

The data provides helpful insights into how Tabby is perceived and can improve based on their social media presence. Specific posts that positively influence are light-hearted content showcasing Tabby's benefits, especially for large purchases. Tabby could highlight these strengths in their social media messaging to win over competitors' audiences. Top suggestions were easing monthly payments and avoiding extra fees. Avoiding fees and simplifying installments could improve satisfaction. Overall, data shows Tabby's successful social media presence with some areas for optimizing reach and reducing customer pain points through limited changes. Those who feel positively like Tabby's ease of use, privacy, widespread presence, installment plans, and helping afford purchases. The open-ended data revealed Tabby's positives as more activity, better service, wider acceptance, and deals. This suggests Tabby is highly competitive in social media engagement versus alternatives. Tabby outshines competitors with wider reach and offerings. The open-ended responses indicate the negative ratings come from people who just don't use or know about the service. The minority who feel negatively appear unfamiliar with the service. Tabby could try promoting product awareness to new audiences. Some are unfamiliar with any influential posts. pg. 36 Comparative Engagement 46% rate Tabby's social media engagement as much better than competitors. Improvement Suggestions The data showed mixed results on needed improvements. This sways purchase decisions.