

## Task 1: Customer Satisfaction Data Collection Plan for a Retail Store

### a. List of Questions

1. What factors influence customer satisfaction in the retail store?
2. How satisfied are you with the product quality?
3. How would you rate your shopping experience on a scale of 1 to 5?
4. What improvements would you like to see in customer service?
5. How often do you visit our store?
6. Are the store layout and product placement convenient?
7. How responsive are our employees to your queries?
8. Would you recommend our store to others? Why or why not?

### b. Identify Data Sources

- **Primary Data:** Customer surveys, interviews with store visitors.
- **Secondary Data:** Online reviews, feedback from social media, existing customer service records.

### c. Data Collection Methods

- **Surveys:** Conduct online and in-store surveys regarding shopping experience, product quality, customer service, store layout, and overall satisfaction.
- **Observations:** Observe customer behavior in-store to gather insights on their shopping experience.

### d. Design Data Collection Tools

- **Survey Questionnaire:** A mix of closed and open-ended questions.
- **Interview Guide:** A structured guide with key questions and follow-up prompts.
- **Observation Checklist:** Specific behaviors and interactions to observe and record.