

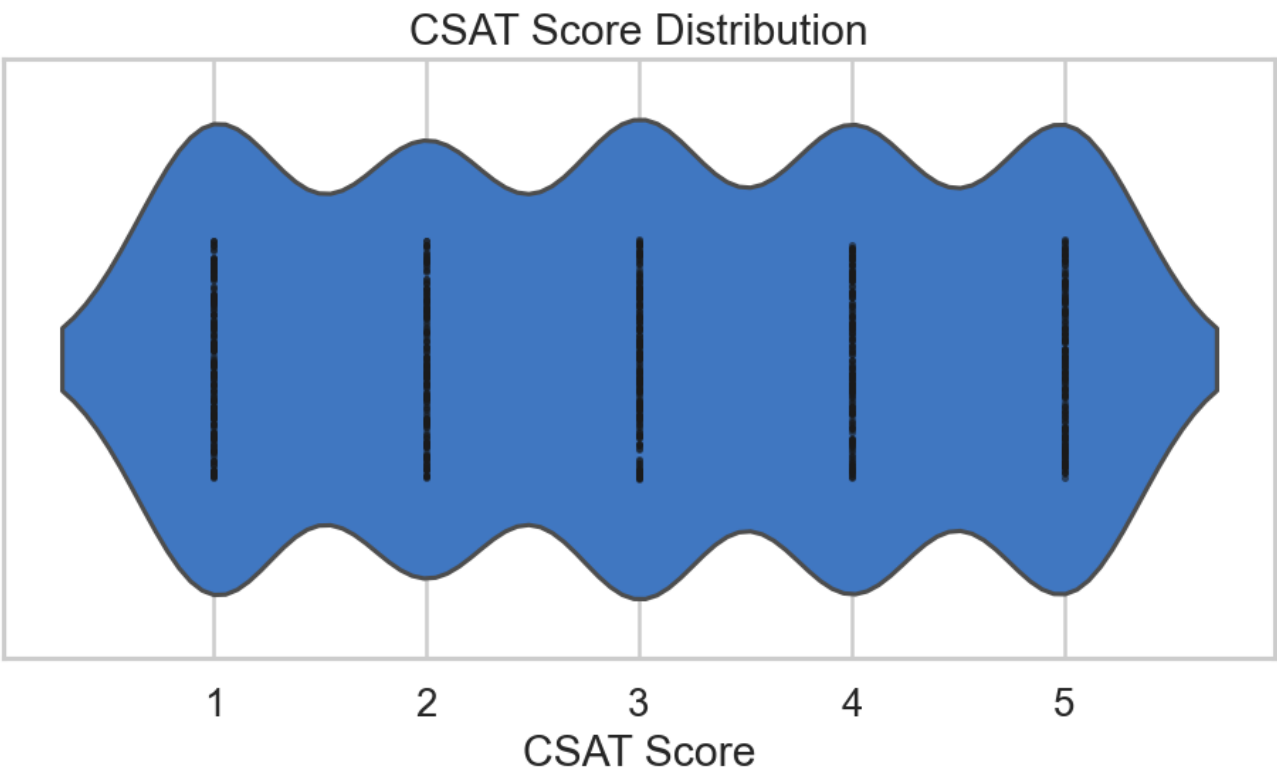
Survey Insights Report

Data source: sports_survey_responses.csv
Total responses analyzed: 1000
Average CSAT: 3.01
NPS (Pct Promoters - Pct Detractors): 14.2

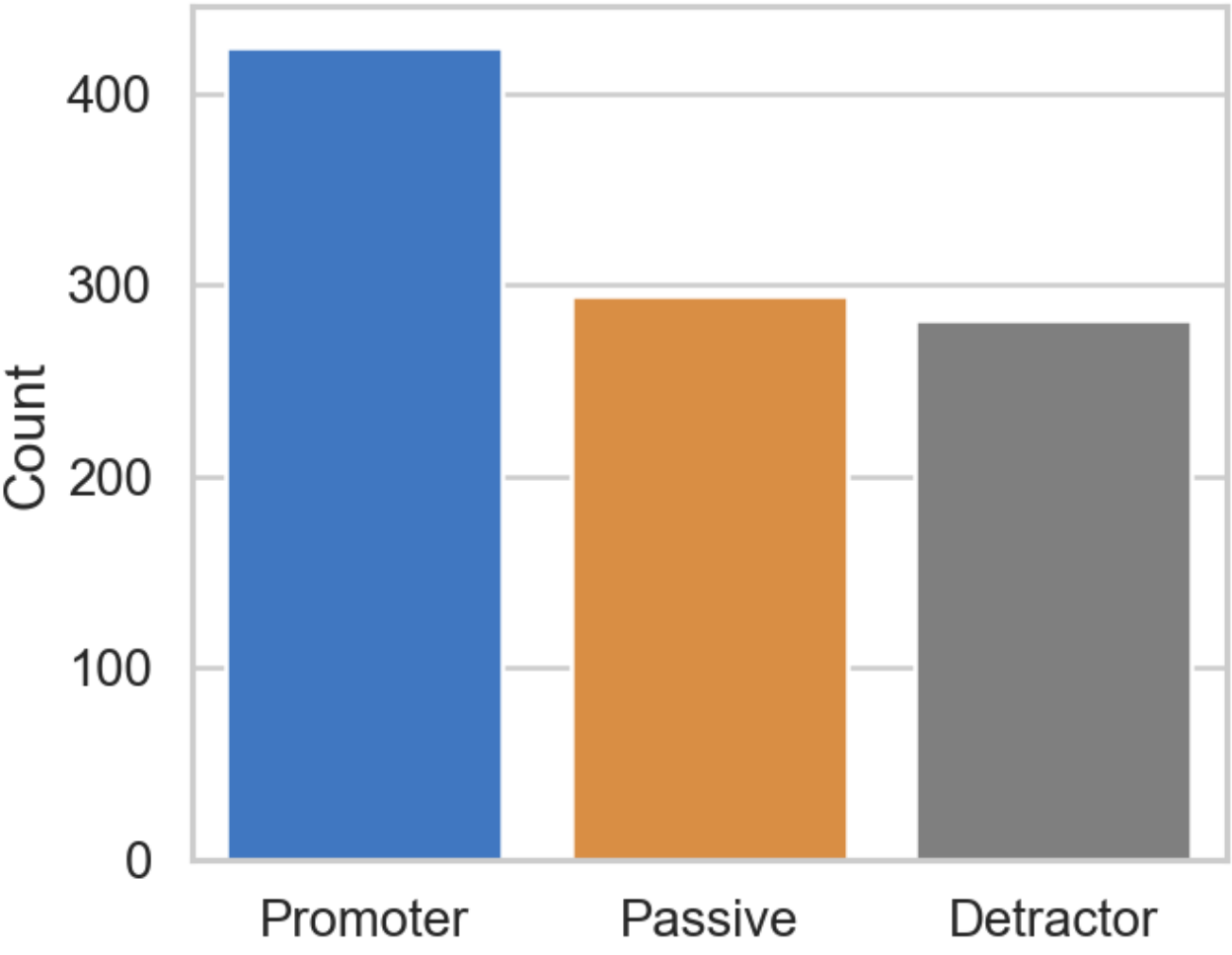
Executive Summary

- Average CSAT is 3.01. This is a quick indicator of customer satisfaction.
- Computed NPS is 14.2. Positive values indicate more promoters than detractors.
- Sentiment in open feedback: 554 positive, 102 neutral, 344 negative.
- Top feedback themes and phrases are provided below; use them to guide product fixes and messaging.

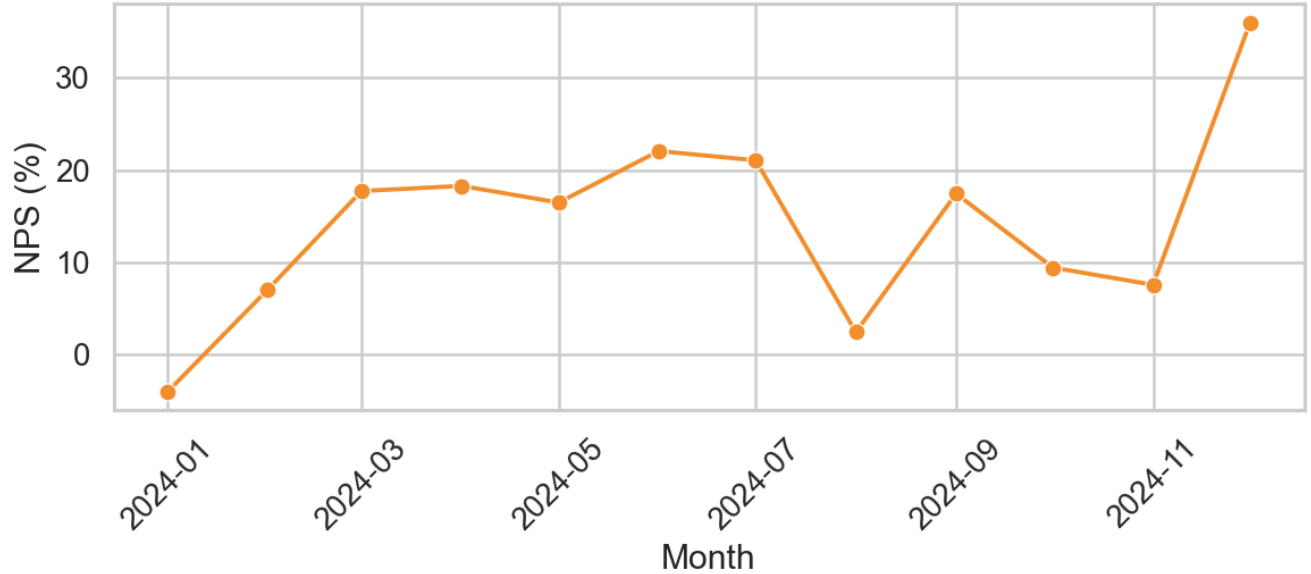
Key Visuals

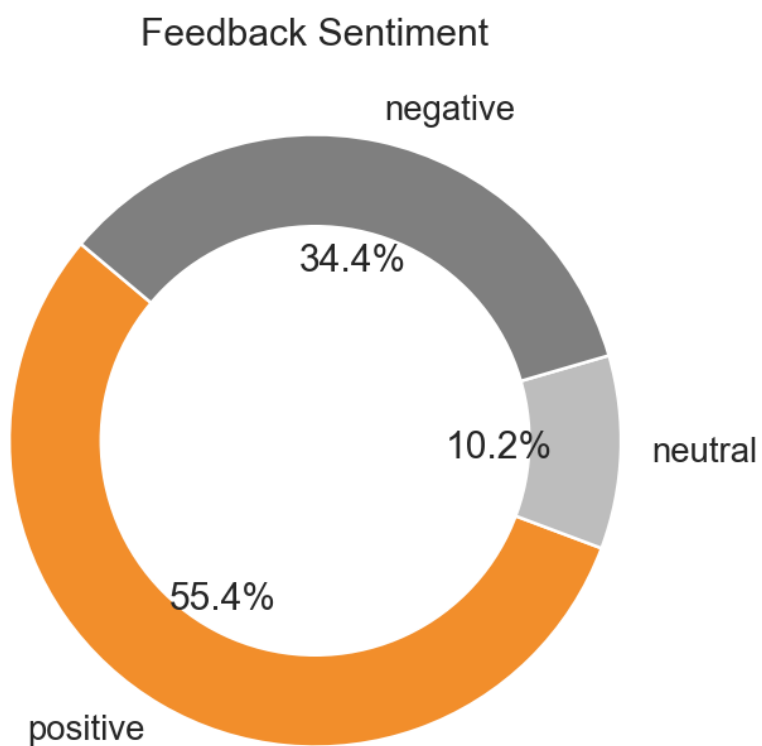
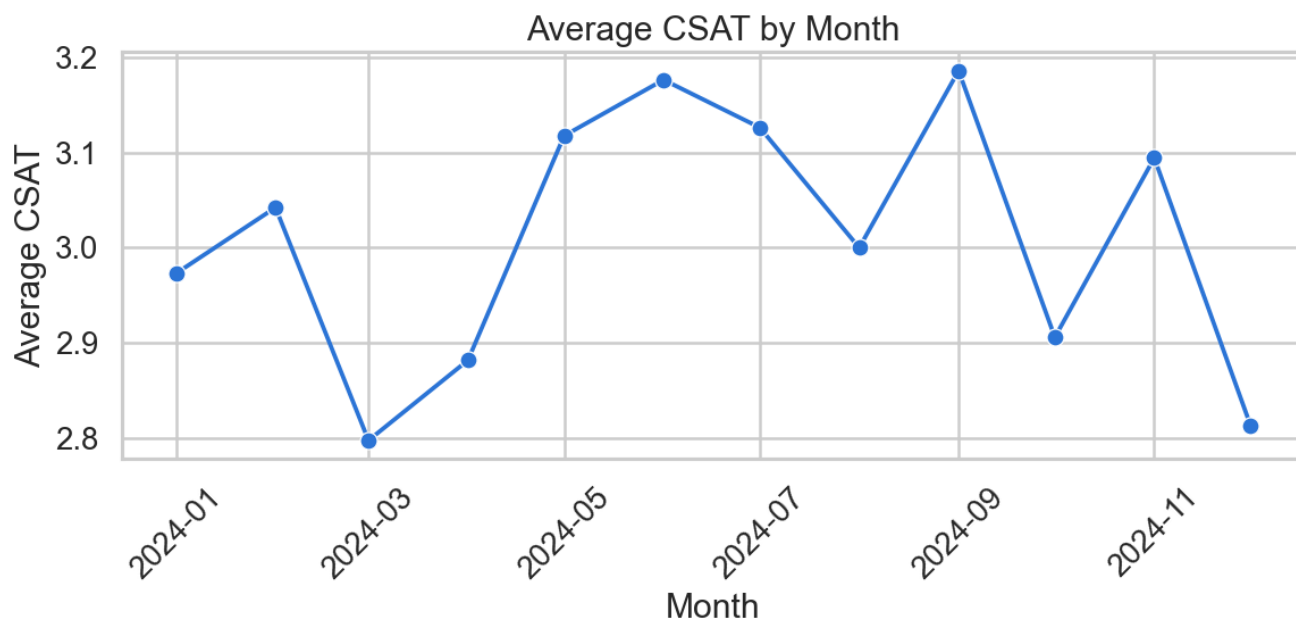


NPS Composition (counts)



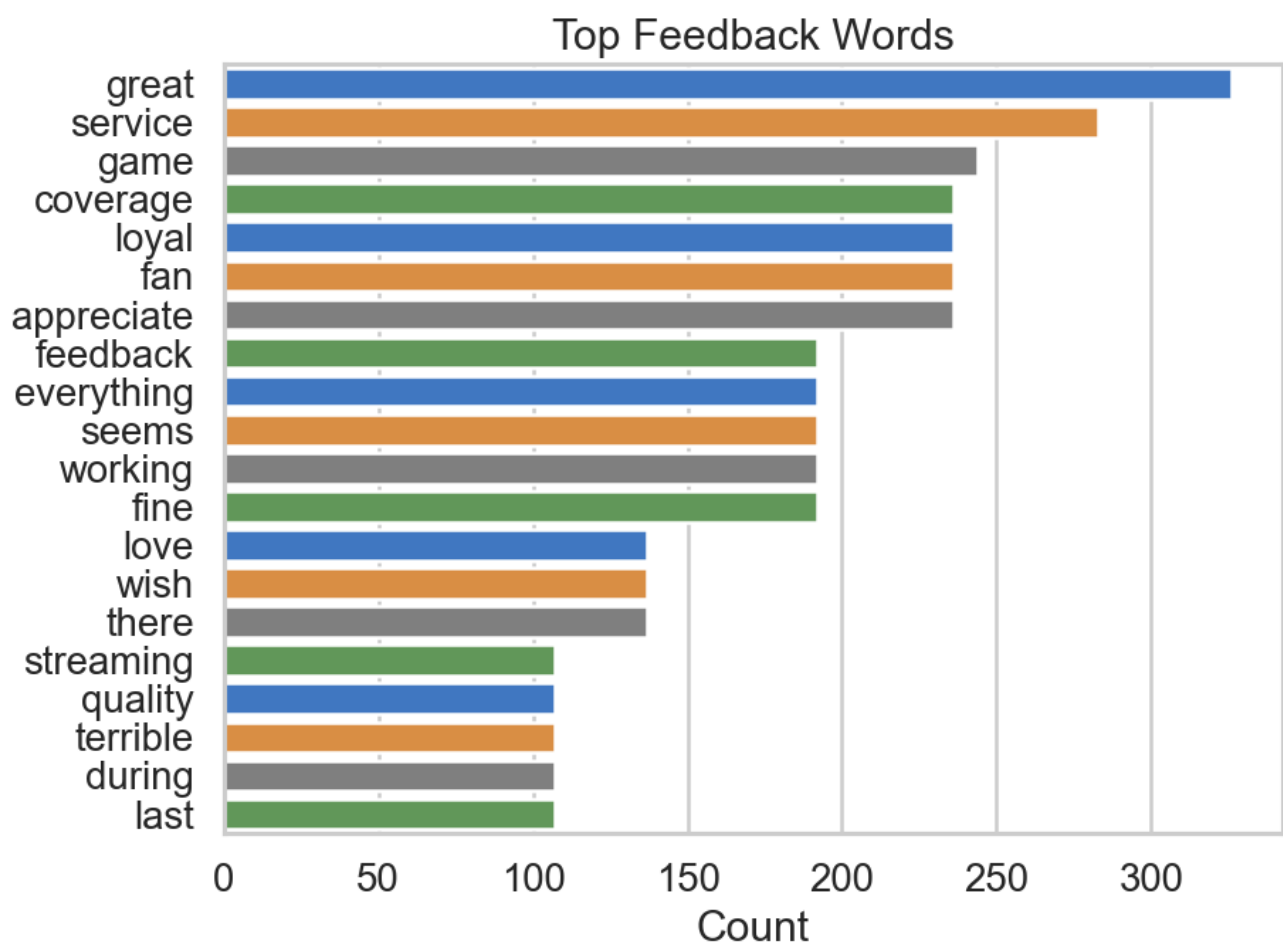
NPS (Pct Promoters - Pct Detractors) by Month



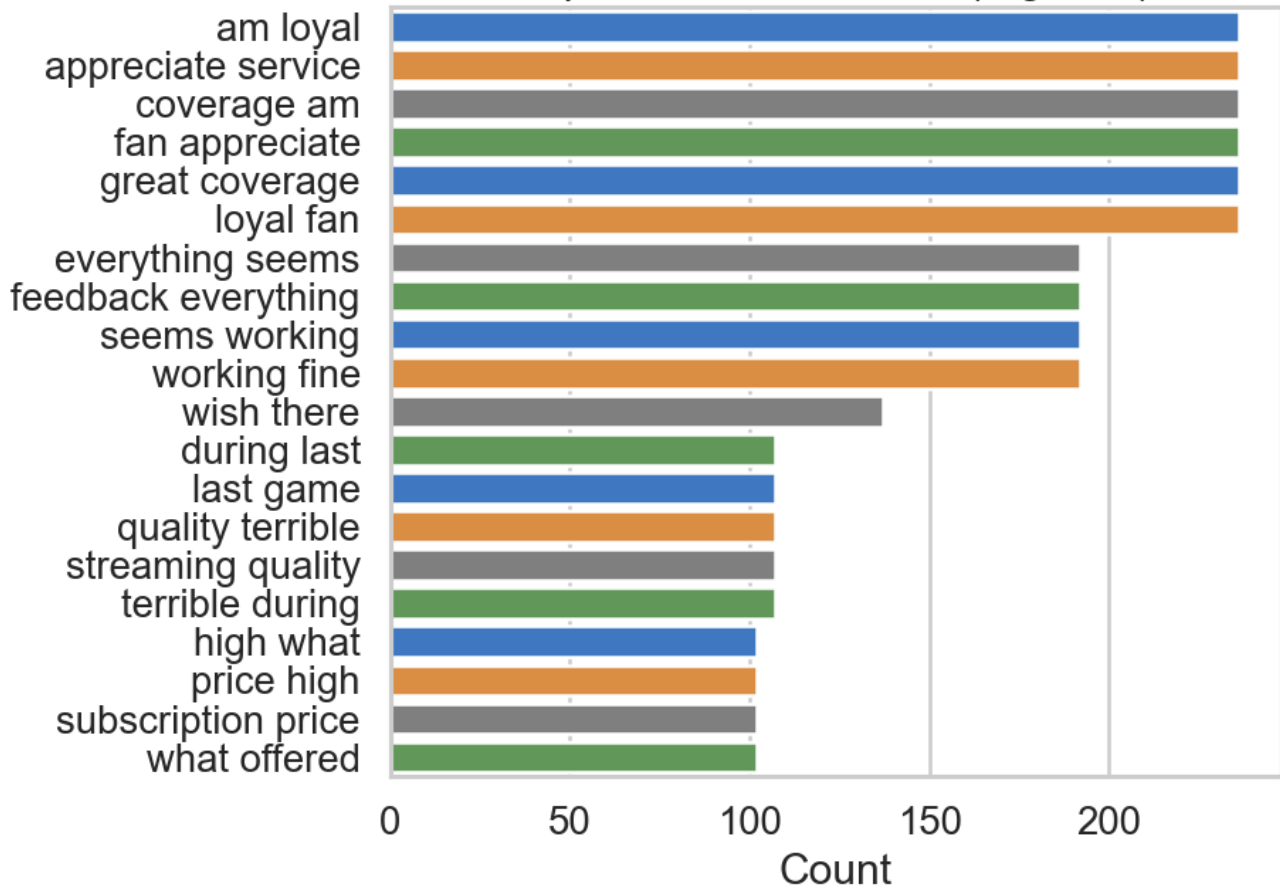


great addition streaming quality able m happy option
service subscription watch segments wish pop up
appreciate
up before last game great coverage
love what s fine great were more service
wish there please fix more pre
frustrating game analysis pause feed app keeps high would love remove spoilers
service great team great analysis crashing live streams service wish offered subscription
working fine pre game commentator great
rewind live everything seems
terrible during subscription price team scores pop
new commentator fine subscription crashing please s offered great
feedback everything there were final scores

Top Words and Phrases



Top Feedback Phrases (Bigrams)



Findings and Recommendations

- 1) Overall CSAT average is 3.01. If the number is below target (e.g., <4), prioritize product fixes and support improvements.
- 2) NPS is 14.2. If negative or low positive, focus on detractor reasons to reduce churn risk.
- 3) Sentiment analysis shows the balance of positive and negative feedback. Address frequent negative themes quickly.
- 4) Top bigram phrases indicate specific areas customers mention often. Use these to create targeted experiments or fixes.
- 5) Recommended next steps: prioritize fixes from detractor feedback, run A/B tests on messaging for passives, and collect follow-up surveys after remediation.