**Executive Summary 9949161**

1. Provide a concise summary of your findings from the Qualitative Evaluation and Quantitative Analysis sections of this task (parts A5a, A6a, and A6b) and your recommendations to the client.
   1. Pricing was an issue according to the survey respondents
      1. Create a rewards program
   2. Selection of cheeses was an issue according to both the survey and the focus group
      1. The focus group wants more gourmet cheeses
      2. The survey wants more imported cheese
         1. Increase the selection of imported and gourmet cheeses
   3. The shops environment is an important factor for customers when selecting which cheese shop to go to (spending time there outside of just buying cheese)
      1. Teach the employees more about the cheeses available

**Background**

1. Summarize information from the scenario about the market environment and the problem or problems that have been identified by the client.

* 2 new competitors are opening in the area
* In San Francisco

**Research Objective and Questions**

1. Provide the research objective and the research questions from the scenario that were used to direct your research efforts.

* **Research Objective**
  + To determine what factors contribute most to customer satisfaction among the target market.
* **Research Questions**

1.  What is the overall satisfaction with the customer experience provided at The Olde Cheese Shoppe?

2.  Is The Olde Cheese Shoppe meeting customer expectations regarding the selection of cheeses being offered?

3.  Are customers generally satisfied with the service being provided by the staff?

4.  Are there any additional services that customers want that are not being offered?

**Methodology**

4.  Describe the following aspects of the survey research used to meet your research objective:

a.  Determine the desired sample size for the survey using information from the scenario, and justify the sample size based on your sample calculation inputs: population size, margin of error, and confidence level.

* + - 1. Sample size: 256
         1. Desired sample size would be at least 100
      2. Population: 815k (sf pop) 414 subscribers
      3. Margin of error: 6.25%
      4. Confidence level: 95%/.05
         1. 95% confident that the results are withing 6.25% of the populations true answers

b.  Calculate the response rate based on information in the scenario and the number of respondents reported in the “Survey Results—The Olde Cheese Shoppe” supporting document. Explain whether the response rate was high or low. Include in your explanation the factors that could have influenced this response rate.

* + - 1. 256/414 61.8%
         1. Response rate was high, anything over 50% is excellent
      2. Maybe not all the subscribers have shopped at The Olde Cheese Shoppe
      3. Some may have not read that article/seen the survey

**Detailed Findings**

**Qualitative Evaluation**

5.  Evaluate the qualitative insights from the focus group using the attached “Focus Group Output—The Olde Cheese Shoppe” supporting document by doing the following:

a.  Provide **two** key insights related to the research objective using details from the “Focus Group Output—The Olde Cheese Shoppe” supporting document.

* + - 1. Good selection of domestic and imported cheese but there is not enough selection for gourmet cheeses. (gourmet cheese was considered the most important factor for what they look for in a specialty cheese shop)
         1. Seven participants stated the selection of gourmet cheeses is of primary importance. (58% of the focus group)

One of the responses to question 4 is that there are “not many choices of gourmet cheeses”

* + - * 1. Five participants said they wanted a selection of imported cheeses (42% of group)

One of the responses to question 4 is that there are “Plenty of imported cheeses, especially from Europe”

* + - * 1. Six participants stated that they try to purchase domestic gourmet cheeses, but those cheeses are not always available from some stores (50% of group)

One of the responses to question 4 is that there are “Good selection of domestic cheeses”

* + - 1. Cheese is not the only factor that affects the choice of cheese shop
         1. Eight participants like to spend time there beyond making their cheese purchases.

Most participants enjoy the décor, which reminds them of an old-time grocery store

All respondents said they would recommend the shop

Reasons included: Atmosphere, Great experience, Something special to do, Makes a nice break in your day, and other things

Seven participants stated that they usually buy coffee, a beverage, and/or a snack as well as cheese

These other items are important for enhancing the experience of spending time in the shop other than buying cheese

A way to potentially improve the experience

Owner very knowledgeable, but staff cannot always answer questions about cheeses (e.g., where the cheeses come from, which cheeses to choose, how to serve the cheeses)

If the staff was more knowledgeable about the cheese it could enhance both the buying experience and the time spent talking to the staff about the cheeses

**Survey Analysis**

6.  Analyze the survey results data for the two questions from the attached “Survey Results—The Olde Cheese Shoppe” supporting document; using the results of your analysis by doing the following:

Key Insights

1. Provide **two** key insights that can be made based on the “Survey Results—The Olde Cheese Shoppe” data.
2. The shop could greatly benefit from increasing the selection of cheeses
   1. The lowest rating for the survey was the selection of imported cheeses
      1. The second lowest was the selection of cheeses overall
         1. Since the focus group said there should be more gourmet cheeses and the survey says more imported cheeses the focus should be those two and both agree there are enough domestic cheeses
3. If prices can be lowered or more deals provided through a customer reward program, it could help the shop sell more cheese
   1. The pricing was the next lowest satisfaction score of 3/5
      1. This score was universally low across the age groups (+/-1)

Data Visualization

1. Display each of the insights from part A6a in graphic format.

**Recommendations**

7.  Provide recommendations to the client about the next steps the company should take. Support your recommendations with results from the data provided in scenario and the supporting documents.

1. Create a rewards program for customers that gives returning customers discounts on cheese. This will help address the issue of reasonable pricing. It will also allow the shop to discount cheese that they need to sell because of overstock or cheese that will expire soon to create less waste.
2. Increase the selection of gourmet cheese and imported cheese. This will address the issue that both the focus group and survey results returned of not enough selection of cheese in these two kinds of cheese
3. Have the employees learn more about the cheeses. One of the important factors for selecting a cheese shop is spending time there outside of buying cheese. If the employees are more knowledgeable it allows the customers to talk to the employees about the different cheeses, as well as the employees being able to give good recommendations to the customers.