

Quarterly Trend Detection



How *Quarterly Trend Detection Reporting* spots and anticipates emerging trends for clients *before* they become a trend.



The Situation:

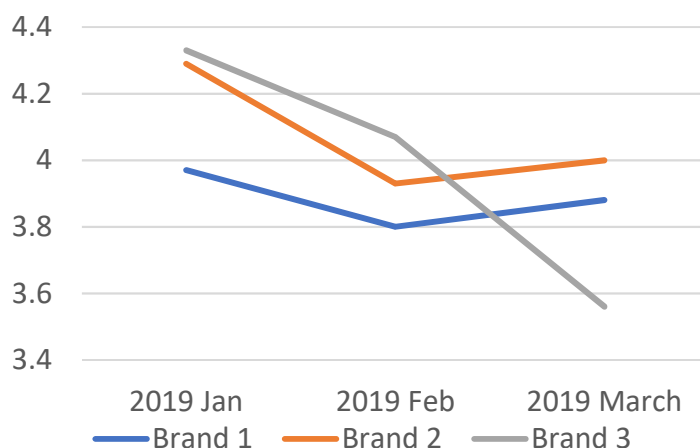
- 4Sight leveraged its Quarterly Trend Detection Report to analyze reviews for a major CPG brand including high level trends past 1, 3, 6 and 12 months in overall reviews and star ratings.



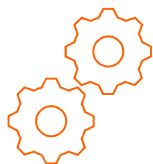
The Solution:

- The Quarterly Trend Detection Report detected that the star rating for a product over the last month was significantly lower (3.59) than the quarter as a whole (4.09), and lower than the same month the previous year (3.98).
- By digging deeper, the Trend Detection capability noticed that ~25% of 1 & 2-star reviews mentioned a key component of the product was missing from the boxes.

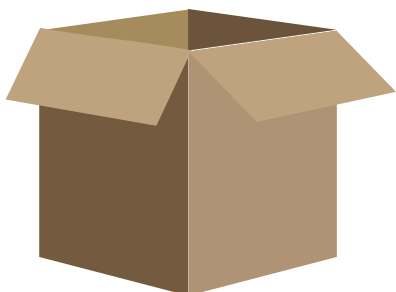
Star Rating JFM



The Result:



- The client was alerted to this issue right away; they were unaware of this issue but were able to rectify the matter quickly.
- The client's reviews were responded to appropriately, hence notifying future buyers that the issue was resolved and saving thousands of dollars in lost potential sales due to lower star rating.



**Detect Issues In Reviews
Before They Become Trends**