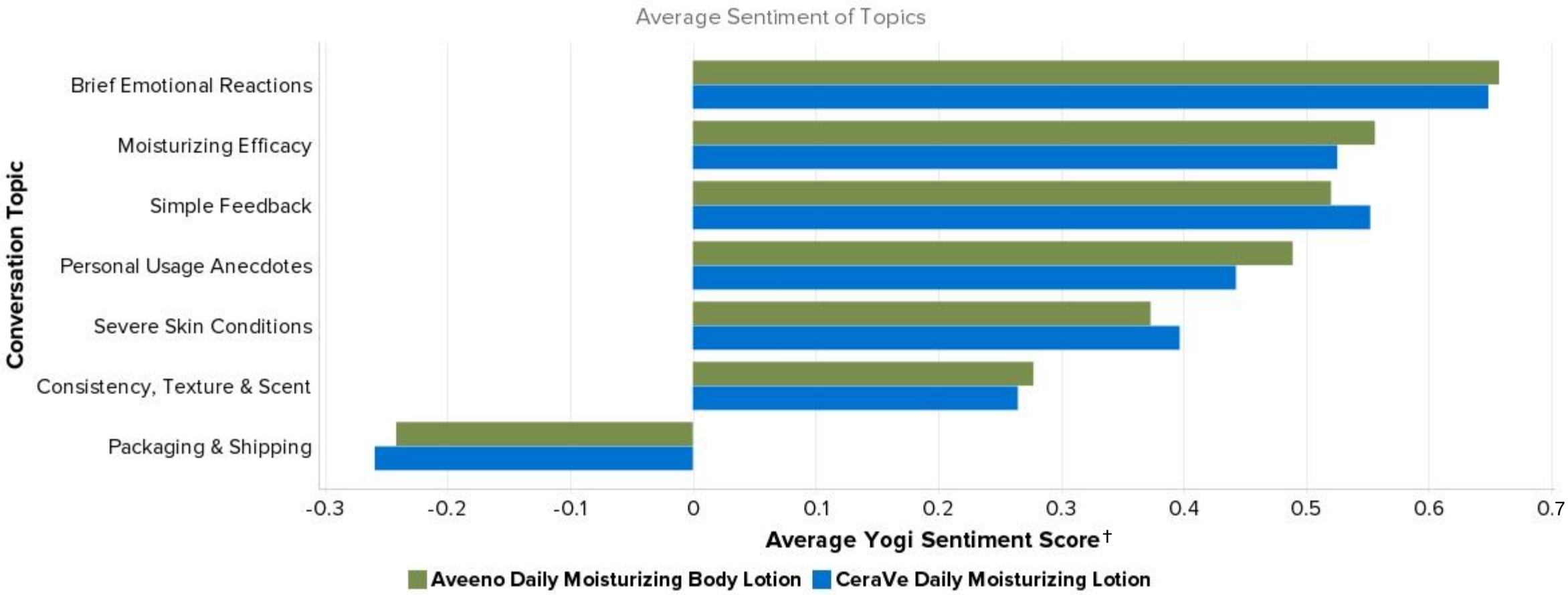
At a high level, Aveeno and CeraVe's lotions are remarkably similar in their strengths and weaknesses. Further sub-topic analysis* may reveal **competitive opportunities**



** The above topics represent the first pass of Yogi's conversation analysis NLP technology. Topics can be combined or isolated and further broken down by context into sub-topic categories within the Yogi platform.*

† Yogi's proprietary sentiment analysis algorithms scores overall tone of each data point from a range of -1.0 to 1.0, with 0 representing neutral sentiment. https://meetyogi.com/

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Diving deeper into a single conversation topic, **Severe Skin Conditions**, leads to further insights about specific ailments

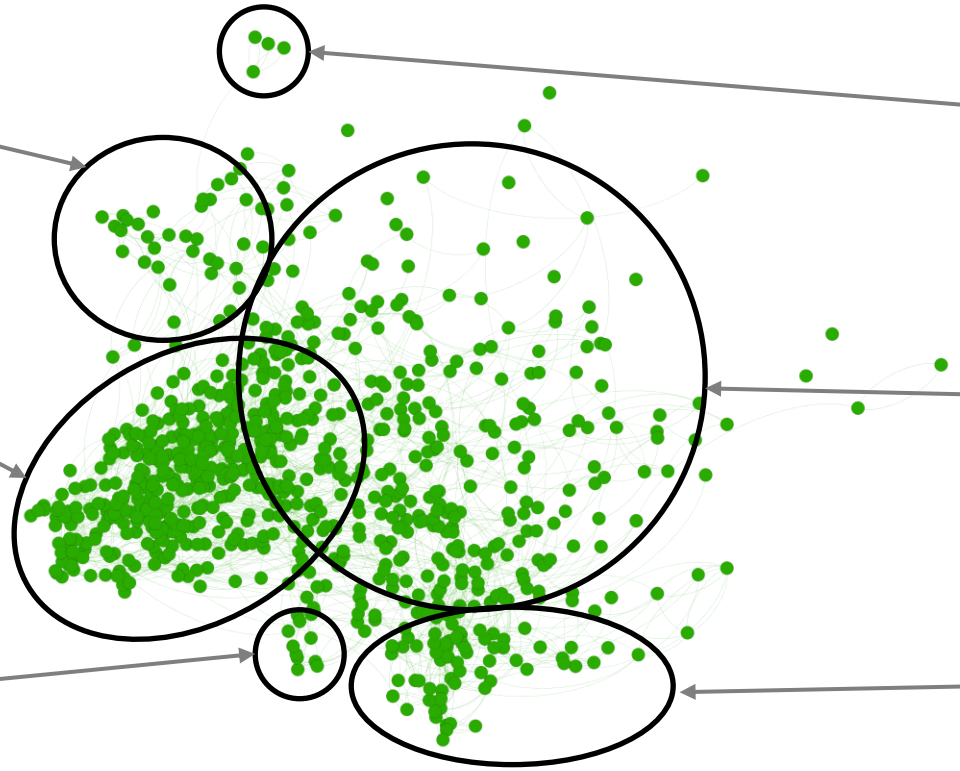
Common Threads of "Severe Skin Conditions" Conversation Topic: 815 Reviews (13%)

- Customers using the lotion to treat a skin condition leave **detailed and impassioned reviews**, with an average length of **51 words**
- 290 of 815 reviews mention "doctor" or "dermatologist", suggesting **medical recommendation is a key driver of product trial**
- Reviews were generally positive and consistent, with an average **Yogi Sentiment Score* of 0.37** for Aveeno and **0.40** for CeraVe

Concentration of customers with **exceptionally dry hands** due to their profession or the lack of humidity where they live.

Extremely dense protrusion of data points represents customers who are using lotion to reduce symptoms of **eczema**, which affects roughly 10% of the US population†.

Micro-cluster of customers using lotion as part of their **severe acne** treatment plan.



Micro-cluster representing inked customers that are using lotion as part of their **tattoo aftercare plan**.

Customers in this general area go into great detail about their skin conditions and their experience using lotion to treat it. This explains why Yogi's visualization algorithms have placed these data points right next to the blue conversation topic **Personal Usage Anecdotes** in the larger network diagram.

Concentration of customers that explicitly cite their **doctor's or dermatologist's recommendation** in their review.

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† Source: National Eczema Association

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With little room to differentiate on product features, customer insights can be leveraged into competitive advantages like **discovering new markets**

Status Quo: Similar Brand Positioning

- Both products are in mature categories with high brand recognition, loyal user bases and similar price points
- **Functional benefits** such as 24-hour hydration are backed by scientific research
- **Emotional benefits** diverge slightly, with Aveeno emphasizing beauty and CeraVe touting healing
- Yogi's Feedback Network and Sentiment Analysis indicate **highly correlated customer satisfaction** in all major conversation topics
- Both brands already leverage **expert endorsements:**



CeraVe® DEVELOPED WITH DERMATOLOGISTS

ACCEPTED NATIONALECZEMA.ORG National Eczema Association

Sample Yogi Insights: Opportunities To Differentiate

Target Workplaces That Dry Out Skin

*"I **work in medicine** and CeraVe keeps my hands from cracking and bleeding from washing them so much…"*

*"…My hands are always dry at work. I **work in retail** where I am constantly **touching cardboard** boxes and they suck the moisture out of my hands…"*

*"I **work in a school**, always washing my hands this keeps them soft and not chapped"*

*"This lotion is a must have for anyone **who works in surgery** and is constantly scrubbing and washing their hands…"*

A significant portion of reviewers suffered from **dry skin caused by their occupation**. Brands could:

- Donate product to first responders and medical professionals
- Provide targeted discounts to child-care professionals and day care centers
- Launch a campaign highlighting lotion use by working professionals such as nurses

Become Go-To Brand For The Tattoo Community

*"I use Aveeno to help keeping my hands moisturized and **my tattoos on my arms** looking their best. I've also used this as a **tattoo aftercare product** with great results!"*

*"Frustrated with how long a recent t**attoo was taking to heal** (3 months), **my tattoo artist recommended CeraVe to me**. It works wonders! Very moisturizing & healing. It's what I use for **all my tattoos** now."*

*"This has been my favorite lotion since a **tattoo artist first recommended it to me**."*

A small but effusive* cluster of reviewers used **lotion for tattooed skincare**. Brands could:

- Collaborate with popular tattoo artists and influencers in the inked community
- Research the impact of lotion on the post-tattoo healing process
- Provide samples and merchandise displays to tattoo parlors

** Reviews mentioning tattoos were more positive, with an average Yogi Sentiment Score of 0.6 vs. 0.4 for all reviews.*



Yogi

Understand your customers, **like never before**

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

Our Mission

Yogi aims to usher in a new age of excellent customer experience by better integrating the downstream stakeholders of products to the upstream developers, marketers and executives through AI-assisted data-driven decision making.

Want to see a Yogi dashboard with some of your data? Book a demo.

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