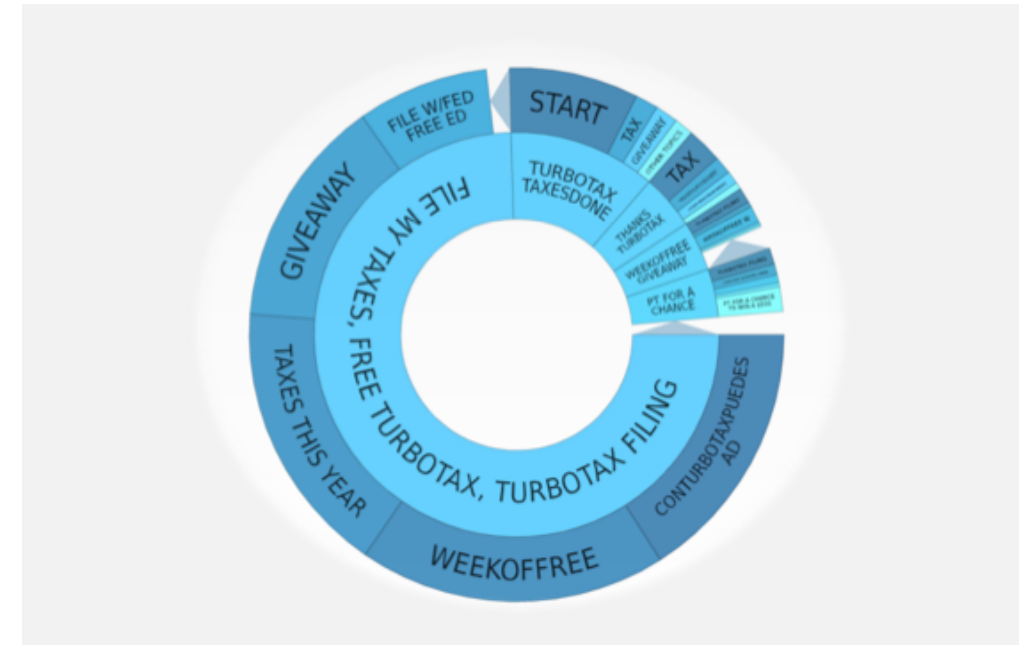# How does Turbotax improve their products by analyzing user reviews?

Challenge: Turbotax wanted to analyze Bazaarvoice reviews to monitor feedback on their products.

Prioritized product improvements based on review feedback

Crimson Hexagon