

# Executive Summary Report

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## Executive Summary

| Metric             | Value | Percentage |
|--------------------|-------|------------|
| Total Feedback     | 1000  | 100%       |
| Positive Feedback  | 507   | 50.7%      |
| Negative Feedback  | 369   | 36.9%      |
| Neutral Feedback   | 124   | 12.4%      |
| Average Confidence | 84.91 | -          |

## Net Promoter Score (NPS)

| NPS Score | Grade             | Promoters | Passives | Detractors |
|-----------|-------------------|-----------|----------|------------|
| 14        | Needs Improvement | 50.7%     | 12.4%    | 36.9%      |

Target: 50 | Status: -36

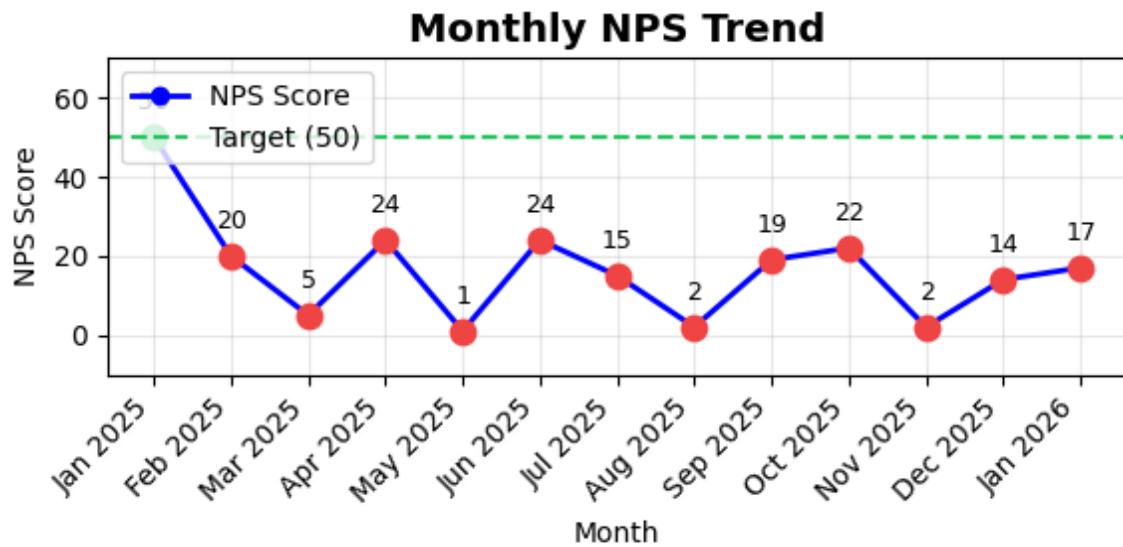
NPS is calculated as: % Promoters - % Detractors. Scores range from -100 to +100. Scores above 50 are considered excellent.

## Customer Satisfaction (CSAT)

| CSAT Score | Status   | Threshold | Satisfied | Unsatisfied |
|------------|----------|-----------|-----------|-------------|
| 50.7%      | Critical | 80%       | 507       | 369         |

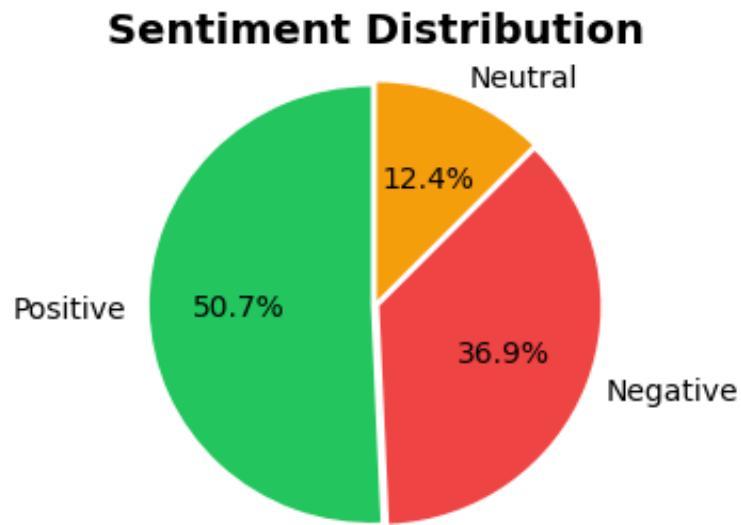
CSAT measures customer satisfaction as % of positive feedback. Current threshold is set to 80%.

## Monthly NPS Trend



| Month    | NPS Score | Total | Status         |
|----------|-----------|-------|----------------|
| Aug 2025 | 2         | 103   | ✗ Below Target |
| Sep 2025 | 19        | 72    | ✗ Below Target |
| Oct 2025 | 22        | 88    | ✗ Below Target |
| Nov 2025 | 2         | 59    | ✗ Below Target |
| Dec 2025 | 14        | 81    | ✗ Below Target |
| Jan 2026 | 17        | 86    | ✗ Below Target |

## Sentiment Distribution



## Sentiment Trends Over Time

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