



AGE Vs SATSFACTION

Age	AVERAGE of Satisfaction Score
18.00	4.5
19.00	3.4
20.00	4.666666667
21.00	5.25
22.00	5
23.00	2
24.00	4.4
25.00	5.666666667
26.00	6
27.00	5
28.00	4.666666667
29.00	2.5
30.00	7
31.00	3.833333333
32.00	5.714285714
33.00	3.5
34.00	8
35.00	5.333333333
36.00	3
37.00	6
38.00	3.5
39.00	5.25
40.00	5.5
41.00	6.714285714
42.00	5.5
43.00	4.6
44.00	6.666666667
45.00	7.2
46.00	5.25
47.00	5.5
48.00	9
49.00	5.666666667
50.00	8.333333333
51.00	5
52.00	4.333333333
53.00	7.25
54.00	4.75
55.00	8
56.00	5
57.00	2.5
58.00	4.5

59.00

6

Grand Total

5.22

SATISFACTION SCORE Vs PURCHASE AMOUNT

<i>Satisfaction Score</i>	AVERAGE of Purchase Amount(\$)
1	\$228.74
2	\$220.67
3	\$196.52
4	\$200.40
5	\$174.67
6	\$225.89
7	\$233.75
8	\$229.18
9	\$328.82
10	\$176.54
Grand Total	\$219.35

SATISFACTION SCORE Vs REPEAT PURCHASE

<i>Repeat Purchase</i>	AVERAGE of Satisfaction Score
No	5.661016949
Yes	4.934065934
Grand Total	5.22

REPEAT Vs NON REPEAT PURCHASE

<i>Repeat Purchase</i>	COUNTA of Customer_ID
No	5900.00%
Yes	9100.00%
Grand Total	15000.00%

PROJECT TITLE CUSTOMER SATISFACTION ANALYSIS						
OBJECTIVE						
To understand customer satisfaction patterns and how they relate to repeat purchases and spending behavior						
Customer ID	Age	Gender	Satisfaction Score	Likelihood to Recommend	Repeat Purchase	Purchase Amount(\$)
CUST001	55.00	Female	5	7	No	188
CUST002	46.00	Female	5	10	Yes	405
CUST003	33.00	Female	5	5	No	254
CUST004	25.00	Female	9	10	Yes	277
CUST005	38.00	Female	9	5	No	344
CUST006	58.00	Female	3	2	No	478
CUST007	36.00	Male	3	9	Yes	73
CUST008	40.00	Female	3	5	Yes	38
CUST009	28.00	Female	4	10	Yes	248
CUST010	25.00	Male	8	10	Yes	57
CUST011	41.00	Female	8	10	No	454
CUST012	52.00	Male	9	10	No	250
CUST013	57.00	Male	1	2	Yes	130
CUST014	41.00	Female	8	6	Yes	239
CUST015	20.00	Male	2	5	No	17
CUST016	38.00	Male	1	8	Yes	244
CUST017	18.00	Male	6	5	Yes	463
CUST018	43.00	Male	1	10	No	375
CUST019	47.00	Female	6	7	No	115
CUST020	55.00	Male	8	5	No	253
CUST021	15.00	Male	5	1	Yes	155
CUST022	38.00	Male	3	7	Yes	157
CUST023	50.00	Male	9	3	Yes	340
CUST024	25.00	Male	3	10	No	199
CUST025	39.00	Male	3	5	Yes	243
CUST026	42.00	Female	2	5	Yes	378
CUST027	44.00	Female	2	6	No	404
CUST028	51.00	Male	2	8	Yes	123
CUST029	45.00	Male	6	5	Yes	352
CUST030	37.00	Female	3	1	Yes	364
CUST031	28.00	Male	3	4	Yes	230
CUST032	20.00	Male	4	5	Yes	188
CUST033	54.00	Male	1	10	Yes	285
CUST034	24.00	Female	4	10	Yes	179
CUST035	38.00	Female	1	5	Yes	356
CUST036	26.00	Female	5	7	No	199
CUST037	30.00	Male	3	5	Yes	259
CUST038	36.00	Male	8	1	No	97
CUST039	21.00	Female	8	5	Yes	184
CUST040	42.00	Female	7	7	Yes	438
CUST041	33.00	Female	3	10	No	153
CUST042	26.00	Female	1	10	Yes	126
CUST043	43.00	Male	1	6	No	15
CUST044	38.00	Female	1	5	Yes	407
CUST045	37.00	Male	6	4	No	281
CUST046	45.00	Female	7	2	Yes	9
CUST047	24.00	Male	6	4	No	470
CUST048	25.00	Female	5	10	Yes	96
CUST049	52.00	Female	5	10	No	174
CUST050	21.00	Female	2	5	Yes	221
CUST051	34.00	Female	6	10	Yes	26
CUST052	57.00	Male	8	1	No	409
CUST053	26.00	Female	2	8	Yes	250
CUST054	21.00	Male	5	5	Yes	5
CUST055	18.00	Male	1	4	No	137
CUST056	23.00	Male	1	8	Yes	257
CUST057	58.00	Male	5	7	Yes	16
CUST058	21.00	Female	5	2	Yes	350
CUST059	45.00	Male	1	10	No	50
CUST060	38.00	Male	2	4	Yes	38
CUST061	43.00	Male	1	8	Yes	437
CUST062	51.00	Female	2	2	No	52
CUST063	29.00	Female	5	2	Yes	253
CUST064	53.00	Female	6	1	Yes	305
CUST065	31.00	Female	3	1	Yes	415
CUST066	48.00	Male	3	1	Yes	71
CUST067	32.00	Male	5	5	Yes	296
CUST068	25.00	Female	6	3	Yes	253
CUST069	21.00	Male	1	10	No	211
CUST070	40.00	Male	5	1	Yes	125
CUST071	57.00	Male	3	8	Yes	218
CUST072	38.00	Female	2	10	No	124
CUST073	33.00	Female	4	2	No	80
CUST074	35.00	Male	5	3	No	354
CUST075	41.00	Female	7	2	Yes	111
CUST076	43.00	Female	1	3	Yes	323
CUST077	42.00	Female	3	7	No	52
CUST078	26.00	Female	2	1	No	29
CUST079	46.00	Female	9	10	Yes	341
CUST080	32.00	Male	10	8	No	30
CUST081	18.00	Female	9	10	No	206
CUST082	42.00	Male	12	10	No	281
CUST083	24.00	Male	3	10	No	12
CUST084	26.00	Female	5	2	Yes	177
CUST085	41.00	Male	5	3	Yes	259
CUST086	18.00	Male	2	9	No	257
CUST087	25.00	Male	5	2	No	184
CUST088	41.00	Female	7	4	Yes	211
CUST089	28.00	Female	2	10	Yes	307
CUST090	34.00	Male	10	5	Yes	131
CUST091	23.00	Female	2	5	No	25
CUST092	52.00	Female	10	8	No	218
CUST093	52.00	Female	1	4	Yes	18
CUST094	24.00	Female	8	4	Yes	478
CUST095	22.00	Male	1	5	Yes	32
CUST096	58.00	Male	9	9	No	475
CUST097	46.00	Female	9	4	No	12
CUST098	58.00	Female	7	10	No	220
CUST099	45.00	Male	10	5	Yes	390
CUST100	24.00	Female	7	9	Yes	209
CUST101	20.00	Female	10	8	Yes	158
CUST102	25.00	Male	3	3	Yes	18
CUST103	25.00	Female	3	10	No	211
CUST104	51.00	Female	9	3	No	316
CUST105	50.00	Male	8	4	No	375
CUST106	40.00	Male	10	2	No	11
CUST107	54.00	Female	7	1	Yes	1
CUST108	54.00	Female	9	7	No	115
CUST109	52.00	Male	4	8	No	411
CUST110	51.00	Female	4	10	No	152
CUST111	38.00	Male	1	5	Yes	387
CUST112	44.00	Female	6	1	Yes	243
CUST113	47.00	Male	3	2	Yes	207
CUST114	18.00	Male	7	7	No	279
CUST115	52.00	Female	2	9	Yes	298
CUST116	24.00	Female	2	3	Yes	231
CUST117	31.00	Female	7	9	No	375
CUST118	20.00	Male	5	1	Yes	19
CUST119	22.00	Male	9	4	Yes	477
CUST120	22.00	Male	10	9	No	123
CUST121	43.00	Male	10	9	No	409
CUST122	33.00	Female	10	3	No	32
CUST123	58.00	Female	10	3	Yes	206
CUST124	44.00	Male	10	1	Yes	425
CUST125	26.00	Female	5	6	No	42
CUST126	38.00	Female	1	7	Yes	451
CUST127	32.00	Male	4	3	Yes	277
CUST128	43.00	Male	10	9	No	235
CUST129	38.00	Female	5	1	Yes	20
CUST130	30.00	Male	6	4	Yes	476
CUST131	45.00	Male	5	10	Yes	130
CUST132	58.00	Female	1	10	No	258
CUST133	45.00	Male	8	5	Yes	29
CUST134	21.00	Male	5	5	No	149
CUST135	47.00	Female	8	3	Yes	171
CUST136	54.00	Female	7	9	Yes	216
CUST137	40.00	Male	4	4	Yes	29
CUST138	46.00	Female	8	5	Yes	72
CUST139	32.00	Female	4	4	Yes	368
CUST140	45.00	Female	5	5	Yes	71
CUST141	25.00	Female	8	7	Yes	237
CUST142	30.00	Female	8	9	No	113
CUST143	49.00	Male	4	7	Yes	150
CUST144	24.00	Female	7	5	Yes	125
CUST145	38.00	Female	10	10	No	253
CUST146	45.00	Male	3	10	Yes	115
CUST147	19.00	Female	1	7	Yes	474
CUST148	15.00	Male	8	10	No	25
CUST149	23.00	Female	3	5	No	115
CUST150	45.00	Female	10	3	Yes	268

