

## Overview

All firms', to include this one, want to find ways to improve their return on investment. At Widget LLC. we pride ourselves on customer satisfaction and building strong lasting relationships with our customers. This dashboard provides a strategic framework based on customer satisfaction metrics (loyalty, satisfaction, word of mouth, purchase behavior, etc.) to back production and allocation decisions.

## Problem

While production (materials, energy, employee salary, ...) and transportation cost continue to rise, competing in the emerging tech driven market threatens the longevity of companies that cannot find ways to build lasting and strong relationships with clients. As the *Product/Allocation Manager* here at Widget L.L.C., you have specific responsibilities to manage inventory turnover, optimize inventory levels/distribution, and maximize sales. Hunting down all the information and performing continuous analytics takes away from time and resources needed for other responsibilities in the company, especially with the size/amount of data growing exponentially, thus analysts usually need to be hired to handle even the most trivial operations resulting in a very time consuming and expensive process.

## Solution

To improve overall customer satisfaction and maximize ROI, this dashboard pulls in information digitally and presents the data in an easy to read/navigate format allowing for quick decisions to be made in critical areas such pricing, production, and marketing.

## Components of the Dashboard

### Data

By changing our annual system of satisfaction surveys to cost-effective on-line solutions we can optimize our marketing spending. These surveys will collect the responses digitally and populate a database allowing the dashboard to present a real time analysis of our clients satisfaction with our widgets and with Widget L.L.C.

### Map: Overall Satisfaction/Likelihood to Purchase Again

This interactive map allows for a quick view of the overall satisfaction with Widget L.L.C. by presenting a visual gradation starting at gray, which corresponds to a 25% satisfaction, ending with a dark blue representing 100% satisfied. The size of each circle represents the likelihood each location will end up repurchasing a widget. This helps identify regions that may need more attention, to be dropped, and where we could expect to find opportunities for growth.

### Design & Quality Satisfaction per Industry

This graph is set up in a way that makes analyzing each of the industries overall satisfaction with the design and quality of each widget quick. Also, the darker the color the higher price value rating (on average) allowing to hone in on the industries that put a higher value on our widgets and those who pay more for quality they trust tend to be more loyal.

**Likelihood to Purchase/Recommend per Industry**

It is quite logical to deduce that those who are likely to purchase a widget again will be those who are will also be likely to recommend the product to someone else. Using the same metric as the *Map* (likelihood to Purchase Again) we can cross reference the industries that are most likely to purchase again with the region a better picture of the areas that present possible “word-of-mouth” growth.

**Purchase Trends/2-year Forecast (per Widget)**

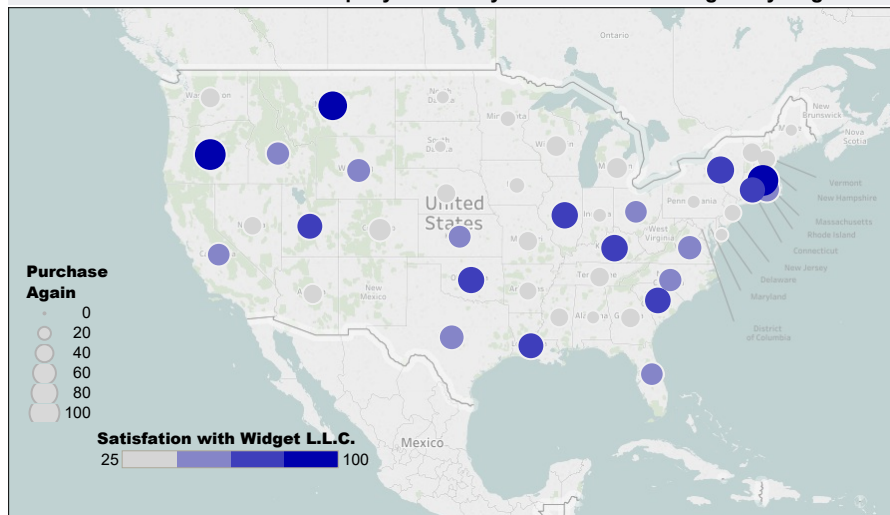
This heat map takes in historical data and presents a two year forecast of how likely a widget will be purchased in a given year. This allows for a quick identification of which widget will be in most demand in a given year. Then, when crossed referenced with the other graphs and the regional map, a better picture of which regions will need more shipments is formed.

**Top Ten Customers and Likelihood to Purchase Again**

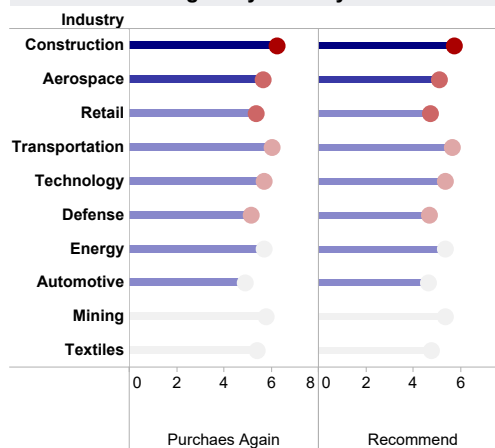
Lastly, just as in sports a Product/Allocation Manager for Widget L.L.C. needs to know who their key performers (clients) are. Thus, to complete the picture the right side of the dashboard allows for one to quickly identify the top ten customers for each widget and the likelihood they are to purchase again.

# Product/Allocation Manager Dashboard

Overall Satisfaction with Company and Likelihood To Purchase Again by Region



Likelihood to Purchase / Recommend a Widget Again by Industry



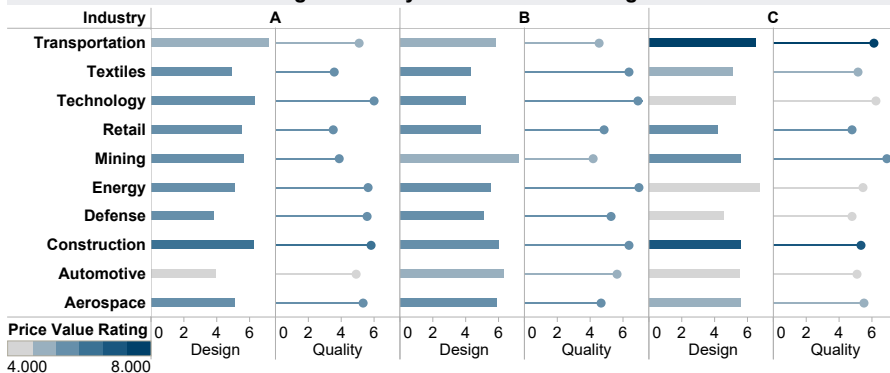
Top 10 Customers- Widget A

Customer	State	A
Widgets & Co.	MN	10
Acme Enterprises	NV	8
Fictitious Corp.	MA	6
Mythical Inc.	KY	6
Widget Wonders	NC	6
Fake Co.	VA	5
Pretend LLC	RI	5
Widgets Direct	TN	5
Acme Inc.	IN	4
Fictional Business	WA	3

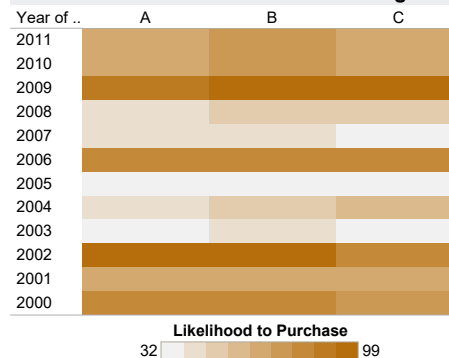
Top 10 Customers- Widget B

Customer	State	B
Fictional Business	WA	9
Mythical Inc.	KY	8
Widgets Direct	TN	7
Acme Enterprises	NV	6
Acme Inc.	IN	6
Fake Co.	VA	6
Pretend LLC	RI	6
Widget Wonders	NC	6
Widgets & Co.	MN	6
Fictitious Corp.	MA	4

Design & Quality Satisfaction Per Widget



Purchase Trends/Forecast Per Widget



Top 10 Customers- Widget C

Customer	State	C
Fake Co.	VA	8
Mythical Inc.	KY	8
Widgets Direct	TN	8
Acme Inc.	IN	7
Fictional Business	WA	7
Fictitious Corp.	MA	6
Widgets & Co.	MN	6
Acme Enterprises	NV	4
Pretend LLC	RI	4
Widget Wonders	NC	4

