Report: Improving Customer Engagement and Satisfaction for Outlook Magazine

## Introduction

The goal of this report is to analyze the data provided and address the major question: "How can we improve the overall customer engagement and satisfaction with Outlook magazine to drive higher sales and brand loyalty?" This will be achieved by answering several smaller, specific questions related to customer demographics, preferences, and perceptions.

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1. What is the demographic profile of our customers?

KPI: Customer Demographics

Calculation: Analyze data from the "Location," "Monthly Income Range," and "Household Decision Maker" columns to create a profile of typical customers.

**Gender Distribution:**

Male: 49.82%

Female: 50.18%

Average Monthly Income: ₹59.94k

Household Decision Makers: Equally distributed between mother, father, yourself, mutual decision.

**Location:**

Central India: 20.22%

East India: 20.18%

South India: 20.13%

West India: 19.97%

North India: 19.50%

***Conclusion***: Outlook magazine's customer base is almost equally split between males and females, with an average monthly income of ₹59.94k. The household decision-making process is equally shared among family members, and the geographic distribution is fairly even across different regions of India.

***Inference Based on Market Conditions and Industry:*** The balanced gender distribution aligns with broader industry trends where media consumption is almost evenly split between men and women. The income level suggests a middle to upper-middle-class audience, indicating a potential for premium content offerings. The equal distribution of decision-makers reflects modern household dynamics, emphasizing the importance of content that appeals to all family members.

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2. Which medium do our customers prefer for receiving updates and information?

KPI: Preferred Information Medium

Calculation: Count and percentage of responses in the "Preferred Information Medium" column.

**Print Medium Preference:**

50.86% (5625 out of 11059)

Digital Medium Preference:

49***.14% (5434 out of 11059)***

***Conclusion:*** While both print and digital mediums are nearly equally preferred, there is a slight preference for print media among Outlook magazine customers.

***Inference Based on Market Conditions and Industry***: Despite the global shift towards digital media, the preference for print suggests a strong attachment to traditional media formats among Outlook’s audience. This could be due to the tactile experience of print and its perceived credibility. The close competition with digital highlights the need for a robust digital strategy to complement the print offerings.

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3. What is the current level of brand awareness and familiarity with Outlook magazine?

KPI: Brand Awareness and Familiarity

Calculation: Average rating from the "Familiarity Rating (Outlook)" column and count of "Brand Awareness (Outlook)" responses.

**Familiarity by Profession:**

Business Founders/CEO: 25.38%

Freelance Digital Marketers: 25.08%

Digital Marketers at Agencies: 24.73%

Others: 24.80%

Top of Mind Brand:

Outlook, Vogue, and Filmfare each securing around 17%

***Conclusion***: Outlook magazine has a relatively high familiarity among business founders and CEOs, with a balanced awareness across different professional categories. It also holds a strong top-of-mind position along with Vogue and Filmfare.

***Inference Based on Market Conditions and Industry***: High brand familiarity among business leaders suggests a perception of Outlook as a reputable source. Competing closely with Vogue and Filmfare indicates a strong brand presence but also a need for differentiation in a competitive market. The focus should be on maintaining this reputation while exploring niches to stand out further.

4. What genres and types of content do our customers prefer in magazines?

KPI: Preferred Magazine Genre and Content Rating

Calculation: Count and percentage of responses in the "Preferred Magazine Genre" column and average rating from the "Content Rating" column.

**Preferred Magazine Genres:**

Weeklies: 20.33%

Sports: 19.97%

Fashion and Entertainment: 19.87%

Tourism: 19.86%

Other (World Affairs, etc.): 19.97%

***Conclusion***: The preferences for magazine genres are fairly evenly distributed, with a slight preference for weeklies. Sports, fashion, entertainment, and tourism are also popular among readers.

***Inference Based on Market Conditions and Industry***: The diverse interests reflect a broad readership base that enjoys a variety of content. This aligns with industry trends where lifestyle, sports, and entertainment content attract wide audiences. Outlook magazine can capitalize on this by offering a balanced mix of content that caters to these interests while ensuring high-quality, engaging articles to retain reader interest.

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5. How do customers perceive the price of Outlook magazine?

KPI: Pricing Perception and Satisfaction

Calculation: Count and percentage of responses in the "Pricing Perception (Outlook)" and "Pricing Satisfaction" columns.

**Pricing Satisfaction:**

5 Stars: 33.33%

4 Stars: 26.67%

3 Stars: 20%

2 Stars: 13.33%

1 Star: 6.67%

***Conclusion:*** The majority of customers rate the pricing of Outlook magazine positively, with most giving it 4 or 5 stars.

***Inference Based on Market Conditions and Industry:*** The positive pricing perception indicates that customers find the magazine to offer good value for money. In the competitive magazine market, maintaining a perception of fair pricing while enhancing content quality could improve satisfaction and loyalty.

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6. What are the primary reasons customers buy magazines, specifically Outlook?

KPI: Purchase Motivation and Primary Reason for Purchase

Calculation: Count and percentage of responses in the "Purchase Motivation" and "Primary Reason for Magazine Purchase" columns.

**Purchase Motivation:**

Quality: 26.22%

Design: 24.89%

Quantity: 24.53%

Brand Name: 24.36%

***Conclusion:*** The primary motivations for purchasing Outlook magazine are the perceived quality and design, followed closely by the quantity of content and brand name.

***Inference Based on Market Conditions and Industry:*** Quality and design are critical factors in the magazine industry. Customers prioritize well-produced content and appealing aesthetics. Outlook should continue to focus on high-quality journalism and attractive design to maintain and grow its readership.

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7. How frequently do customers purchase and use Outlook magazine?

KPI: Purchase Frequency and Usage Frequency

Calculation: Count and percentage of responses in the "Magazine Purchase Frequency" and "Magazine Usage Frequency" columns.

***Purchase Frequency:***

Bi-Weekly: 22.2% (1211 planned, 1244 unplanned)

Annual: 10.6% (606 planned, 568 unplanned)

***Conclusion:*** Most customers purchase Outlook magazine bi-weekly, with a mix of planned and unplanned purchases. Annual purchases are the least common.

***Inference Based on Market Conditions and Industry:*** The frequent bi-weekly purchases suggest a strong habit among readers, indicating engagement and interest. Outlook could leverage this by offering subscriptions that provide incentives for regular readers, potentially increasing planned purchases and loyalty.

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8. What factors influence customers' decisions to recommend Outlook magazine to others?

KPI: Net Promoter Score (NPS) and Recommendation Likelihood

Calculation: Average score from the "Net Promoter Score (NPS)" column and count of responses in the "Recommendation Likelihood (Outlook)" column.

**NPS Score:** 2.98

**Recommendation Likelihood**: Yes, No, Maybe are almost equally distributed.

***Conclusion***: The NPS score is neutral, indicating mixed feelings about recommending Outlook magazine. The likelihood to recommend is evenly split among yes, no, and maybe.

***Inference Based on Market Conditions and Industry:*** A neutral NPS suggests there is room for improvement in customer satisfaction and loyalty. Enhancing the aspects of the magazine that customers value the most, such as quality and design, could improve this score and increase recommendations.

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9. What aspects of the magazine are most liked or could be improved?

KPI: Most Liked Feature and Suggested Improvement

Calculation: Count and analysis of qualitative responses in the "Most Liked Feature (Outlook)" and "Suggested Improvement" columns.

**Most Liked Feature:**

Brand Image: 25.46%

Other Highly Rated Features:

Content: Close to Brand Image

Style: Close to Brand Image

***Conclusion:*** The brand image is the most liked feature of Outlook magazine, but content and style are also highly appreciated by readers.

***Inference Based on Market Conditions and Industry:*** The strong brand image indicates a high level of trust and recognition, which is crucial for retaining loyal customers. Continuous improvement in content quality and style will enhance the overall reader experience, thereby boosting satisfaction and engagement.

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10. How effective is our customer support, and what are the common issues faced by customers?

KPI: Customer Support Rating and Problem Identification

Calculation: Average score from the "Customer Support Rating" column and count of responses in the "Problem Identification (Outlook)" and "Problem Resolution Method" columns.

Customer Support Rating:

Average Rating: 3.5

***Conclusion:*** Customer support is rated moderately well, but there is room for improvement.

***Inference Based on Market Conditions and Industry:*** Effective customer support is essential for maintaining customer satisfaction and loyalty. By addressing common issues promptly and improving support services, Outlook can enhance the overall customer experience, leading to higher retention and satisfaction.

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# Conclusion: Improving Customer Engagement and Satisfaction

To improve overall customer engagement and satisfaction with Outlook magazine, the following strategies should be considered:

Content Quality and Diversity: Continue to offer high-quality, diverse content that caters to the varied interests of readers. Focus on the most popular genres while introducing innovative topics to capture new audiences.

Pricing Strategy: Maintain a fair pricing strategy that reflects the magazine's value. Consider offering bundled subscriptions or loyalty programs to encourage regular purchases.

Enhanced Customer Support: Invest in improving customer support services to promptly address and resolve issues, thereby increasing customer satisfaction.

Brand Image and Marketing: Leverage the strong brand image through targeted marketing campaigns that highlight the magazine's strengths in quality, design, and reliability.

Digital and Print Balance: Maintain a balance between print and digital offerings to cater to the preferences of different customer segments. Enhance the digital experience to attract tech-savvy readers while retaining the loyal print audience.

By implementing these strategies, Outlook magazine can enhance customer engagement and satisfaction, leading to higher sales and stronger brand loyalty.