**Case Study: NPS (Net Promoter Score)**

As a **Data Analyst** at **Airbnb**, the task involves analyzing user survey data and reporting the **Net Promoter Score (NPS)** to the manager. NPS measures **customer satisfaction** and the **likelihood of customers** **recommending the service to others.**

**Rating Scores**

Customers are asked to rate their likelihood to recommend the service on a scale **from 0 to 10:**

* **0–6 →** Detractors (unlikely to recommend, possibly speaking negatively)
* **7–8 →** Neutrals / Passives (satisfied but not enthusiastic enough to actively recommend)
* **9–10 →** Promoters (loyal enthusiasts who are highly likely to recommend)

**Key Points:**

* NPS scores vary from company to company.
* Analysis should focus on both **detractors** and **promoters** to understand what is going wrong for dissatisfied customers and why they are not satisfied.
* **Neutrals** are uncertain about recommending and do not significantly impact the score but can be influenced to become promoters.

**NPS Calculation Formula:**

NPS Score = % Promoters - % Detractors

* A higher NPS indicates more promoters and fewer detractors.
* An NPS score **greater than 70% is considered excellent** and reflects very high customer satisfaction and loyalty.