

# Customer Sentiment Report

## Butterfly High

Ground, Floor, Jet, Airways, Godrej, BKC, G, Block, next, to, MCA, Bandra, Kurla, Complex, Ban, Mumbai

Place Type:Modern Indian Restaurant

Report Date:July 23, 2025 at 05:06 PM

Number of Reviews Analysed: 127

Prepared by: [SentimentXpert](#) – an AI-driven module by [LocationReviewX.com](#) 📍



### Executive Summary

Butterfly High enjoys a predominantly positive sentiment, primarily driven by its vibrant ambiance, good food, and attentive service. However, some negative reviews highlight issues with booking availability, noise levels, and the quality of some vegetarian dishes. The most critical actionable insight is to address booking frustrations to improve the overall customer experience and manage expectations.

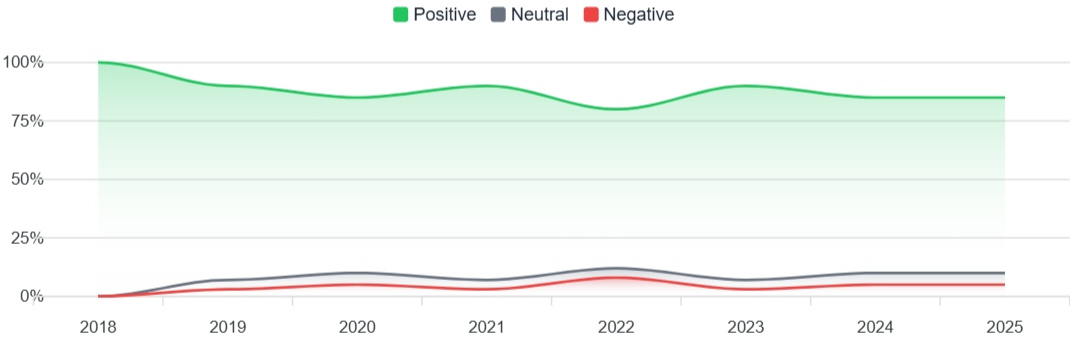


### Sentiment Breakdown & Trends

#### Overall Sentiment Distribution



#### Sentiment Trend Over Time



#### Net Promoter Score (NPS):



84 Excellent

50–80+ = Excellent • 20–49 = Good • 0–19 = Average • <0 = Poor



### Key Discussion Areas

Area	% Mentions	😊 Positive	😞 Negative	😐 Neutral
Ambience/Decor	85%	95%	2%	3%
Food Quality	75%	85%	10%	5%
Service	65%	90%	5%	5%
Music/Entertainment	30%	80%	15%	5%
Booking/Waiting Times	20%	20%	60%	20%
Pricing	15%	60%	25%	15%
Vegetarian Options	10%	50%	40%	10%
Cocktail Quality	10%	85%	5%	10%

✔ **Key Positive Themes**

- **Atmosphere and Aesthetics:** The restaurant is consistently praised for its vibrant, colorful, and well-decorated ambiance, creating a pleasant and enjoyable dining experience.
- **Quality Service and Staff:** Reviewers frequently commend the attentive, friendly, and efficient service provided by the staff, contributing to a positive overall impression.
- **Delicious Food and Drinks:** The positive reviews often mention the excellent food quality and creative cocktail options, enhancing the culinary experience.

⚠ **Key Areas for Improvement**

- **Booking and Wait Times:** Significant negative feedback revolves around the difficulty in securing reservations and long wait times, particularly on weekends.
- **Inconsistent Vegetarian Food Quality:** A considerable number of reviews express dissatisfaction with the vegetarian dishes, citing them as average or not up to par with the non-vegetarian options.
- **Noise Levels:** Some reviewers find the music too loud, making it difficult to have conversations.

💡 **Actionable Recommendations**

Metric	Current	Target	Suggested Action
Booking/Waiting Times (Negative Sentiment)	60% Negative	30% Negative	Implement a comprehensive reservation management system and optimize seating arrangements.
Vegetarian Food Quality (Negative Sentiment)	40% Negative	20% Negative	Revamp vegetarian menu offerings and gather customer feedback on new dishes.
Music/Entertainment (Negative Sentiment)	15% Negative	5% Negative	Conduct sound level testing during peak hours and adjust music volume based on customer feedback.
Food Quality (Positive Sentiment)	85% Positive	92% Positive	Introduce a staff training program focused on consistent food preparation and presentation across all menu items.

- Enhance the online reservation system to provide real-time availability updates, reduce booking friction, and offer alternative time slots or dates to accommodate more guests.
- Conduct a blind taste test with vegetarian customers to evaluate the existing vegetarian menu and identify areas for improvement, focusing on flavor profiles and ingredient quality.
- Invest in sound dampening materials to mitigate noise levels during peak hours, creating a more comfortable dining environment for customers who prefer a quieter atmosphere.

🎯 **SWOT Analysis**

**Strengths**

- Vibrant and appealing ambiance
- Excellent customer service
- High-quality food and beverage offerings
- Strong brand reputation

**Weaknesses**

- Booking process inefficiencies and extended wait times
- Inconsistent quality of vegetarian dishes
- Potentially disruptive noise levels during peak times

**Opportunities**

- Expand the vegetarian menu based on customer feedback and preferences
- Implement targeted marketing campaigns to attract new customers
- Leverage the restaurant's popularity for special events and promotions

**Threats**

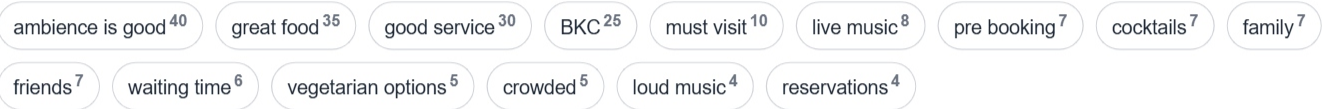
- Increasing competition in the restaurant industry

- Potential for negative reviews and social media backlash due to booking issues
- Changing customer preferences and dietary trends

### 👤 Implied User Personas

- The Social Diner: A frequent diner who values a lively atmosphere and good food for gatherings with friends and family. They prioritize ambiance and service quality.
- The Corporate Professional: Seeks a convenient and enjoyable dining experience after work hours, often visiting with colleagues for drinks and dinner. They appreciate efficient service and a wide range of menu options.

### 🗣️ Popular Phrases & Keywords



### 🌐 Language Distribution

Predominantly English (~95%), with a small presence of Hindi (~5%).

### 🌟 Featured Reviews

**Review:** This reviewer highlights the amazing atmosphere, stating it's a great place for a dinner. They particularly enjoyed the elaborate food menu with good choices in both vegetarian and non-vegetarian options, but were concerned with vape smoking being allowed as they are allergic to smoke.

**Date:** 2025-03-23

**Sentiment:** 😊 Positive

**Associated Area:** Food Quality

**Review:** This reviewer loved the ambiance and prompt service but felt the menu lacked variety. They suggest adding more food options to cater on time.

**Date:** 2024-11-23

**Sentiment:** 😊 Positive

**Associated Area:** Food Quality

**Review:** A customer commends the restaurant's lively music and fantastic ambiance, while also noting that the service was excellent. They recommend making pre-reservations. The customer wants more options for mocktails, as well as larger serving sizes.

**Date:** 2023-07-23

**Sentiment:** 😊 Positive

**Associated Area:** Ambience/Decor

**Review:** The reviewer appreciates the delicious food and quick, efficient service, noting it's an excellent place to visit with friends and family. They highly recommend the spot.

**Date:** 2022-07-23

**Sentiment:** 😊 Positive

**Associated Area:** Service

**Review:** This reviewer found the food to be only okay, while praising the exotic crispy veg bao. However, other items like the fried dhokla dabeli and cigar rolls were mediocre.

**Date:** 2022-07-23

**Sentiment:** 😞 Negative

**Associated Area:** Food Quality

**Review:** The reviewer expresses a very positive experience, emphasizing the beautiful ambiance with stunning interiors and comfortable seating. They describe it as a perfect place to spend quality time.

**Date:** 2022-07-23

**Sentiment:** 😊 Positive

**Associated Area:** Ambience/Decor

**Review:** The reviewer found the location overrated, especially regarding difficulty in table booking, highlighting the prices as high and questioning the charges for valet parking. They also experienced a 30 minute wait time to get a place to celebrate a friend's birthday.

**Date:** 2022-07-23

**Sentiment:** 😞 Negative

**Associated Area:** Booking/Waiting Times

#### 💡 Ready for deeper insight?

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- Delivered within 2–3 days of confirmation

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