Data Strategy for EverBright Retail

# Executive Summary

This strategy document outlines a data-driven approach to reversing the decline in EverBright Retail's Net Promoter Score (NPS) from 65 to 60 over the past year. Our goal is to improve the NPS to 65 in the upcoming year and reach 70 within two years by enhancing customer satisfaction and loyalty through strategic data use.

# Introduction

EverBright Retail has faced a challenging year, with a noticeable decrease in customer satisfaction as evidenced by a declining NPS. This document outlines our strategy to leverage data in understanding customer needs and improving their shopping experience.

# Objective

# The company has set ambitious Key Performance Indicators (KPIs) to not only recover the NPS to its previous level of 65 within the upcoming year but also to increase it further to 70 within two years. Achieving these targets is considered critical for sustaining and enhancing GreenLeaf’s market position, especially in the highly competitive eco-friendly products sector.

# Diagnosis

The diagnosis reveals key areas for improvement, including inadequate customer feedback mechanisms, limited cross-channel behavior tracking, and poor data quality. Addressing these areas is crucial for enhancing our customer understanding and satisfaction.

# Guiding Policy

To be completed by you