

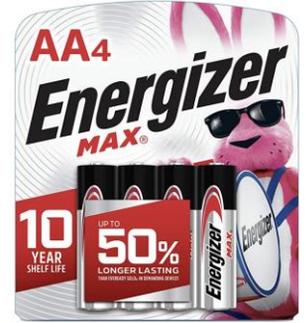
AA Battery Review Analysis

Powered by Yogi



METHODOLOGY

Yogi analyzed 8,838 reviews for 4 different AA battery products across 3 popular brands.



Duracell Optimum

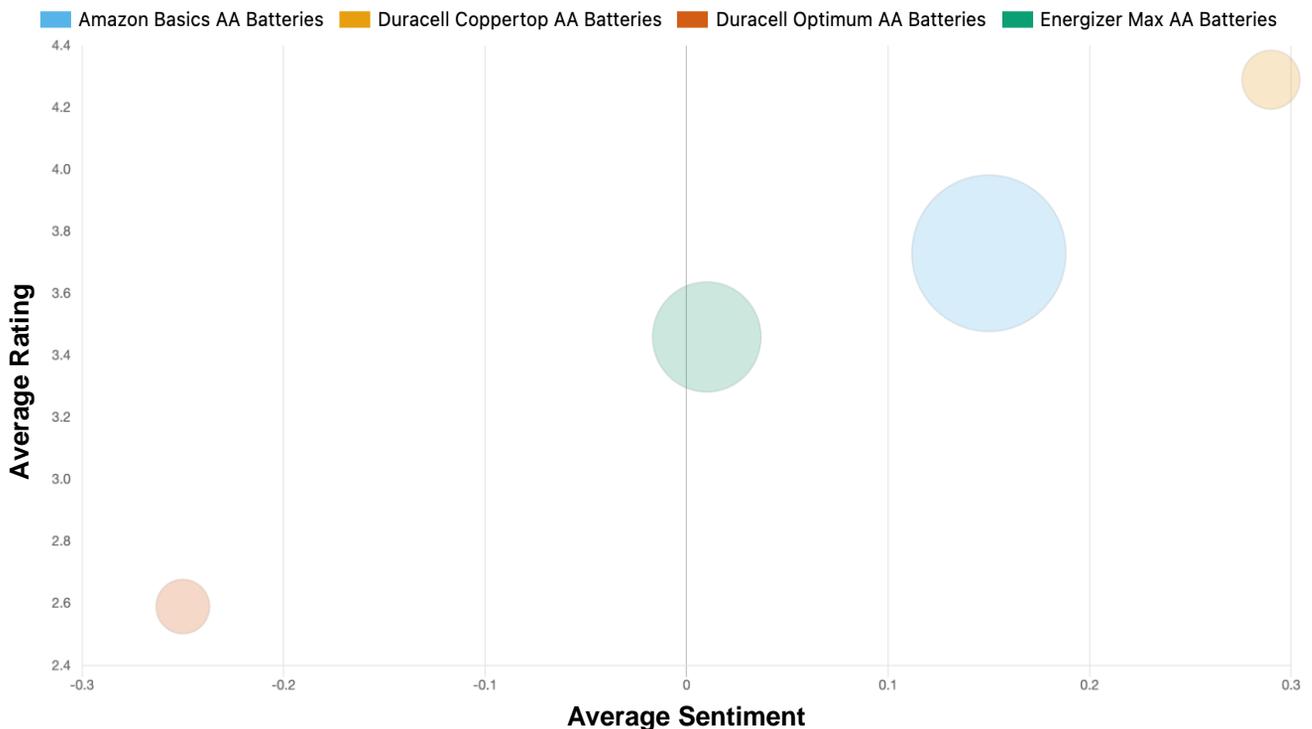
Duracell Coppertop

Amazon Basics

Energizer Max

WHICH PRODUCT IS PERFORMING BEST?

Average Rating vs Average Sentiment, Split Based on Product

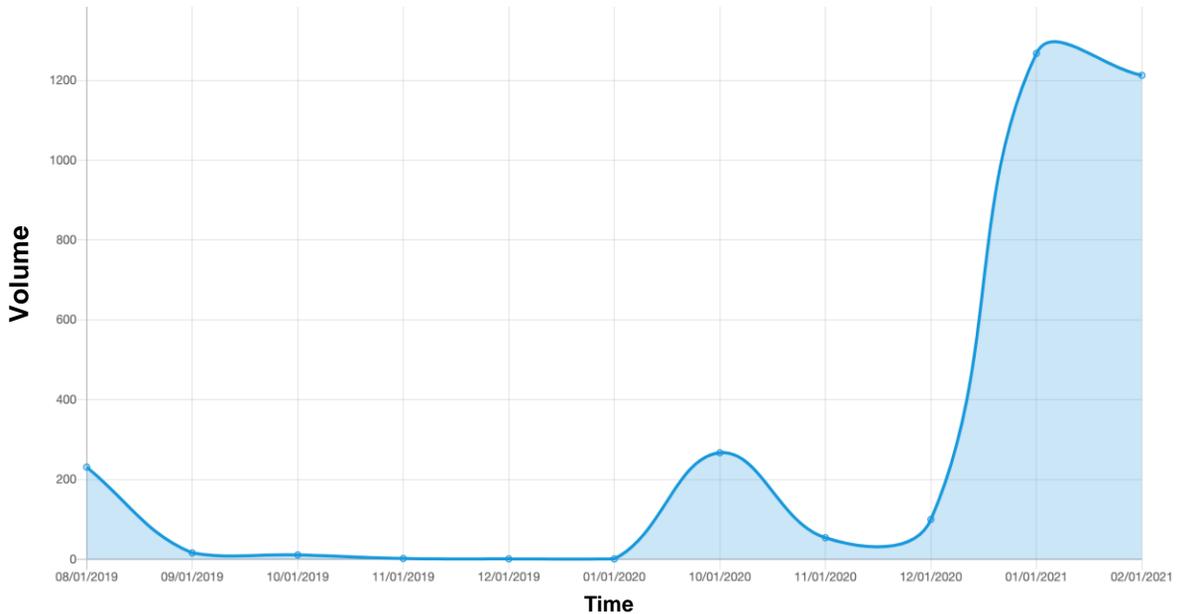


By removing promotional reviews from the analysis, we see that Duracell Coppertop is the top performing AA battery based on ratings and consumer sentiment, followed by Amazon Basics and Energizer Max. Out of all products, Duracell Optimum is seriously underperforming, with an average star rating of 2.6 and average sentiment of -0.25 (which is considered negative sentiment).

USE OF PROMOTIONAL REVIEWS

Using our advanced scrapers, Yogi can detect which reviews are promotional. While Duracell Optimum is underperforming overall, we see that they take heavy advantage of promotional reviews *which boosts their star rating from 2.6 → 4.5 and sentiment from -0.25 → 0.51*.

Volume of Promotional Reviews Over Time, Duracell Optimum (Aug '19 - Feb '21)



DURACELL OPTIMUM WEAKNESSES

Negative Sentiment Reviews

Yogi Network Graph filtered to display only datapoints with **Negative Sentiment** of Duracell Optimum



" Probably got a return from a buyer's remorse order... could someone contact me and send me a brand new box please? **Not only were the box and internal plastic container were open, but they didn't even peel it the right way, cutting the plastic container...** This is not acceptable."

"I bought a 4 pack 2 days ago exactly, these 4 batteries both **drained out already and started to leak battery acid**. Ruined my elite controller. Never trusting this battery again!!"

Amongst the negative reviews about Duracell Optimum, there were two dominant themes.

The first are complaints around the **resealable packaging**, specifically the fact **that they don't "hold up" or "last" when batteries are shipped**.

The second theme is around the **leaking/corroding of Optimum batteries**. Although complaints about leakage/corrosion are common across all battery brands, these complaints are most affiliated with Duracell Optimum. Specific complaints revolved around the use of these batteries in game controllers, and **leakage in these controllers damaging expensive controllers**.



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.](https://www.meetyogi.com/)

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