

Social Media Data on Mid-Sized Cars Holds Many Surprises, PolyVista's Analysis Reveals

Comparison Analysis of Social Media Data Shows Chevy Malibu Outperforms Toyota Camry, Honda Accord

Kalamazoo, Michigan ([PRWEB](#)) April 28, 2016 -- PolyVista, Inc., an industry-leading data analysis solution provider, today released the first in a series of product comparison reports analyzing free-form text comments from consumers about the products and services they use.

The comparison reports show how PolyVista's technology captures complex consumer feedback and reviews on social media about their experiences with a product or a service, processes them to automatically decipher both the positive and negative feelings expressed in those comments, and presents the information in an easy to understand iPDF (interactive PDF) report.

For the first time, PolyVista is providing consumers with the same type of product comparison analysis of social media data normally provided to PolyVista's private clients. The first [report](#), available at <http://www.polyvista.com/Home/Demo?rt=IPDF> presents an independent product comparison analysis of three popular midsize sedans using over 14,000 on-line consumer statements (from Q4 2009 to Q1 2016) from across social media. Subsequent report releases will compare popular smartphones, smartwatches, and other products.

PolyVista's latest comparison examined the Chevrolet Malibu, Honda Accord, and Toyota Camry relative to performance, quality, customer experience (CX), and other consumer topics from social media. The analysis ranked Malibu first, with a 92 percent positive consumer sentiment, followed by Camry (81 percent) and Accord (76 percent). This analysis revealed that Chevrolet Malibu continues to outperform Toyota Camry and Honda Accord in terms of positive consumer sentiment over the past few years.

Shahbaz Anwar, CEO of PolyVista, expressed the concern that "consumers are talking a lot on social media about the products they buy; the important question is, 'How well are companies listening?' Our algorithms are able to analyze significant amounts of free-form textual data to help our clients hear their customers without the burdens normally associated with gathering and processing social media data. Until now, hearing the customer and learning from their experiences has been tedious," stated Anwar.

Analysis highlights included:

- Toyota Camry consumer sentiment is in a steep decline
- Malibu reviews indicated a 93 percent positive sentiment for future purchase, compared to 59 percent for Accord and 57 percent for Camry
- Customers are disappointed by Malibu's transmission performance (66 percent negative consumer sentiment), as compared to Camry (48 percent negative) and Accord (24 percent negative)
- Consumers rated Malibu's Customer Experience 99 percent positive versus Accord at 86 percent and Camry at 87 percent
- Both the Accord and Camry garnered 100 percent negative comments about their tires

PolyVista's comparison analysis leveraged consumer comments on social media to identify whether consumers expressed positive, negative, or neutral feedback about the Malibu, Camry, and Accord. A copy of the complete interactive PDF report can be downloaded from <http://www.polyvista.com/Home/Demo?rt=IPDF>.



This analysis enables an automaker or other business to identify industry trends quickly and efficiently and to use this information to gain a competitive advantage over rivals. Furthermore, the comparison offers in-depth insights into a business's customers as well as its rivals', allowing a company to learn about large customer groups and evaluate new ways to connect with them.

“We believe our comparison analysis reports demonstrate the value of hearing the voice of the customer through social media”, said Anwar.

[About PolyVista](#)

Since 2001, PolyVista has provided data analysis solutions designed to help businesses embrace the Big Data revolution. PolyVista collaborates with customers to deliver a cost-effective technology packaged with professional services. Please visit our [website](#) or contact us at 269.353.2550 to learn more about our text and data analysis solutions.



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You can read the online version of this press release [here](#).