



Customer count  
120

Male count %  
45%

Female count %  
55%

Youth %  
11%

Middle aged %  
39%

Senior  
50%

Loyalty level

Group

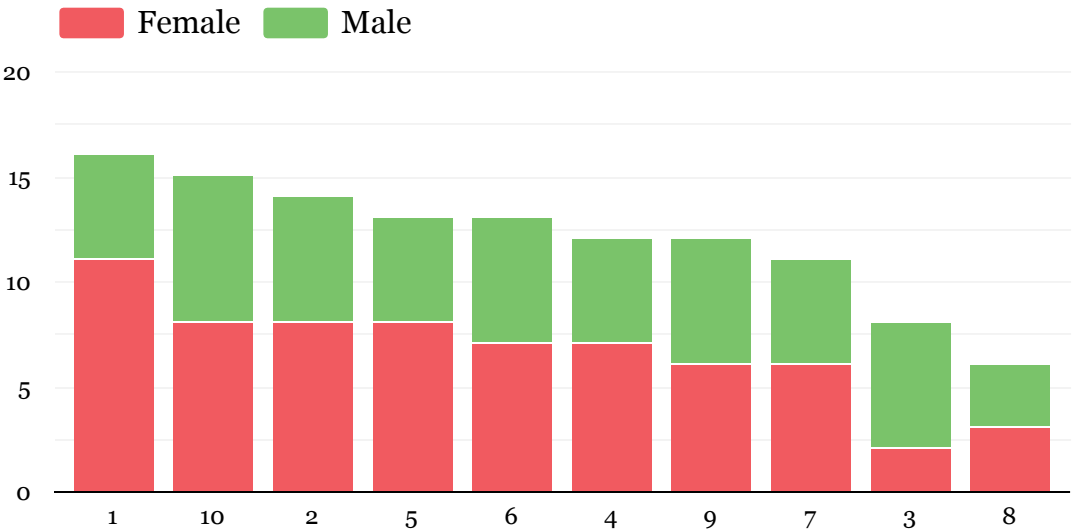
Age

Satisfaction factor

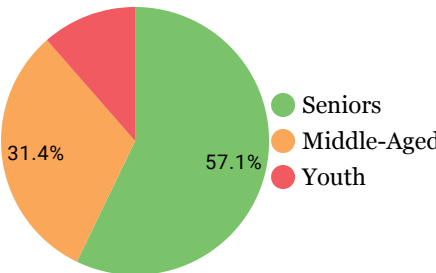
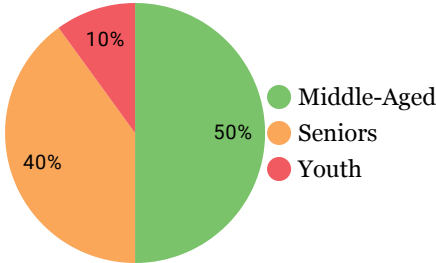
Satisfaction score

Gender

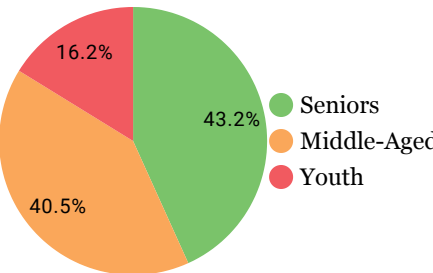
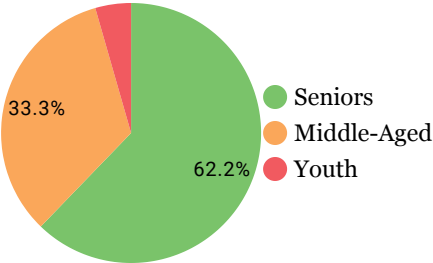
Satisfaction scores by gender



Least vs Most Satisfied (Age group)



Least vs Most Loyal (Age group)

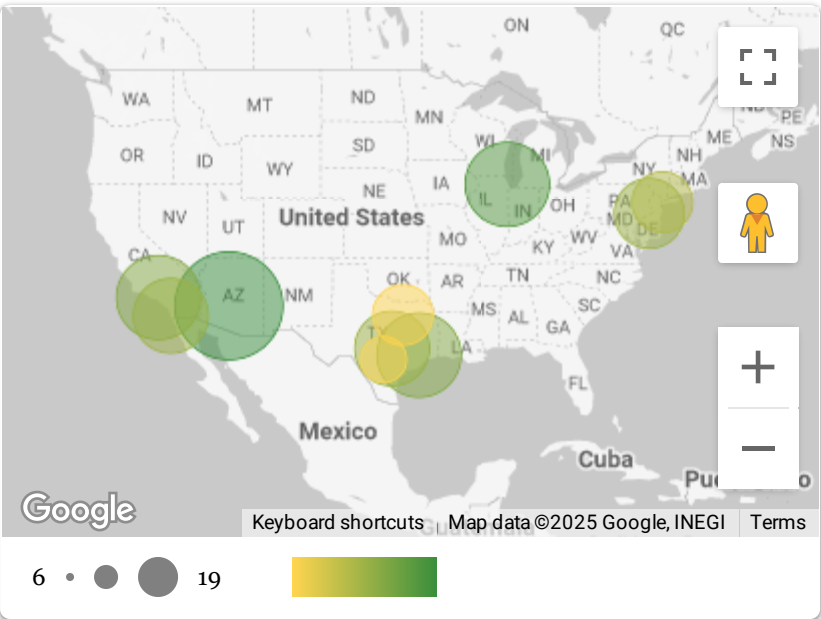


How loyalty levels vary across locations

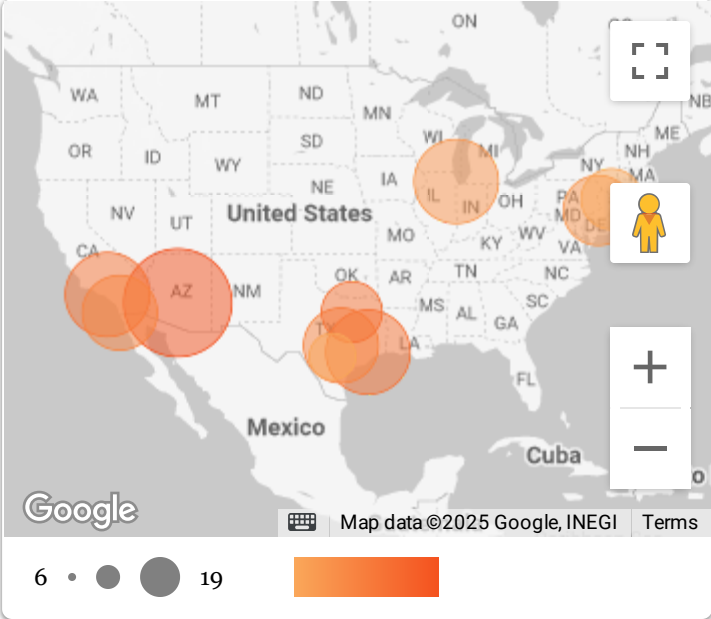
Location	Low Loyalty	Medium Loyalty	High loyalty
San Diego.CA	4	6	2
San Antonio.TX	2	4	0
Phoenix.AZ	11	6	2
Philadelphia.PA	3	4	4
New York.NY	1	3	5
Los Angeles.CA	3	4	7
Houston.TX	5	4	5
Dallas.TX	5	2	2

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Top-scoring regions



Low-scoring regions





One time buyer 43%    Repeat purchasers 57%    High freq shoppers 40%    Moderate freq shoppers 60%    Avg Satisfaction Score 5    Low Loyalty % 57%    Medium Loyalty % 32%    High % 31%

Loyalty Level ▾

Group ▾

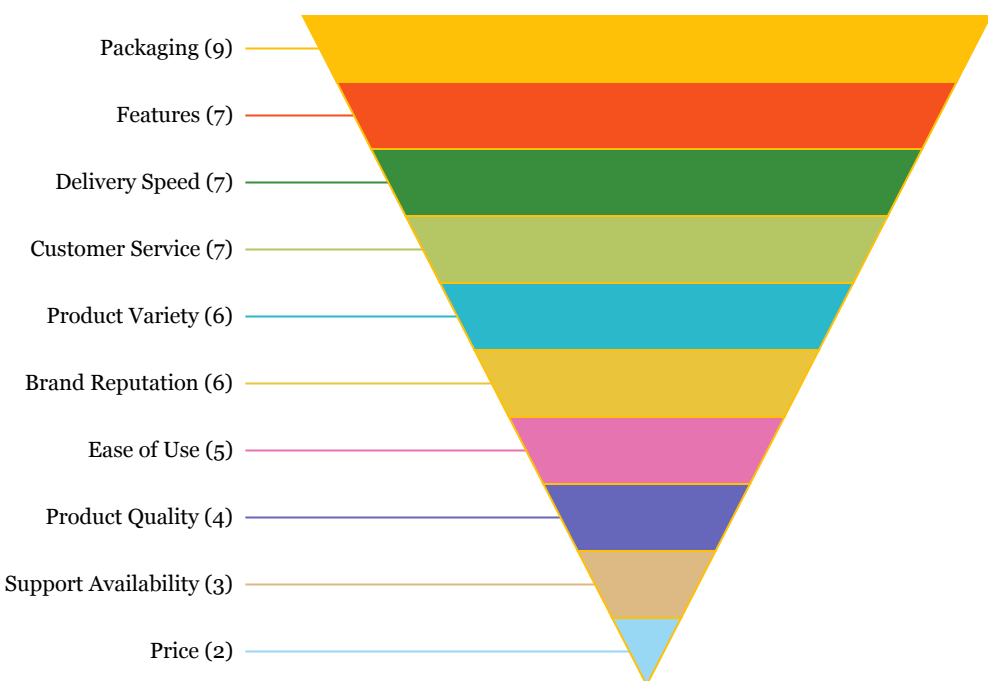
Age ▾

Satisfaction factor ▾

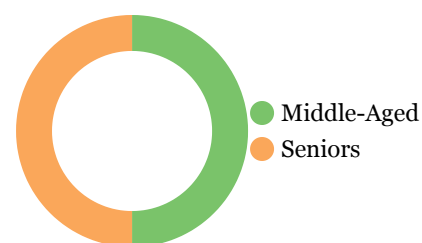
Satisfaction score ▾

Gender ▾

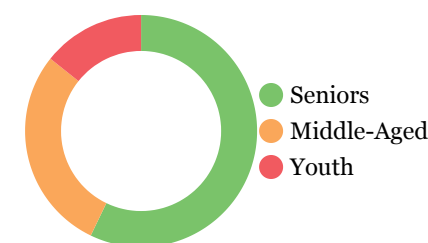
## Support Users: What's Shaping Their Satisfaction?



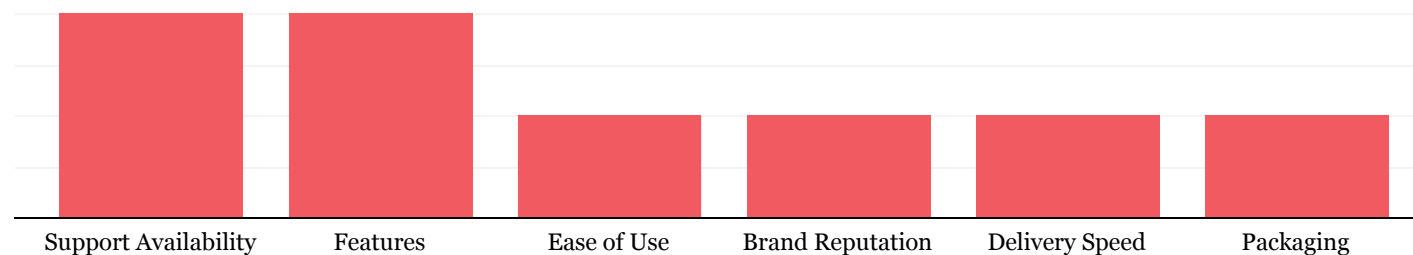
## Frequent shoppers, one time buyers



## Moderate shoppers, high retention

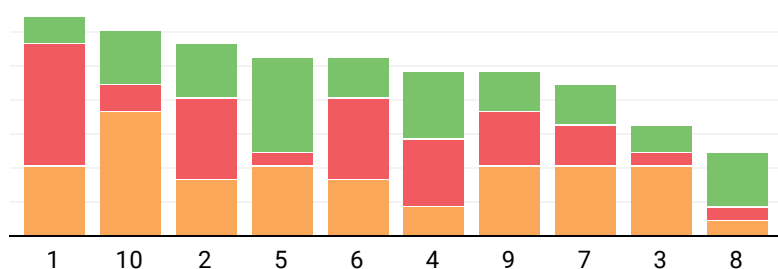


## What's Frustrating Our Most Active (But Disloyal) Shoppers?

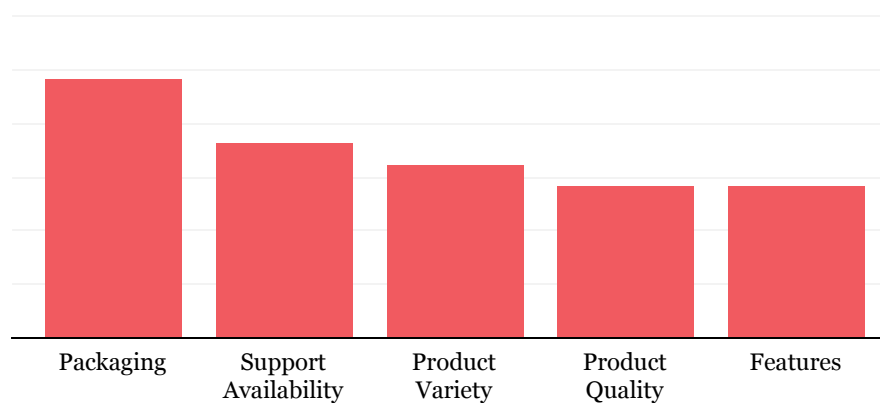


## How is loyalty & satisfaction score related?

Low Medium High



## Top Satisfaction Drivers for Repeat Buyers



## Reasons for one time buys

