

Competitive Intelligence Study

Using AI to Surface User Sentiment Across Competing Products

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What I built

A browser-based sentiment analysis engine that pulls real user discussions from Reddit, Hacker News, and DEV.to, then uses Claude to compare two competing products side by side. No surveys. No anecdotes. Just what users actually say in the wild, unprompted.

I applied it to two competitive pairs in Microsoft's ecosystem to identify unmet user needs and surface product opportunities grounded in real data.

Tools: Custom Sentiment Engine (Reddit, Hacker News, DEV.to) + Claude AI

◆ SENTIMENT ANALYSIS ENGINE

Compare Any Two Products

Pulls real discussions from Reddit, Hacker News, and DEV.to — analyzed by Claude.

Reddit

Hacker News

DEV.to

PRODUCT A

e.g. Microsoft Edge AI

PRODUCT B

e.g. Google Chrome AI

FOCUS AREA (optional)

e.g. AI features, privacy

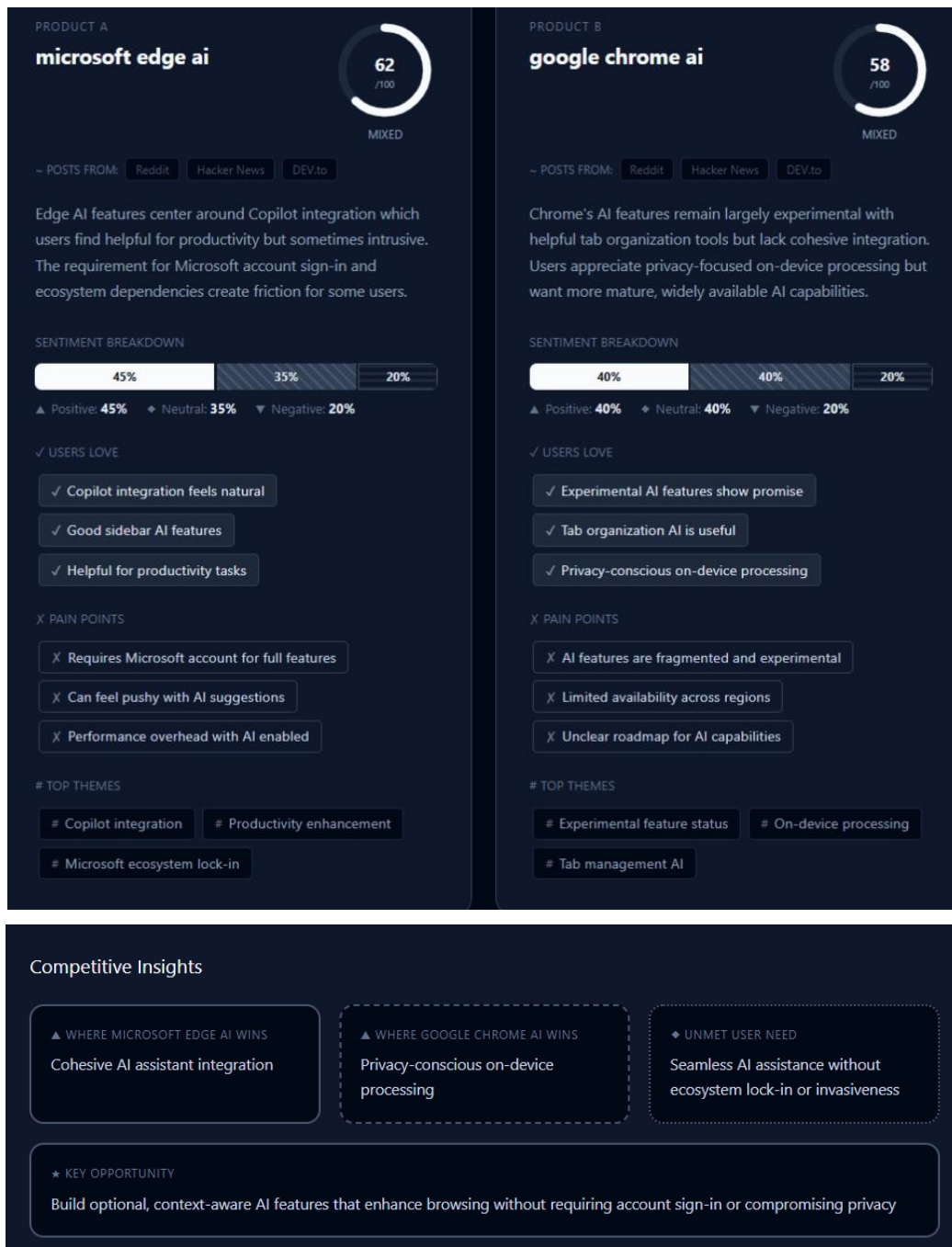
Analyze Sentiment →

Powered by Reddit · Hacker News · DEV.to · Claude — Built as a portfolio project

Microsoft Edge AI vs Google Chrome AI

Focus: AI features and browser-integrated intelligence.

Microsoft Edge AI	Google Chrome AI
Sentiment Score: 62/100	Sentiment Score: 58/100
45% Positive · 35% Neutral · 20% Negative	40% Positive · 40% Neutral · 20% Negative



Where Edge AI Wins	Cohesive AI assistant integration - This integration feels like a natural extension of the browser.
Where Chrome AI Wins	Privacy-conscious on-device processing - Users trust that their data stays local.
Key Opportunity	Build optional, context-aware AI features that enhance browsing without requiring account sign-in or compromising privacy.

My Recommendation

The data reveals a tension neither product has resolved: users want rich AI features and privacy. Right now, they have to choose one or the other.

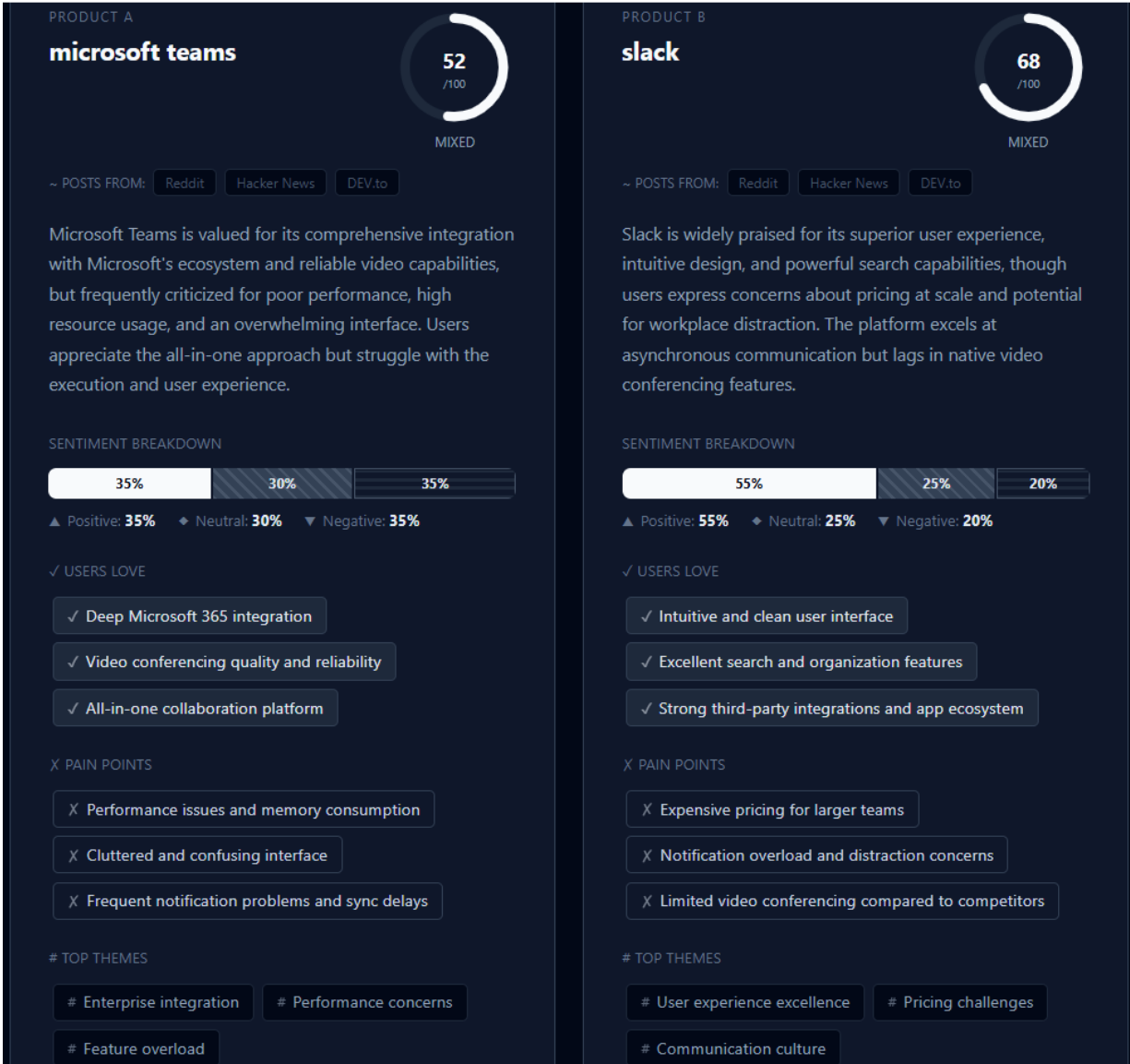
One of the underserved users here is a graduate student, someone who needs AI-powered research assistance in the browser but won't trade their privacy to get it. Edge AI gives them features but takes their data. Chrome AI respects their privacy but offers minimal AI capability. Neither wins this user.

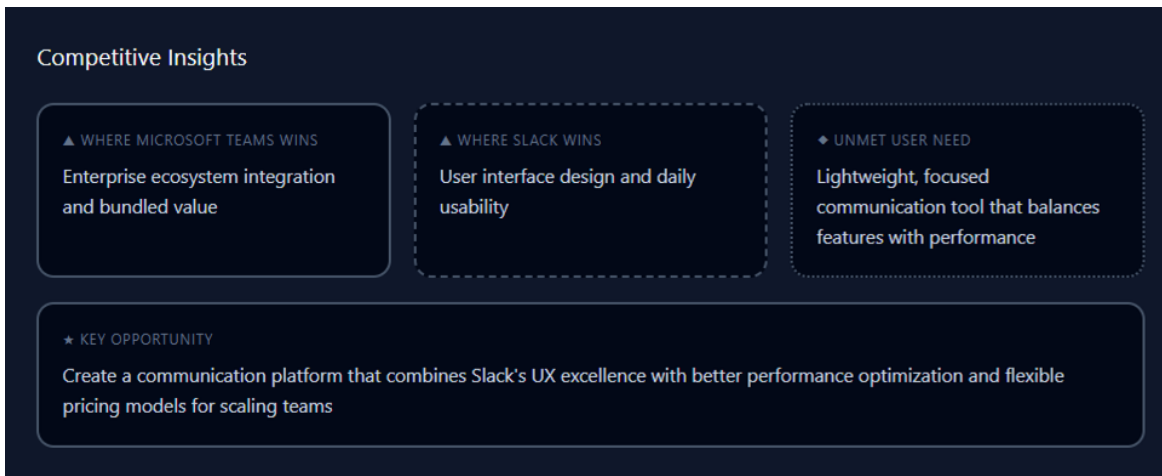
Google is better positioned to close this gap. An AI research assistant that synthesizes credible academic sources directly in the browser, with no login required, would own the student user through their academic years — and create a natural pipeline into Google's professional tools beyond graduation.

Microsoft Teams vs Slack

Focus: Team collaboration, communication, and developer experience

Microsoft Teams	Slack
Sentiment Score: 52/100	Sentiment Score: 68/100
35% Positive · 30% Neutral · 35% Negative	55% Positive · 25% Neutral · 20% Negative





Where Teams Wins	Enterprise ecosystem integration - Deep M365 integration and reliable video conferencing anchor it in large organizations.
Where Slack Wins	Interface design and daily usability - Users consistently define it as intuitive, clean and pleasant to work in.
Key Opportunity	A collaboration tool that combines Slack’s UX excellence with better performance optimization and flexible pricing for scaling teams.

My Recommendation

Both products have made tradeoffs that leave the same user stranded: the developer. Teams traded UX simplicity for enterprise capability. Slack traded video reliability for UX excellence. Neither has optimized for developer hardware constraints. Both are memory-heavy in an environment where every resource counts.

The opportunity for Microsoft is a “Developer Mode”, which is a stripped-down, resource-efficient version of Teams with simplified navigation, powerful search, and reliable video, without the enterprise clutter developers never use. This directly addresses Microsoft’s vulnerability of losing small and mid-size tech companies to Slack, while strengthening ecosystem lock-in from startup to enterprise.

How I tested it

The engine pulls from three sources, Reddit across three subreddit scopes, Hacker News via Algolia, and DEV.to, aggregating roughly 100 posts per product per run. Each run produces a 10-field structured readout, sentiment score, a three way positive/neutral/negative breakdown, top praises, top complaints, top themes, and four competitive insights, in under a minute.

I ran the tool around 30 times in total; some were structured tests while others were exploratory.

Five PMs from my network separately ran their own comparisons and gave feedback on two things, did the insights feel plausible and concrete, and would they bring this into a stakeholder discussion. The response was mixed, some insights matched what they already suspected, others were genuinely new, and most leaned toward wanting to try it again rather than full confidence in using it as-is. Several noted that scaling this beyond a small test would need a broader source network.