

# ShopEasy

## Customer Experience Analysis

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Tools used: Python, mysql-connector, pandas, ReportLab | SQL tables generated through an ETL process from customer journey data, engagement metrics, and geographic information.

## Lowest Rated Products

This table lists the products that consistently receive the lowest ratings. It displays the Product ID, Product Name, Average Rating, and Review Count. Examine the average ratings to determine which products may require quality improvement or further evaluation.

ProductID	ProductName	AvgRating	ReviewCount
7	Basketball	2.6667	3
4	Dumbbells	3.0	5
12	Ice Skates	3.0	2
9	Baseball Glove	3.4	5
16	Kayak	3.4	10

## Negative Reviews

This table presents individual customer reviews with ratings 2 or below, indicating dissatisfaction. It includes Review ID, Product ID, Product Name, Review Text, and Rating. Carefully analyze these negative reviews to identify recurring issues or problematic products.

ReviewID	ProductID	ProductName	ReviewText	Rating
12	2	Fitness Tracker	Product did not meet my expectations.	2
20	6	Tennis Racket	I had a bad experience with this product.	1
50	4	Dumbbells	The product stopped working after a month.	1
57	10	Golf Clubs	Disappointed with the performance.	2
58	7	Basketball	The product is okay, but the instructions were unclear.	2
62	17	Surfboard	Average experience, nothing special.	2
65	3	Yoga Mat	Not worth the money.	1
79	15	Climbing Rope	The product arrived late.	2
99	16	Kayak	Average experience, nothing special.	2

## Low Repeat Customers

This table summarizes customer retention metrics by counting each customer's visit frequency and purchase actions. It shows the total number of customers, the count of those returning for a second visit, and the calculated retention rate. Use these metrics to gauge customer loyalty and identify potential areas for improving repeat business.

Total_Customers	Retained_Customers	Retention_Rate
65.0	26.0	40.0

## Common Complaints

This table aggregates frequently mentioned complaints from customer reviews with low ratings. It groups similar complaint narratives along with their frequency and the related product names. Review these common complaints to pinpoint recurring issues that may require immediate attention.

ReviewText	ProductName	Frequency
Product did not meet my expectations.	Fitness Tracker	1
I had a bad experience with this product.	Tennis Racket	1
The product stopped working after a month.	Dumbbells	1
Disappointed with the performance.	Golf Clubs	1
The product is okay, but the instructions were unclear.	Basketball	1
Average experience, nothing special.	Surfboard	1
Not worth the money.	Yoga Mat	1
The product arrived late.	Climbing Rope	1
Average experience, nothing special.	Kayak	1

>> This report was generated using ReportLab components (SimpleDocTemplate, Table, TableStyle, Paragraph, Spacer, KeepTogether) for layout, with data processed by pandas and database connectivity through SQLAlchemy. The SQL tables were derived using specific query filters to capture valuable trends and actionable insights from the ShopEasy database.