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

Promoter Feedback Word Cloud



Passive Feedback Word Cloud



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