My query

For Customer Satisfaction & Loyalty

• What are the main factors contributing to high vs. low satisfaction scores?

SELECT

Satisfaction\_Factor,

ScoreCategory,

COUNT(\*) AS Count,

ROUND(

COUNT(\*) \* 100.0 / SUM(COUNT(\*)) OVER(PARTITION BY ScoreCategory), 2

) AS Percentage

FROM (

SELECT

Satisfaction\_Factor,

CASE

WHEN Satisfaction\_Score >= 8 THEN 'High'

WHEN Satisfaction\_Score <= 3 THEN 'Low'

ELSE 'Medium'

END AS ScoreCategory

FROM customer

) AS scored

GROUP BY Satisfaction\_Factor, ScoreCategory

ORDER BY ScoreCategory DESC, Percentage DESC;

