EXPLORATORY DATA ANALYSIS
Sample Survey Data from June 2019

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Respondents were somewhat evenly distributed across Regions

| NA Colombia 3,356 | UK New Brunswick 2,710 | NA New Brunswick 1,965 |

and were mostly Retail customers

| Direct 2,792 | Retail 5,239 |

and a large majority of customer issues were resolved on the first call (RFC)

| Yes 7,083 | No 948 |

A majority of respondents in both channels had positive feedback – this is likely influenced, in part, by selection bias

■ Won't Recommend   ■ May Recommend   ■ Will Recommend

The survey sample data captures June 2019 with clear weekend patterns but with no other apparent weekly trends throughout cross-sections

6/1/19   6/8/19   6/14/19   6/20/19   6/27/19
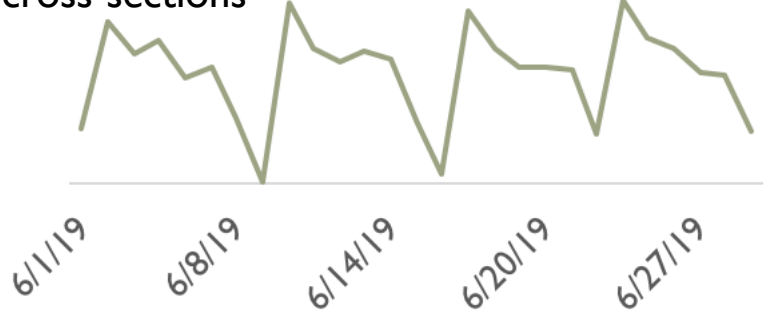
OVERVIEW

KEY INSIGHTS

A customer will be ~**33%** more likely to Recommend SharkNinja (IV) even if they Rate the Product low IF they rate CES highly enough (Q8).

Product Rating (Q3) is more impactful than Service Rating (Q2) to the extent that a "generally positive" Product Rating will result in a Propensity to Recommend.

Assumptions
Excluded respondents who don't own a product and respondents who didn't answer every survey question.
Tree was build using rpart library in R with **99%** confidence.

■ 0- Won't Recommend (NPS: 0 – 4)
■ 1- Might Recommend (NPS: 4 – 8)
■ 2- Will Recommend (NPS: 9 – 10)
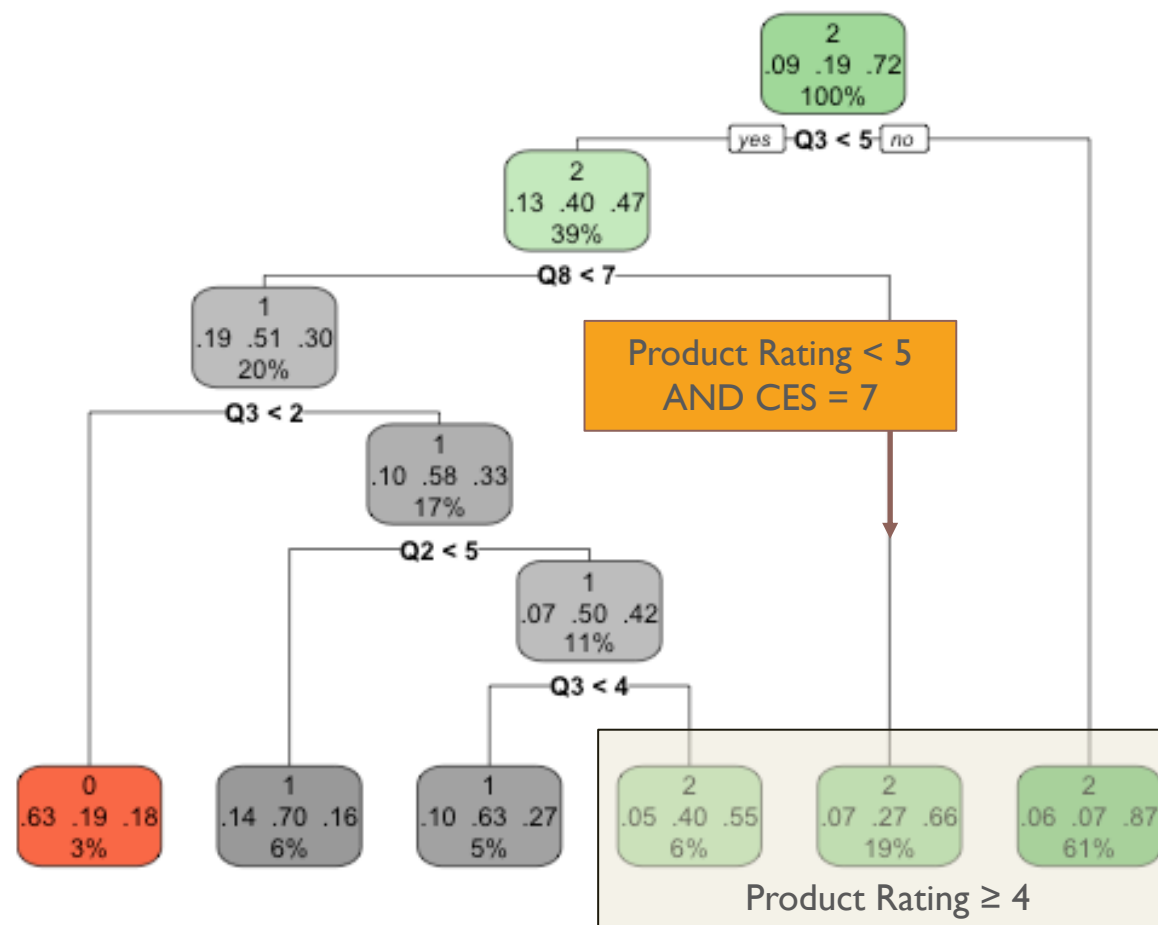
POTENTIAL NEXT STEPS

FUTURE PURCHASES RELY MORE ON PRODUCT RATINGS THAN SERVICE RATINGS
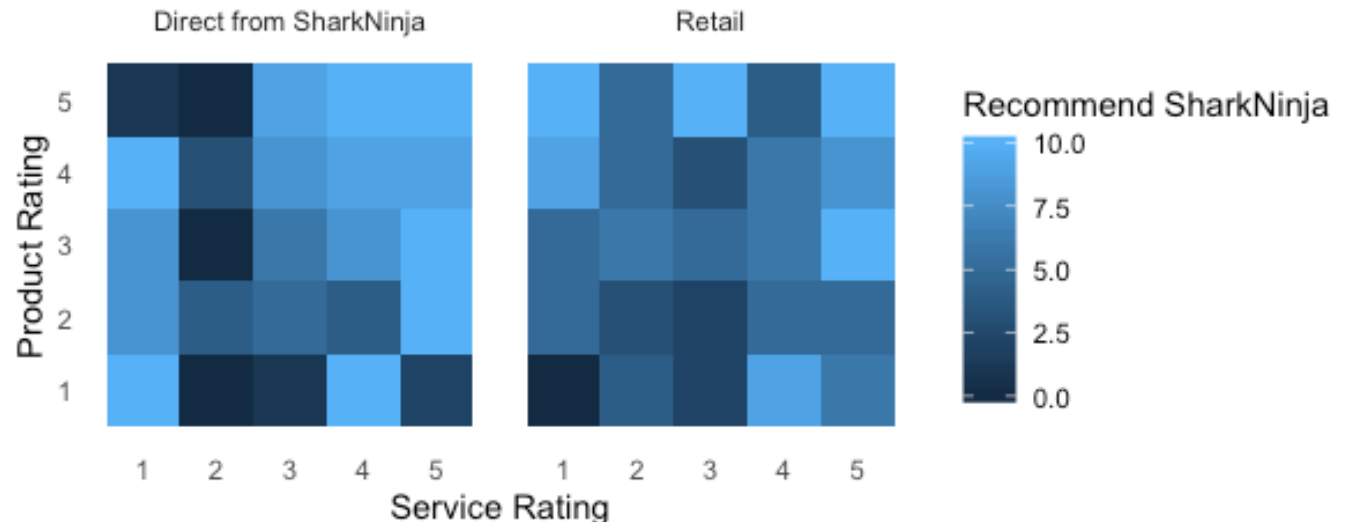
This could be explored further with more months of data using z-tests to check significance of findings and regression to identify strength of correlation.

There doesn't appear to be a similar phenomena when measuring these ratings against Likelihood to Recommend SharkNinja.

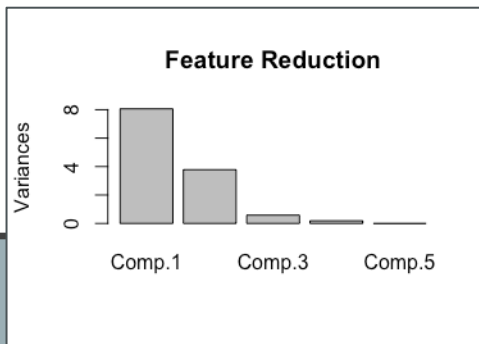## What is the Customer Propensity to Make Future Purchase?

Direct from SharkNinja   Retail

Future Purchase

Product Rating

Service Rating

What is the Customer Propensity to Recommend SharkNinja?

Direct from SharkNinja   Retail

Recommend SharkNinja

Product Rating

Service Rating