

## Phase 5: Survey Analysis Report

### Survey Analysis Summary:

- Promoters: 49.5%
- Passives: 32.5%
- Detractors: 18.0%
- Average CSAT Score: 2.96/5

### Business Interpretation:

The high percentage of Promoters suggests strong brand loyalty, but the 18.0% detractor rate signals risk of churn.

Passives present a clear upsell opportunity, as they are neutral but not enthusiastic.

Improving streaming quality, adding fresh content, and optimizing pricing can convert Passives and reduce Detractors.

## Category-Based Feedback Word Clouds

