Omni Retail U S : Customer Satisfaction and Loyalty Analytics Challenge

Customer Satisfaction

Customer Loyalty
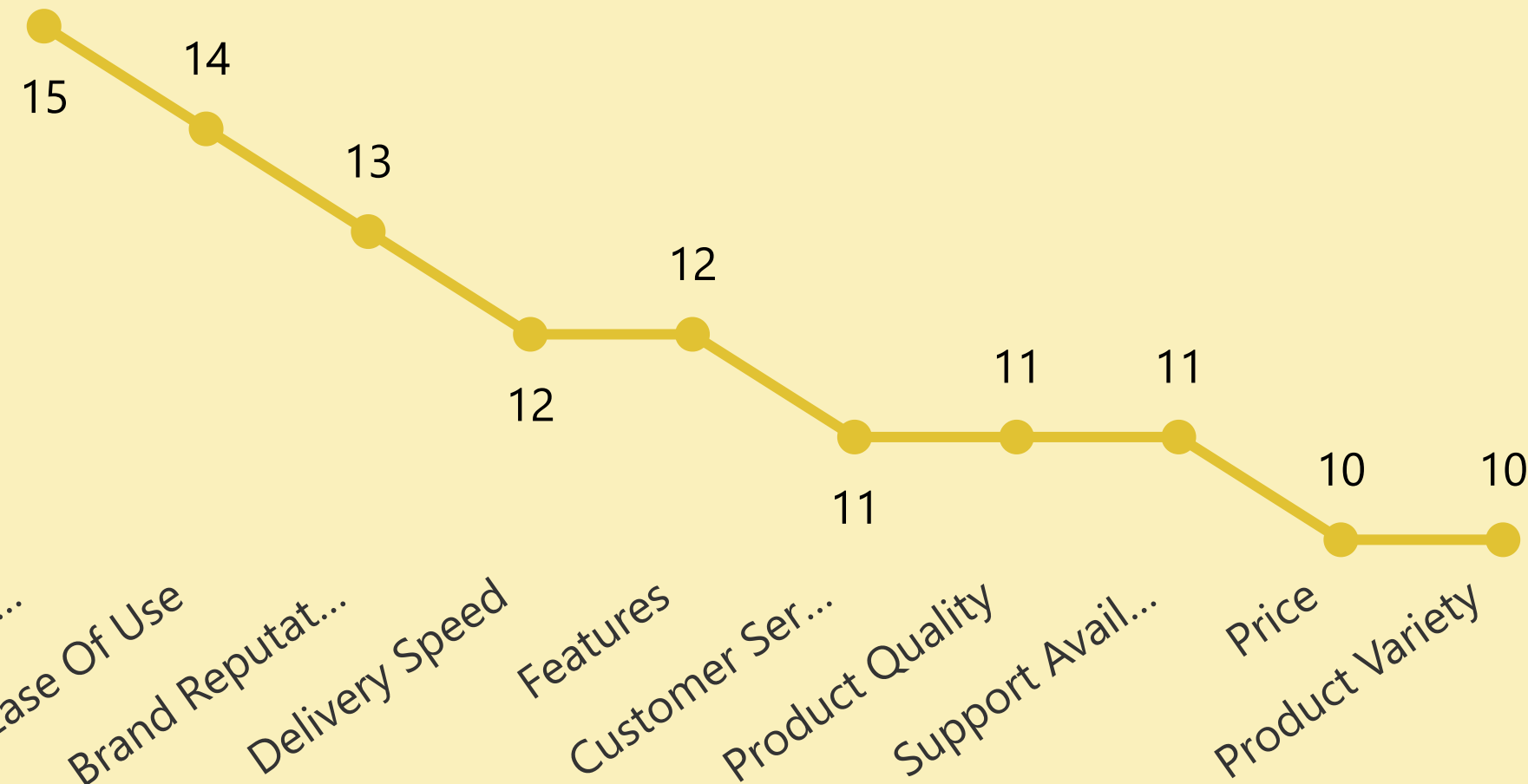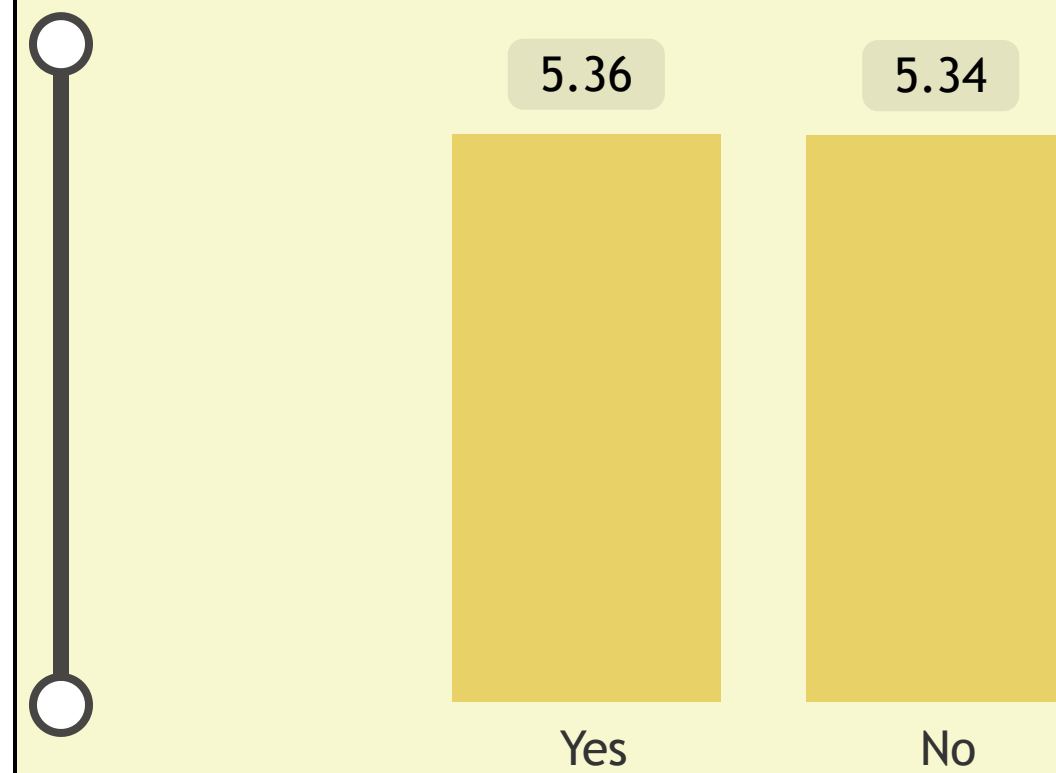
Satisfaction_Factor
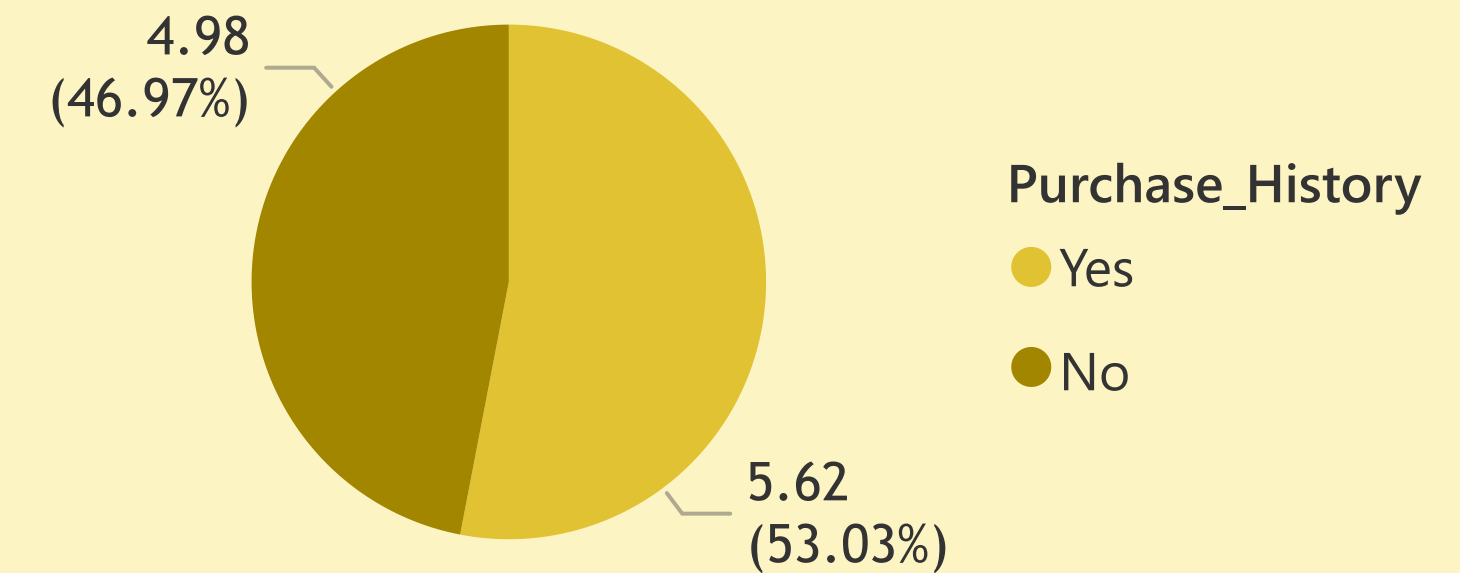All

Customer_ID
All

5.35
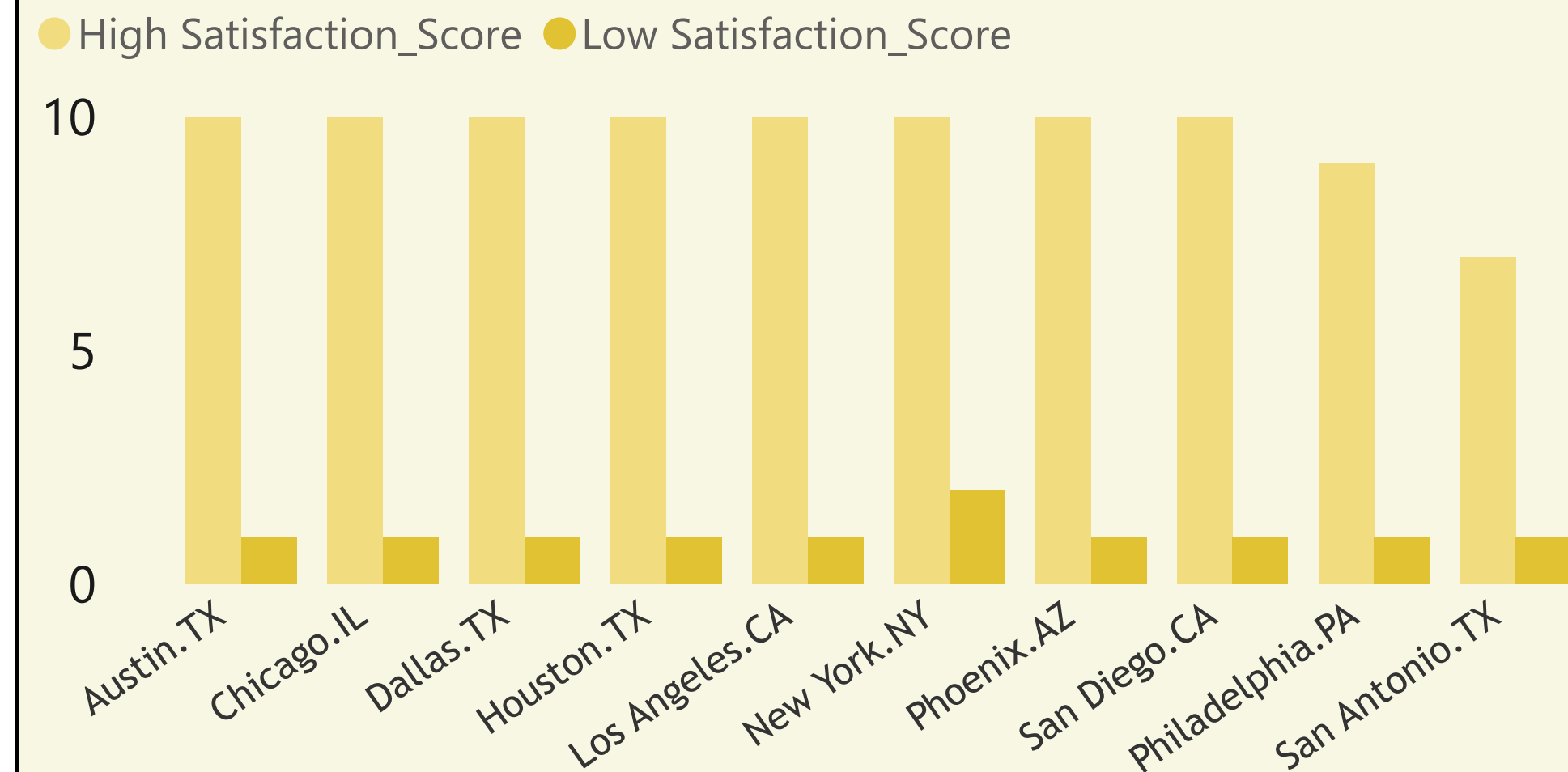Avg Satisfaction Score

Satisfaction_score based on Factor

- Packag... 15
- Ease Of Use 14
- Brand Reputat... 13
- Delivery Speed 12
- Features 12
- Customer Ser... 11
- Product Quality 11
- Support Avail... 11
- Price 10
- Product Variety 10

Satisfaction Score by Support Contact

- Yes 5.36
- No 5.34

Satisfaction Comparison: Repeat (Yes) vs One-Time Buyers (No)

- 4.98 (46.97%)
- 5.62 (53.03%)

Purchase_History
- Yes
- No

High or Low Satisfaction Scores by Locations

● High Satisfaction_Score ● Low Satisfaction_Score

- Austin.TX
- Chicago.IL
- Dallas.TX
- Houston.TX
- Los Angeles.CA
- New York.NY
- Phoenix.AZ
- San Diego.CA
- Philadelphia.PA
- San Antonio.TX

Satisfaction Factor Insights: Customers, Score, Loyalty

● Customers_Count ● Satisfaction_Score ● Loyalty_Level

- Packaging
- Brand Reputation
- Ease Of Use
- Delivery Speed
- Features
- Customer Service
- Product Quality
- Support Availability
- Price
- Product Variety
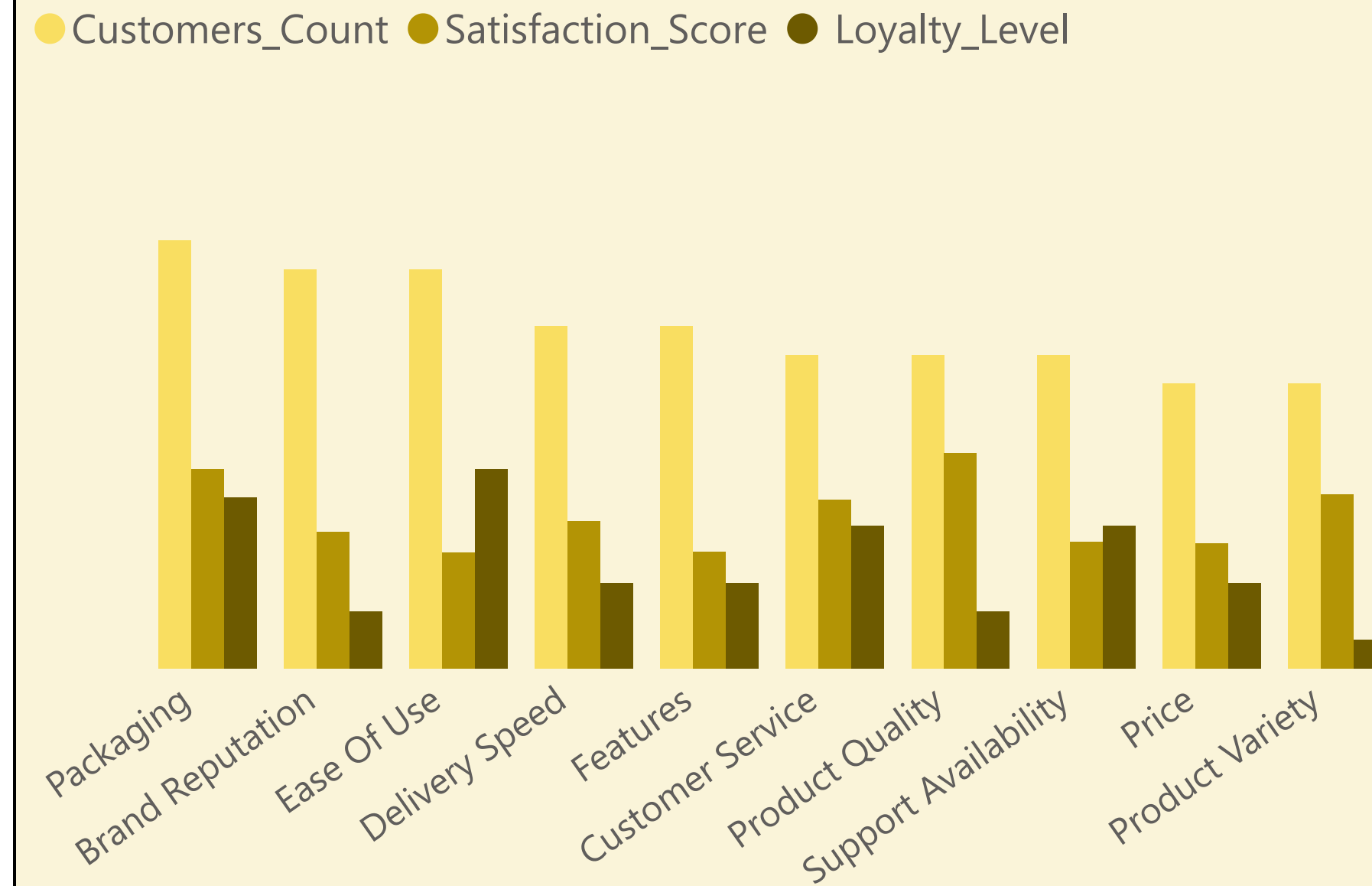
Satisfaction_Score by Loyalty_Level
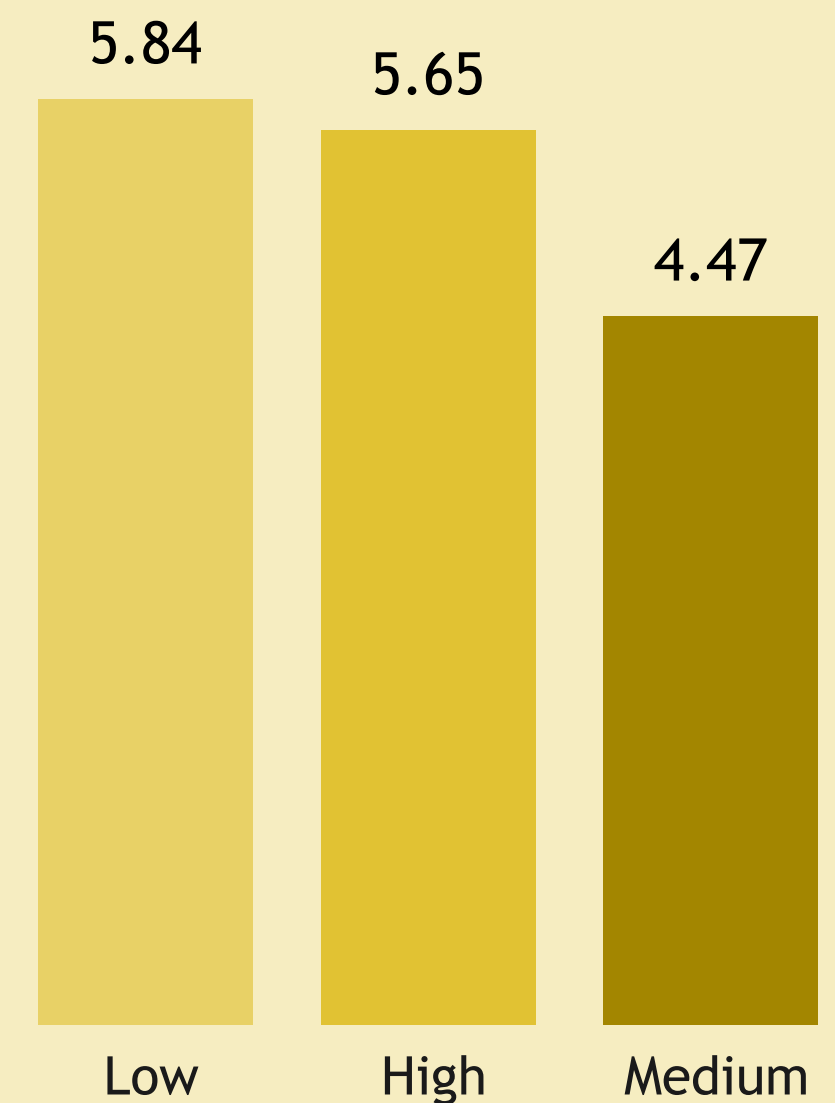
- Low 5.84
- High 5.65
- Medium 4.47

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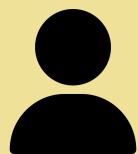**Customer Satisfaction**

Customer Loyalty

37 High Loyalty Custom...

45 Low Loyalty Customers

38 Medium Loyalty Cust...

120 Total Customers

Group
All

Satisfaction Preferences by Demographic Groups

Value	Category
5.00	Brand R...
5.67	Custom...
7.67	Delivery ...
2.67	Ease of ...
2.60	Features
7.60	Packaging
4.50	Price
7.00	Product ...
5.50	Product ...
4.80	Support ...
4.67	Brand R...
6.20	Custom...
4.33	Delivery ...
5.13	Ease of ...
5.14	Features
6.70	Packaging
4.25	Price
8.00	Product ...
6.25	Product ...
4.17	Support ...

A   B

Loyalty_Level by Group and Age

Age_Group ● 18-30 ● 31-45 ● 46-60

Group	18-30	31-45	46-60
B	6.72%	24.37%	29.41%
A	5.88%	14.29%	19.33%
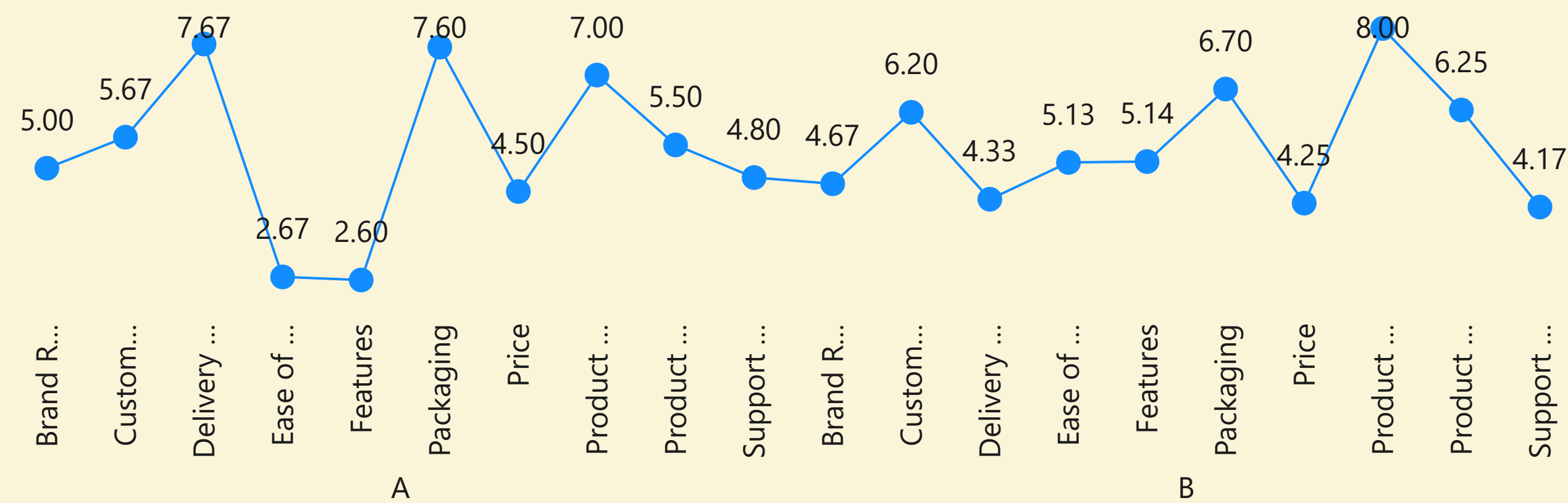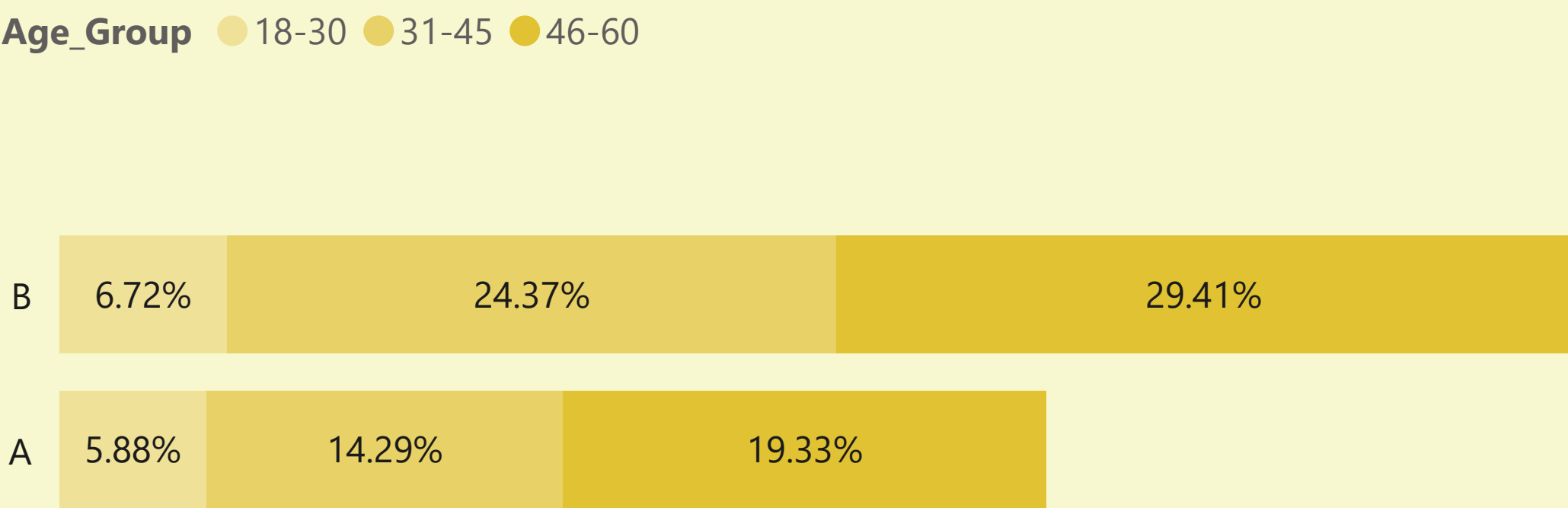
Customer Loyalty and Dissatisfaction

Loyalty_Level_High_Count ● 1 ● 2 ● 3 ● 5 ● 6 ● 7

Microsoft Bing

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Loyalty_Level by Group and Gender

	A		B	
	Female	Male	Female	Male
	19.33%	20.17%	35.29%	25.21%