

Customer Satisfaction and NPS Performance Dashboard Details

1. Data Import & Preparation

✓ Home → Get Data → Excel → select Dataset.xlsx.

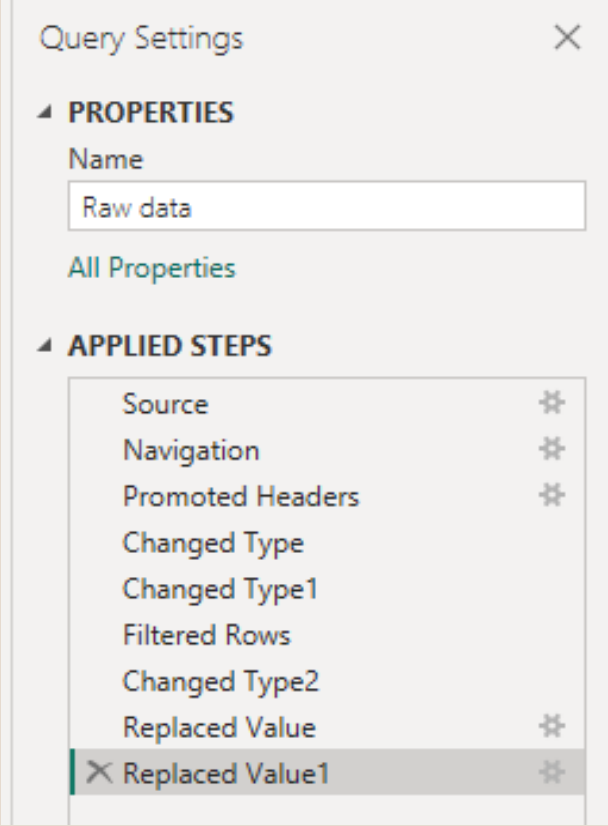
✓ Transformation of Data Types

Screenshot shows the Steps of the dataset through Power Query. data types were corrected so values were consistent. Unnecessary rows were filtered out, and certain values were replaced to keep everything standardized. Together, these steps cleaned and organized the data, setting it up for accurate and reliable analysis.

✓ For Respondent ID 3003, the “Complaint Filed” field was found to be Null. Since this isn’t used in any filters or calculations, the record was kept as it is without any changes.

✓ Data Type Fixes

I adjusted all fields to suitable data types—Respondent ID and Region were set as text, Survey Date as a date, and satisfaction scores as whole numbers. Other text fields were also converted to text, Gender filed values have been replaced with Female and Male to keep the data clean and consistent.



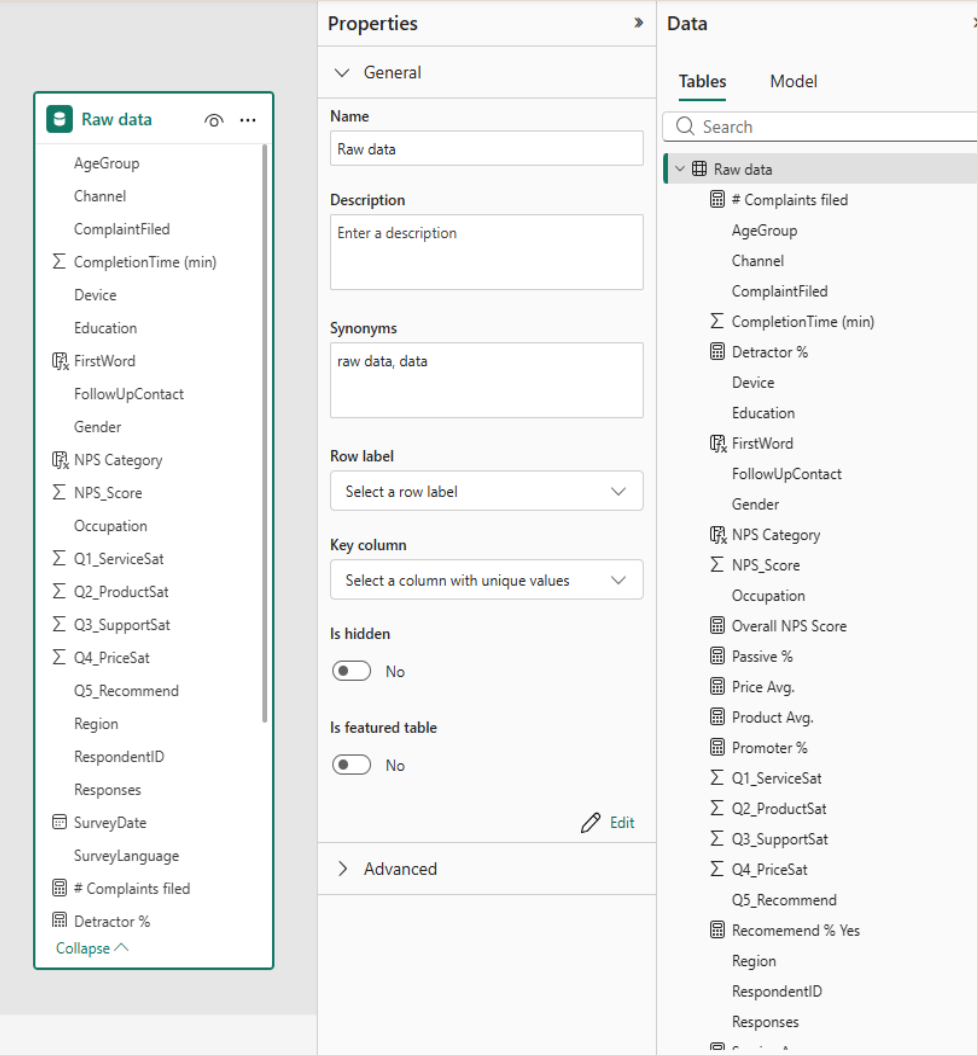
2. Data Modelling & DAX

Column

- 1. Nps category = switch(true(), 'raw data'[nps_score]>0 && 'raw data'[nps_score]<=6, "detractor", 'raw data'[nps_score]>=7 && 'raw data'[nps_score]<=8,"passive", 'raw data'[nps_score]>=9 && 'raw data'[nps_score]<=10,"promoter",blank())

Measures

- 2. Promoter % = divide(calculate(distinctcount('raw data'[respondentid]) , 'raw data'[nps category] = "promoter"), distinctcount('raw data'[respondentid]))
- 3. Detractor % = DIVIDE(calculate(distinctcount('raw data'[respondentid]), 'raw data'[nps category] = "detractor"), distinctcount('raw data'[respondentid]))
- 4. Overall NPS score = [promoter %]-[detractor %]
- 5. Price avg. = Average('raw data'[q4_pricesat])
- 6. Product avg. = Average('raw data'[q2_productsat])
- 7. Service avg. = Average('raw data'[q1_servicesat])
- 8. Support avg. = Average('raw data'[q1_servicesat])
- 9. Recommendation rate = DIVIDE(calculate(distinctcount('raw data'[respondentid]), 'raw data'[q5_recommend] = "yes") , distinctcount('raw data'[respondentid]))
- 10. # Complaints filed = calculate(distinct count('raw data'[respondentid]), 'raw data'[complaintfiled] = "yes")



Data Model

3. Visual Analysis & Dashboard Design

The dashboard maintains a modern, cohesive look using soft green tones, subtle shadows, and consistent styling across all visuals.

- 1. KPI Cards : KPI provide a quick snapshot of key metrics using large values and clear labels for easy readability.
- 2. Filter Panel : The left panel organizes all slicers in a single, clean column so users can filter data easily without interrupting the main visuals.
- 3. Stacked bar/ Column Charts : This section presents NPS category breakdowns across different customer segments such as region, age group, device, and channel.
- 4. Detailed Report : The detailed report table provides row-level survey data, allowing users to drill deeper into individual responses. It is connected only to its specific slicers to avoid affecting the summary visuals above.
- 5. Trend Line : The line trend visual tracks NPS and Satisfaction Score over time, helping users quickly identify performance patterns, improvements, or declines.
- 6. Word Cloud : The word cloud visual summarizes customer comments by highlighting the most frequently used terms



4. Advanced Analysis

1.Segmentation :

The segmentation analysis indicates that the West region, within the 18–24 age group and using mobile devices, records the lowest NPS score and satisfaction levels. This insight was derived by extracting the raw survey data and sorting the NPS score filed in descending order to identify the weakest-performing segment.

2. Correlation :

The chart shows that longer survey completion times tend to be linked with lower NPS scores. Faster completions generally come from more satisfied customers, while slower completions appear more often among those giving lower satisfaction and NPS ratings.

This Pattern describes when customers take longer to finish the survey, their experience or sentiment may already be less positive.

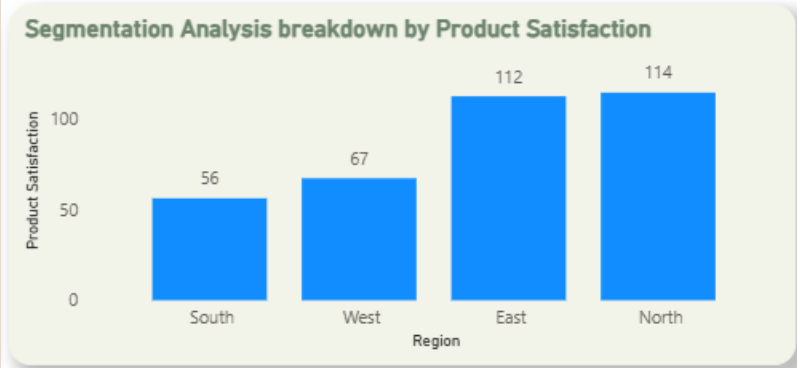
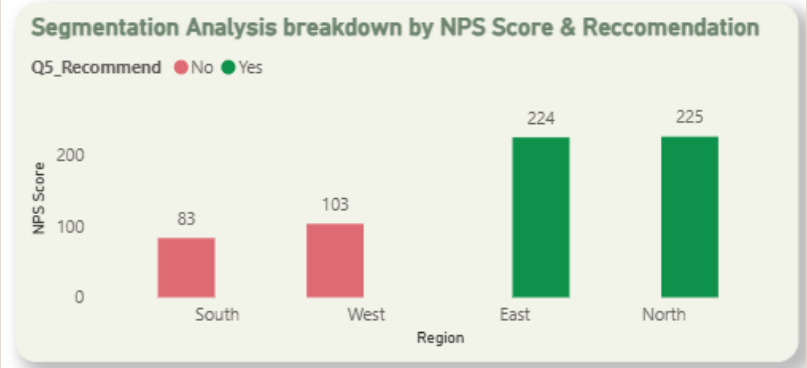
Region	AgeGroup	Device	NPS Score	Service Score	Product Score	Support Score	Price Score
West	18-24	Mobile	1	1	2	2	1
West	25-34	Desktop	1	1	2	1	1
West	25-34	Tablet	1	1	2	1	1



3. Root Cause

The lowest NPS and satisfaction scores are mainly driven by **poor support experience, unreliable product quality, and slow issue resolution.**

Across the low-scoring rows, customers consistently mention *“not helpful,” “slow support,” “faulty product,” “delays,”* and *“nothing worked as expected.”* Many cases also show **multiple complaints, low satisfaction across all service dimensions, and longer completion times**, indicating overall frustration. In short, customers are unhappy because the product isn’t working well and support isn’t resolving issues quickly or effectively.



Segmentation Analysis											
Region	Age Group	Device	NPS Score	Service Satisfaction Score	Product Satisfaction Code	Support Satisfaction Score	Price Satisfaction Score	# Complaints filed	Completion Time (min)	Responses	Recommend
West	25-34	Mobile	28	12	16	8	8		80	Took too long to complete; product was goo...	No
West	35-44	Desktop	20	12	12	8	8		40	Product and service were average not satisfi...	No
West	35-44	Desktop	15	9	9	6	6	3	39	Service was average support slow.	No
West	25-34	Mobile	12	6	9	6	6	3	63	Product was faulty had to wait long for supp...	No
South	25-34	Desktop	4	4	8	4	4	4	72	Very disappointed nothing worked as expect...	No
South	45-54	Tablet	8	8	8	4	4	4	60	Very poor support not happy with service.	No
South	35-44	Desktop	10	6	6	4	4		20	Product and service were average not satisfi...	No
South	18-24	Mobile	3	3	6	6	3	3	57	Not happy with the product support was not...	No
West	35-44	Mobile	6	6	6	3	3	3	48	Unacceptable delays poor communication.	No
South	35-44	Tablet	18	9	6	9	6		42	Service was inconsistent product needs impr...	No
South	25-34	Mobile	7	3	4	2	2		20	Product was good service slow.	No
South	25-34	Mobile	7	3	4	2	2		20	Took too long to complete; product was goo...	No
South	35-44	Desktop	6	3	3	2	2	1	12	Product quality was average support was slow.	No
South	35-44	Desktop	5	3	3	2	2	1	13	Service was average support slow.	No
South	25-34	Mobile	4	2	3	2	2	1	21	Product was faulty had to wait long for supp...	No
Overall	55-64	Tablet	0	0	0	0	0	0	51	Service and product both were not satisfactory	No

5. Executive Summary

The survey analysis reveals that while many customers have a smooth experience, a few specific groups are driving down overall satisfaction and NPS. The **West region**, especially customers aged **18–24** and those using **mobile devices**, consistently show the lowest scores across product quality, service experience, and support responsiveness. Their comments highlight recurring issues such as **slow support**, **unreliable product performance**, and **delays in issue resolution**. We also found that customers who take longer to complete the survey tend to give lower NPS scores, suggesting their frustration may influence how they respond. In contrast, regions like **North and East** perform much better, indicating that strong customer experience is achievable and can be used as a benchmark.

Overall, the data shows that dissatisfaction is concentrated in clear segments and is primarily driven by poor support and product issues. Addressing these areas will have the greatest impact on improving customer satisfaction and NPS.

Key Findings

- West Region Shows the Lowest Overall Performance
- Customer Dissatisfaction Is Linked to Support and Product Quality
- Higher Completion Time Correlates With Lower NPS
- Specific Segments Have Repeated Complaints
- Overall NPS and Recommendation Rate Impacted by Few Key Segments

Recommendations

- Improve Support Quality and Response Time
- Root-Cause Investigation on Product Quality Issues - “Nothing worked as expected” and faulty product concerns are major drivers of detractor ratings.

Analysis Recommended

- Complaints Trend Analysis to track rise of complaints
- Identification of complaint types lead to the lowest