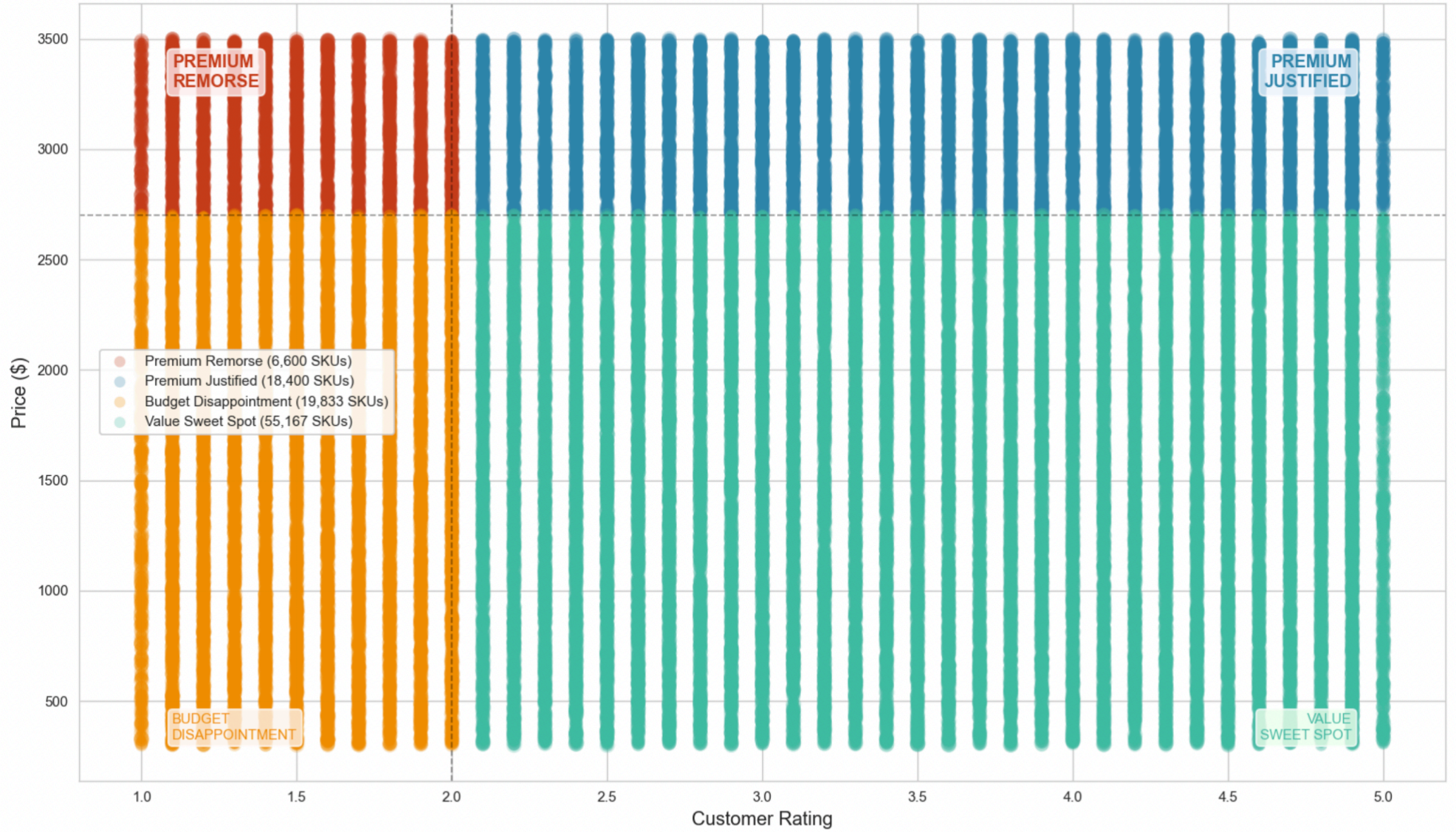


The "Premium Remorse" Quadrant Map  
 Bubble size = Review Count | 6,600 SKUs in Premium Remorse = 16,557,274 lost-confidence reviews (6.6% of market)



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PREMIUM REMORSE SEGMENT SUMMARY
Total SKUs in Premium Remorse:      6,600
Total review volume (lost confidence): 16,557,274
Share of total market volume:        6.6%
Avg Price in segment:                 $3,100.55
Avg Rating in segment:                 1.52
=====
    
```

 TABLE 5A: Premium Remorse by Category

Category	SKU Count	Total Reviews	Avg Price	Avg Rating	% of Remorse Volume
iPad	1152	2929249	\$3,092.28	1.51	17.7
iMac	1107	2856681	\$3,108.49	1.50	17.3
iPhone	1072	2733565	\$3,089.49	1.52	16.5
AirPods	1090	2700351	\$3,106.97	1.53	16.3
Apple Watch	1093	2697038	\$3,096.06	1.53	16.3
MacBook	1086	2640390	\$3,110.23	1.52	15.9

 TABLE 5B: Top 10 Model Names in Premium Remorse (Biggest Offenders)

Model	SKU Count	Total Reviews	Avg Price	Avg Rating	Category
Model-981	16	43223	\$3,156.38	1.58	AirPods
Model-464	13	42297	\$3,020.72	1.57	Apple Watch
Model-945	17	41595	\$3,115.90	1.57	iMac
Model-385	16	41447	\$3,094.40	1.68	iPad
Model-347	13	40997	\$3,090.65	1.62	AirPods
Model-949	15	40961	\$3,130.39	1.45	iPhone
Model-276	14	40457	\$3,062.25	1.41	AirPods
Model-285	13	39457	\$3,040.43	1.51	iPhone
Model-880	14	38667	\$3,118.48	1.49	iPad
Model-719	14	37250	\$3,161.01	1.48	MacBook

 TABLE 5C: Quadrant Distribution Summary

Quadrant	SKUs	Total Reviews	Avg Price	Avg Rating	% Market Volume
Budget Disappointment	19833	49551973	1500.83	1.53	19.8
Premium Justified	18400	46245630	3103.12	3.53	18.5
Premium Remorse	6600	16557274	3100.55	1.52	6.6
Value Sweet Spot	55167	137696038	1500.66	3.52	55.1