



OdumareTech

DATA ANALYTICS BOOTCAMP

CUSTOMER SATISFCATION PROJECT

PROJECT BRIEF

Context

An e-commerce company dealing with electronic products want to discover key insights from their customer database. The following KPIs have been highlighted by the company and you as the data team have been asked to generate actionable insights on them using the company's customer data;

- Customer demography
- Customer satisfaction
- Importance of products
- Preferred mode of shipment
- Promptness of shipment completion
- Warehouse blocks usage (the company has 5 different warehouse blocks)

PROJECT BRIEF

Content

The company's customer data contains the following information:

- **ID:** ID Number of Customers.
- **Warehouse block:** The company has a big Warehouse which is divided in to block such as A,B,C,D,E.
- **Mode of shipment:** The company ships products in multiple ways such as Ship, Flight and Road.
- **Customer care calls:** The number of calls received from customers for enquiry of the shipment.
- **Customer rating:** Ratings from customers. 1 is the lowest (Worst), 5 is the highest (Best).
- **Cost of the product:** Cost of the product in US Dollars.
- **Prior purchases:** The number of prior shipments made for the customer.
- **Product importance:** The company has grouped the products into various categories such as low, medium and high.

PROJECT BRIEF

Content

- **Gender:** Gender of customers, either Male or Female.
- **Discount offered:** Percentage discount offered to a customer for an electronic product bought.
- **Weight in gms:** Product weight in grams.
- **Shipment completion promptness:** 1 Indicates that the product was not delivered on time and 0 indicates it was delivered on time.

NOTE:

- You are to create a new column for discount in USD, converting the percentage discount to an amount.
- You are to create a column for delivery fee. Below are the company's weight based delivery charges;
0kg – 3kg (\$5), above 3kg – 6kg (\$10), above 6kg (\$15).

PROJECT INSTRUCTIONS

An Excel file containing the company's customer data has been provided. Each team is expected to;

- Import the file into Power BI where you will develop your visuals. You are allowed to use any of Excel and Power BI for your data cleaning.
- Create a presentation slide using any platform of your choice (*Canva, google slides, power point, etc.*) and copy your visuals into the presentation slide.
- Include introduction and conclusion in the presentation slide.
- Assign a member to create a GitHub repository for the team, adding other members to the repository as contributors.
- Upload every file that has been used for the project on the GitHub repository.
- Update the repo's *Readme.md* file with information about the project and its goals.
- Prepare for the project presentation.

PROJECT INSTRUCTIONS

- The company expect the data team to come up with insights on additional KPIs they discover during their analysis and not just limit their presentation to the already given KPIs.

Every member of each team is expected to;

- Add this project to their portfolio and submit the portfolio link on the learning platform www.odumaretech.com.
- Create a post about the project on LinkedIn, mentioning every member of their team in the post.

Credits:

This project was culled from **PRACHI GOPALANI'S** page on Kaggle.

<https://www.kaggle.com/datasets/prachi13/customer-analytics?resource=download>

!!! ALL THE BEST