

SUNGLASS HUT



Agenda

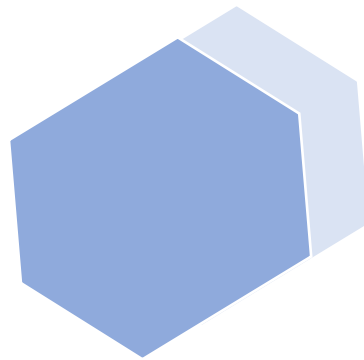
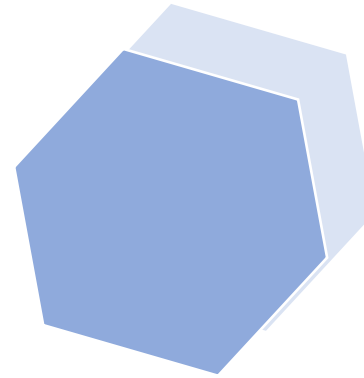
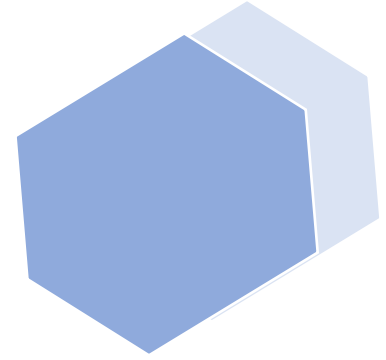
☀️ Project Recap

☀️ Problem

☀️ Process

☀️ Insights

☀️ Summary



Project recap

Sunglass Hut is a fast growing company delivering price worth products to customers.

Bare has begun a whole month customers experience focusing on these tasks.

- ☀ An audit of Sunglass Hut's big data.
- ☀ Performance of Sunglass Hut's evaluation score.
- ☀ Analysis to find performance range and, high performer's region.



Problem

Besides the fact that there are so many captures of customers, the thing is how to find out what customers are thinking within that, based on their performance.

Whether it is a positive or negative experience, customers are always valuable!

Analysis to find Sunglass Hut's customer experience



Process



DATA
UNDERSTANDING

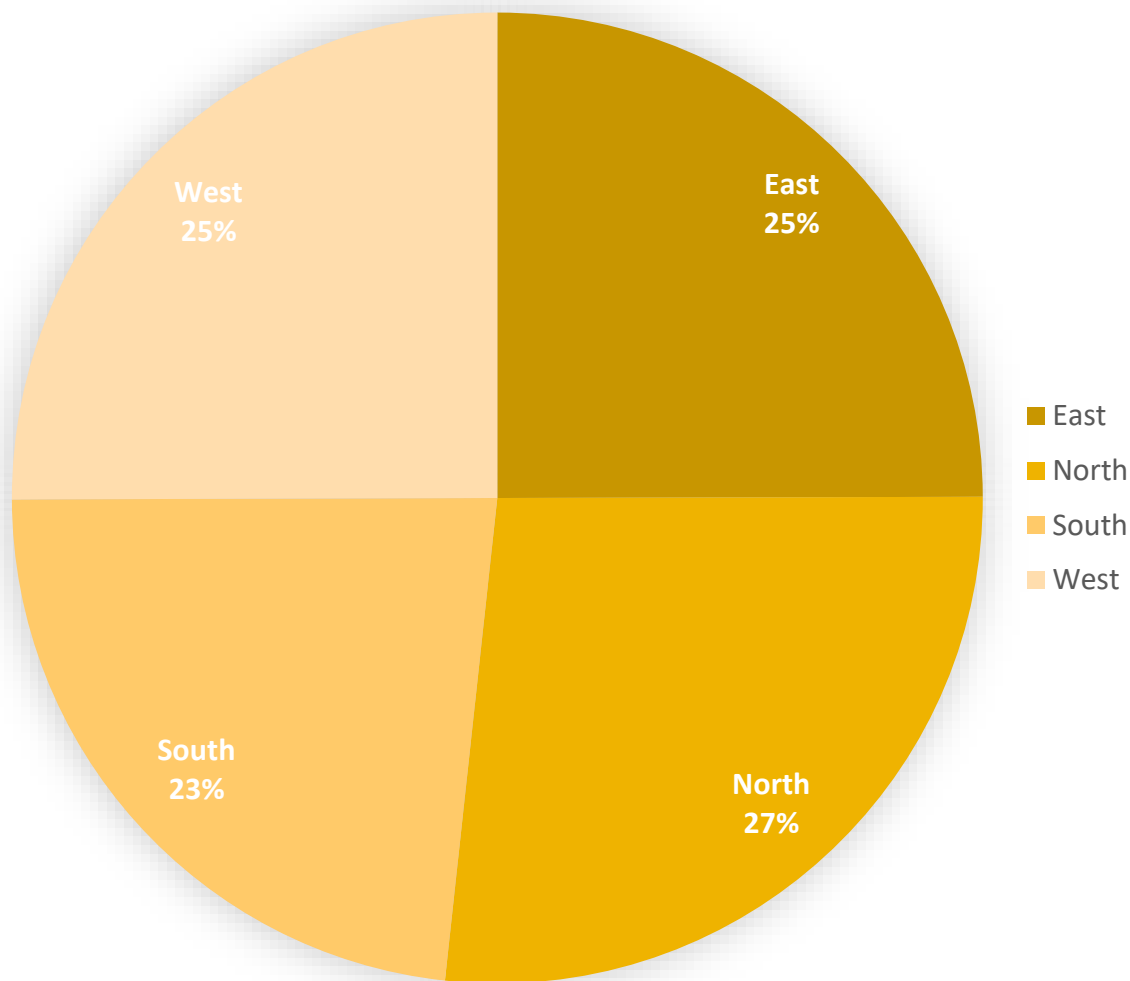
DATA CLEANING

DATA
MANIPULATION

DATA ANALYSIS

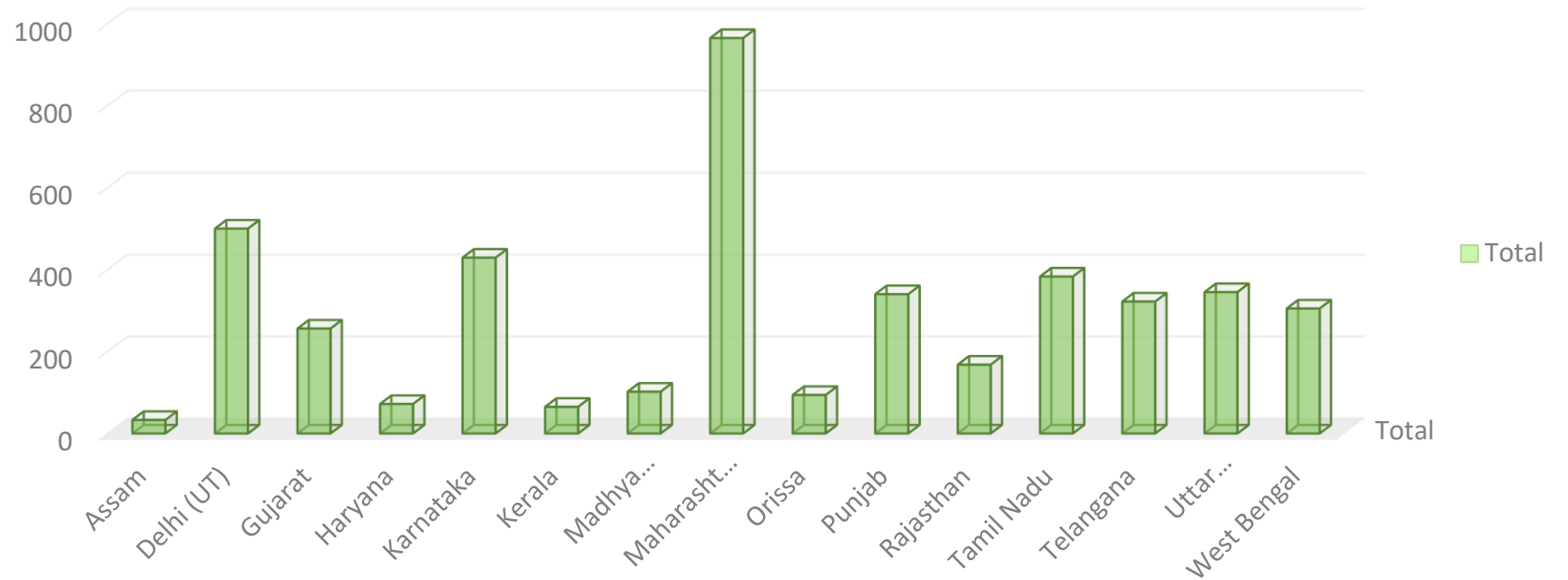
UNCOVER
INSIGHTS

Evaluation Score by Region



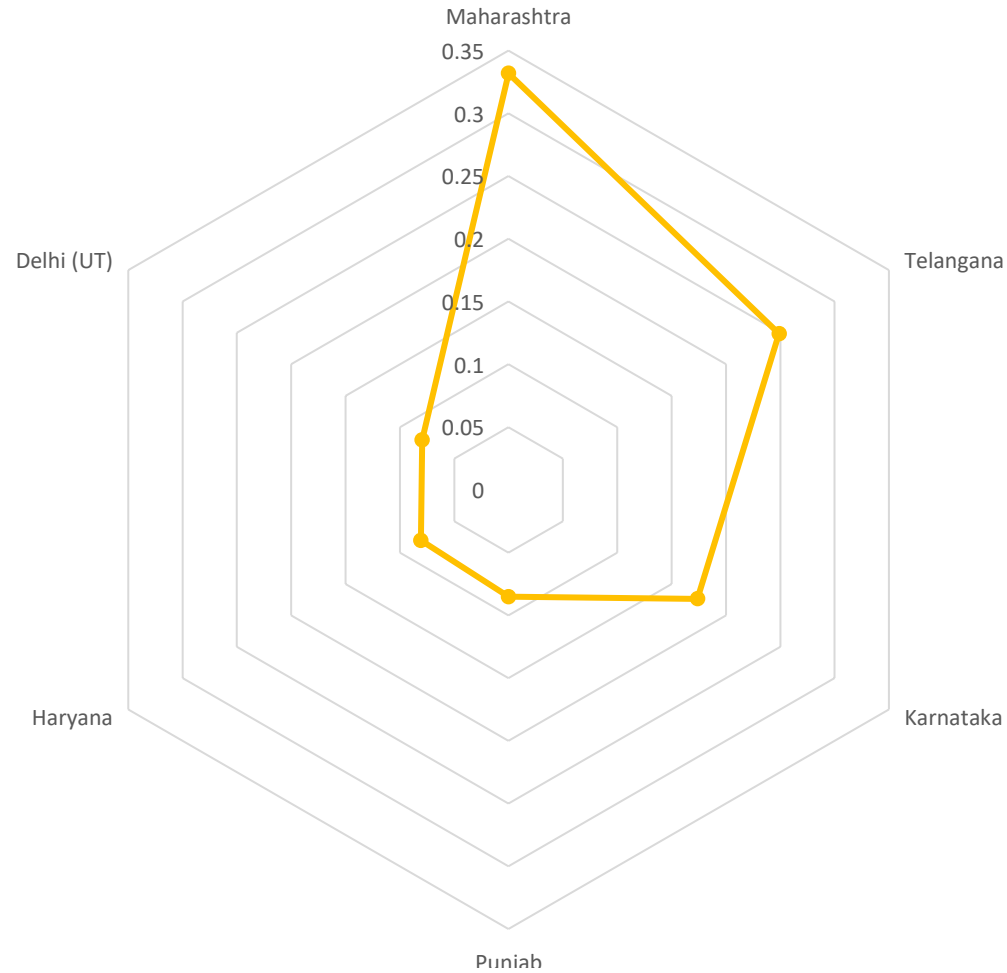
The regional evaluation scores of determining the performance score of each region.

States by Score



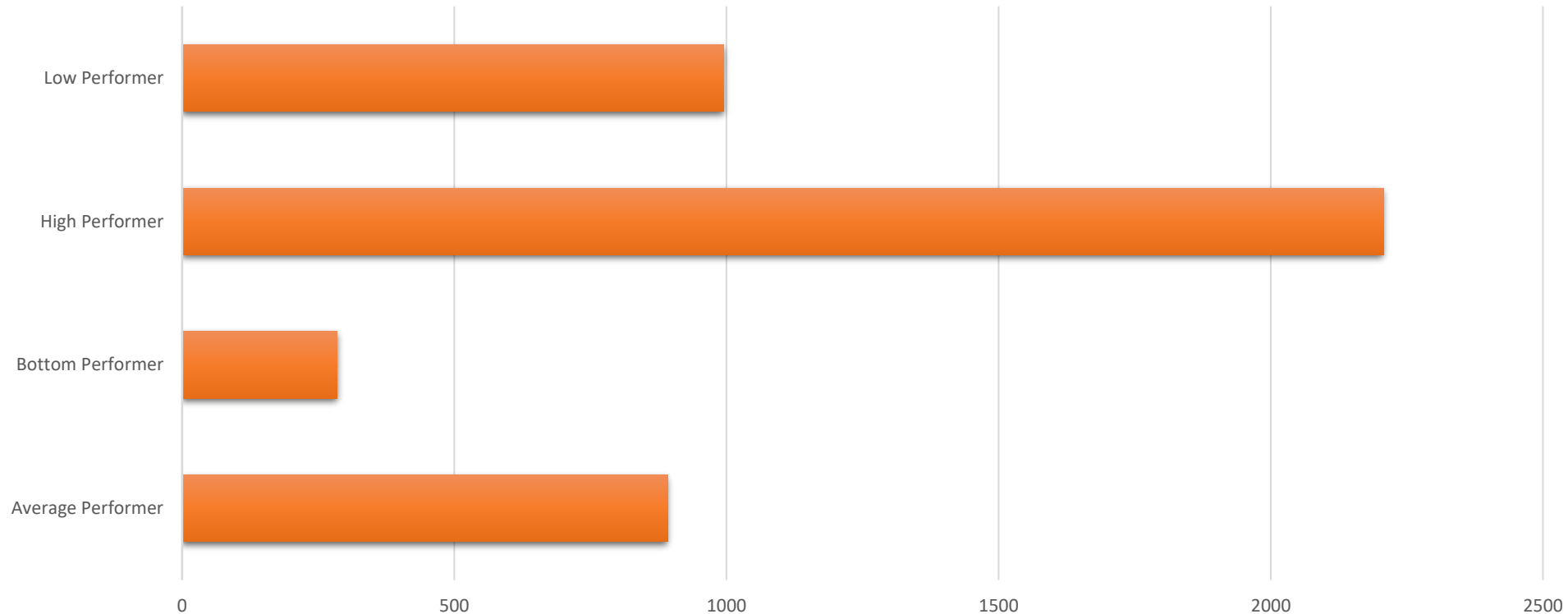
Assess the performance score of different regions by evaluating the scores by region.

Region Wise Performance



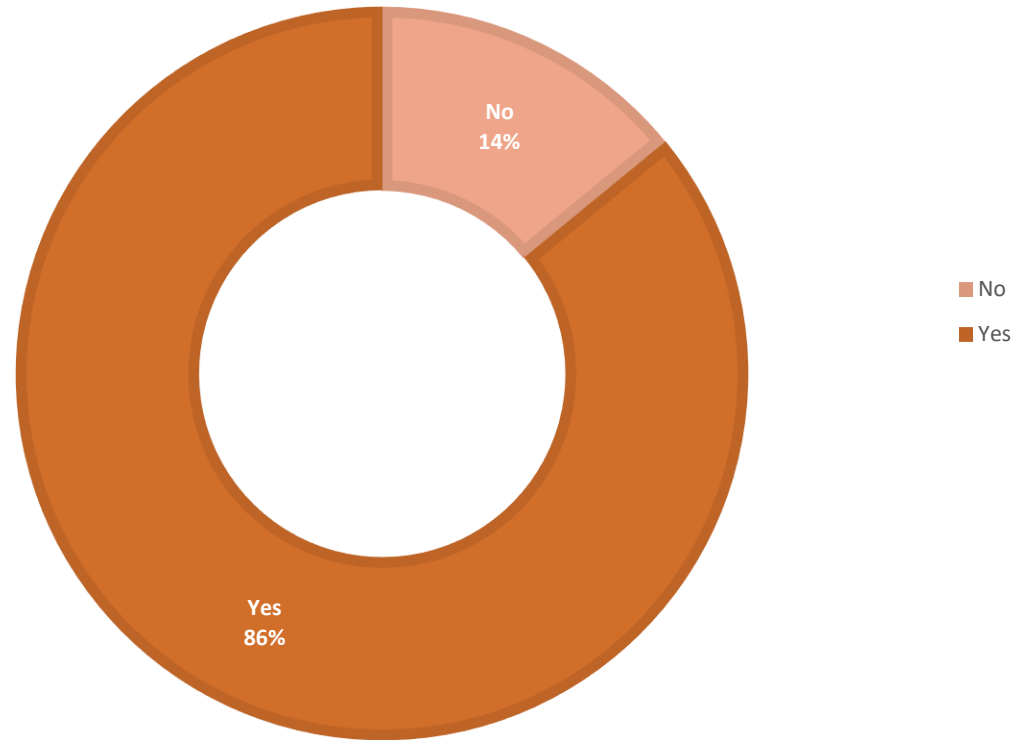
Examining the performance score of regions by evaluating the scores on a regional basis.

Sum of Evaluation Score by Performance



The evaluation score determines the classification of performances into Bottom, Low, Average, and High performers.

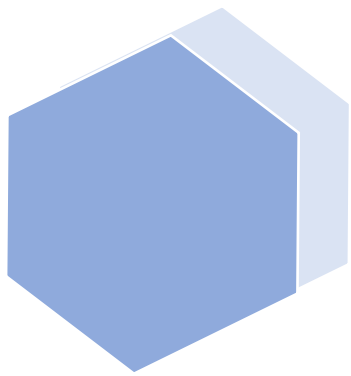
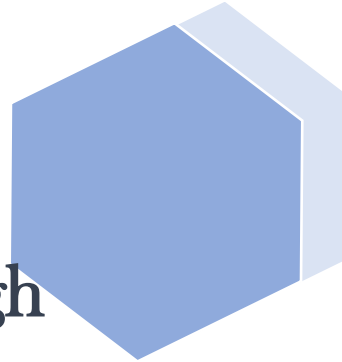
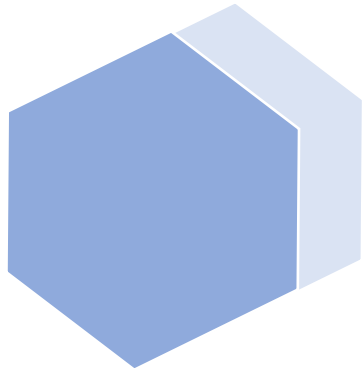
Customer Interest to Revisit based on Advisor's attitude



Customer's desire to return is influenced by the attitude of the advisor.

Summary

In this project, we embarked on a journey to uncover the pulse of customers experience by analyzing Sunglass Hut's evaluation. Our objective was to decode the performance, customer satisfaction, and sentiments that resonate within the digital landscape. Through meticulous data collection, robust analysis techniques, and thoughtful interpretation, we centralized relationships between customers and company.



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Thank you

Any Questions?

