FloSports Data Insights — Case Study

Portfolio Project by [Your Name]

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Executive Summary

No executive summary available yet. Run Phase 1 to add an executive summary.

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1. Phase 1 — Project Setup

Summary not available for this phase yet.

Chart not available for this phase.

2. Phase 2 — Exploratory Data Analysis

Summary not available for this phase yet.

Chart not available for this phase.

3. Phase 3 — A/B Testing

Summary not available for this phase yet.

Chart not available for this phase.

4. Phase 4 — Demand Forecasting

Summary not available for this phase yet.

Chart not available for this phase.

5. Phase 5 — Survey Analysis

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.

Chart not available for this phase.

Conclusion & Next Steps

Completed analyses: Phase 4 — Demand Forecasting, Phase 5 — Survey Analysis.
Phases still missing full reports: Phase 1 — Project Setup, Phase 2 — Exploratory Data Analysis, Phase 3 — A/B Testing.
Recommendation: add missing phase outputs and re-run this builder to include them in the master portfolio.