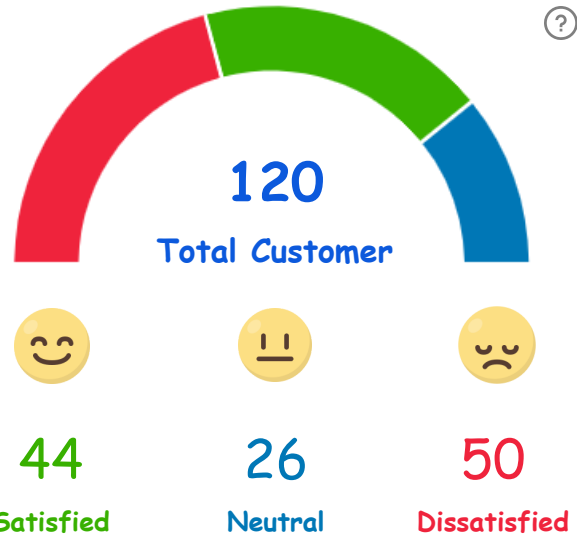
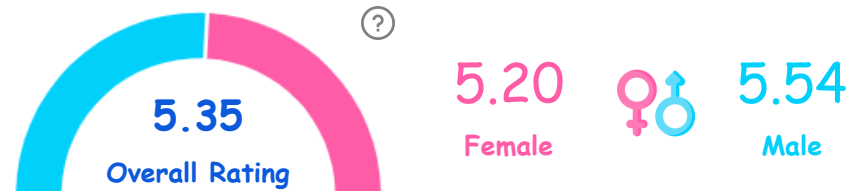




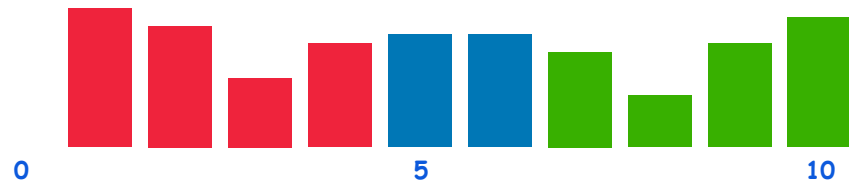
Satisfaction Score



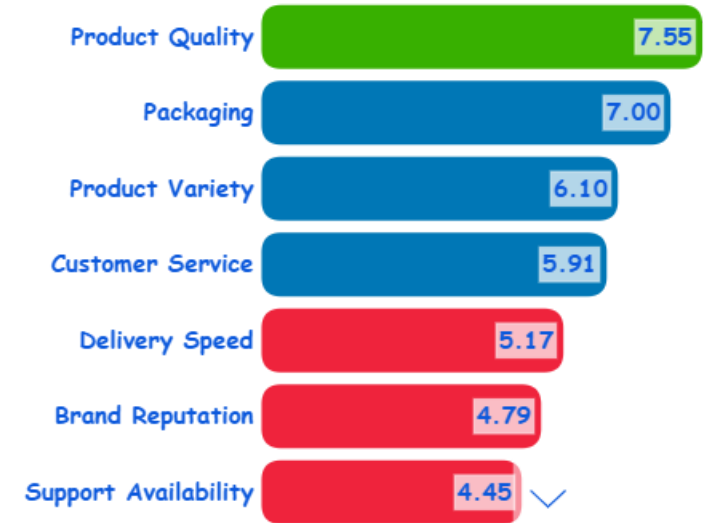
Avg. Customer Satisfaction Rating



Customer Distribution by Satisfaction



Impact of Satisfaction Factors

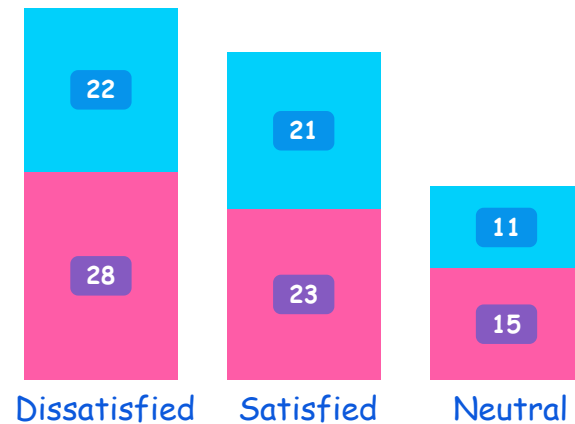


Customer_ID	Age	Gender	City	State	Customer Group	Satisfaction_Factor	Satisfaction Score	Satisfaction Type	Loyalty Level
04-730-7617	35	Male	New York	NY	Moderate-frequency Shoppers	Ease of Use	9	Satisfied	High
05-036-1176	29	Female	Phoenix	AZ	Moderate-frequency Shoppers	Customer Service	9	Satisfied	Low
06-981-4045	31	Female	Chicago	IL	Moderate-frequency Shoppers	Delivery Speed	4	Dissatisfied	Medium
07-251-2743	55	Female	Los Angeles	CA	Moderate-frequency Shoppers	Delivery Speed	2	Dissatisfied	High
07-532-8102	31	Male	Houston	TX	Moderate-frequency Shoppers	Product Variety	2	Dissatisfied	Medium
08-069-0141	45	Female	Phoenix	AZ	Moderate-frequency Shoppers	Brand Reputation	6	Neutral	Low



Satisfaction Type by Gender

Female Male



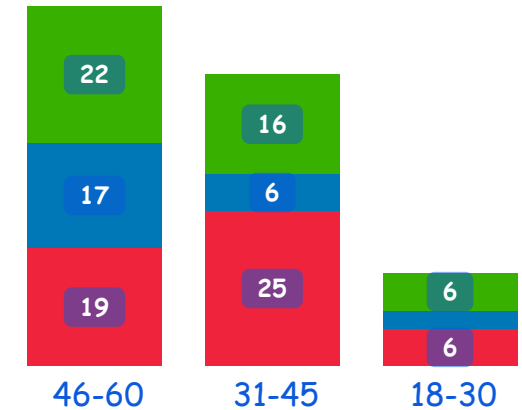
Satisfaction Type by Customer Group

High-frequency Shoppers Moderate-frequency Shoppers



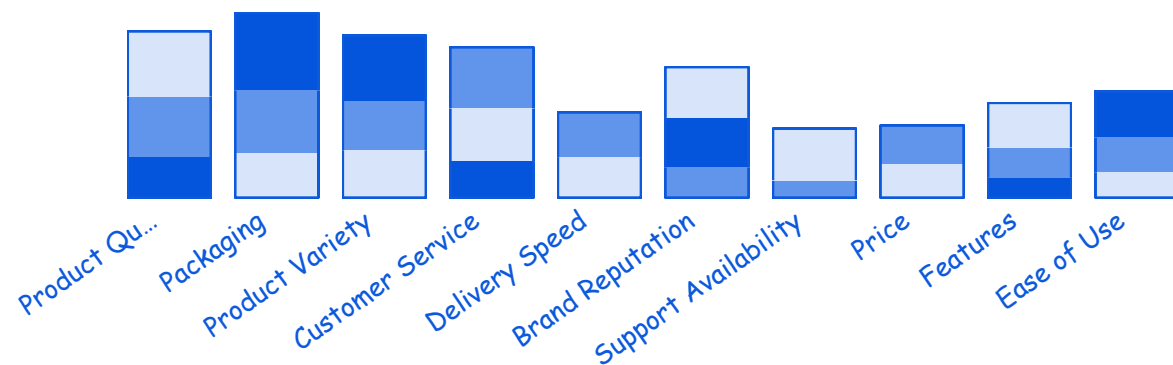
Satisfaction Type by Age Group

Dissatisfied Neutral Satisfied



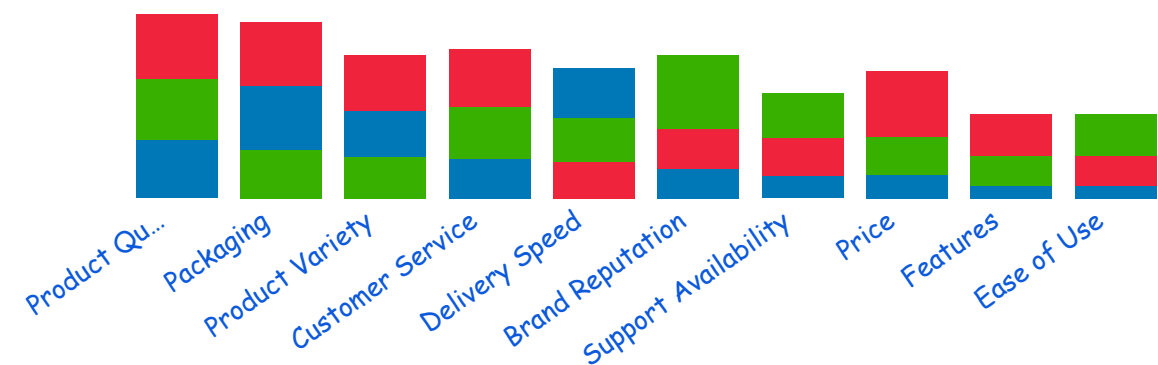
Avg. Satisfaction Score by Satisfaction Factor and Age Group

Age Group 18-30 31-45 46-60



Avg. Satisfaction Score by Satisfaction Factor and Type

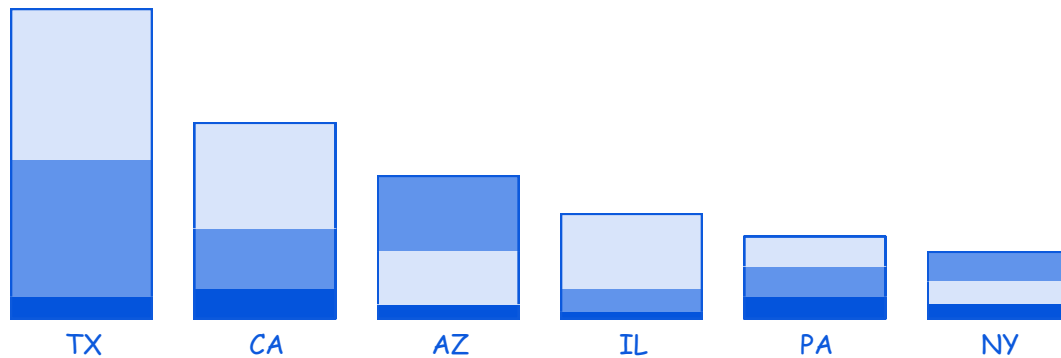
Loyalty Level High Low Medium





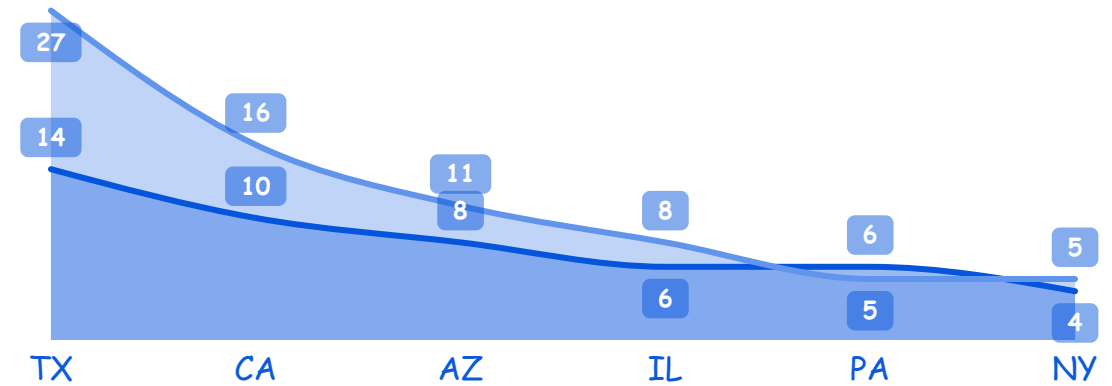
Customer & Age Group by States

Age Group ● 18-30 ● 31-45 ○ 46-60



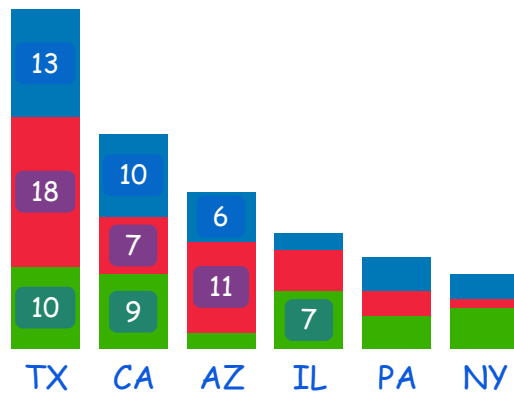
Customer Group by States

● High-frequency Shoppers ● Moderate-frequency Shoppers

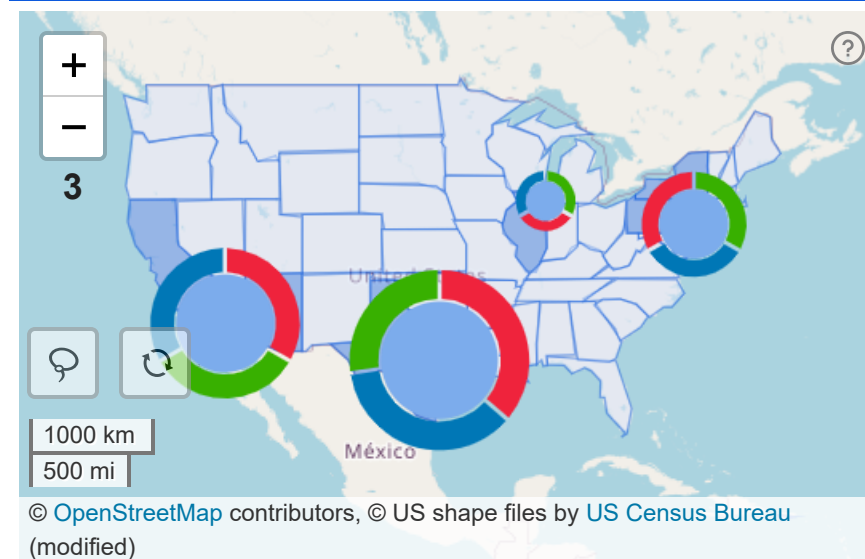


Customer by State and Loyalty

● High ● Low ● Medium



Total Customer with Loyalty by Location



Avg. Satisfaction Score and Type by Location

