**Project Theme: Customer Satisfaction and Retention Analysis**

**Problem Statement:** Local businesses lack detailed insights into customer satisfaction and retention metrics, impacting their customer service and profitability.

**Project Objectives:**

* Analyze existing customer data to identify insights (trends, patterns, and correlations) in satisfaction and retention.
* Develop a dashboard that presents these insights in an accessible way.
* Provide recommendations to improve customer service and retention strategies.

**Proposed Solution:** Using Tableau, students will create a dynamic dashboard that analyzes customer feedback, purchase data, and retention rates to uncover actionable insights.

**Business Considerations:** Collaboration with businesses for access to data, potential to offer the service to more businesses as a consultancy.

**Research Required:** Best practices in customer data analysis, dashboard design, and data privacy.

**Deliverables:**

* Interactive Tableau dashboard.
* Report on customer satisfaction insights (trends, patterns, and correlations) and recommendations.
* Presentation to business owners.

**Skill Sets Required:** Data analysis, Tableau expertise, business consulting, presentation skills.

**Success Criteria:**

* Dashboard adoption by at least five businesses by six months after the Capstone final presentation.
* Measurable improvements (20% year over year) in customer retention based on dashboard insights.
* Business owner satisfaction (at least 4.2 stars out of possible 5) with the clarity and utility of the insights provided.