

# *Welcome to the Customer Satisfaction and Loyalty Analytics Report for OmniRetail*

As a leading U.S. retail chain specializing in electronics and smart home products, OmniRetail is committed to enhancing customer experience across both its online platform and physical stores. Throughout 2024, OmniRetail diligently gathered and analyzed customer feedback to gain valuable insights into satisfaction levels and retention drivers. This report outlines key findings and recommendations aimed at further elevating customer satisfaction and fostering long-term loyalty.



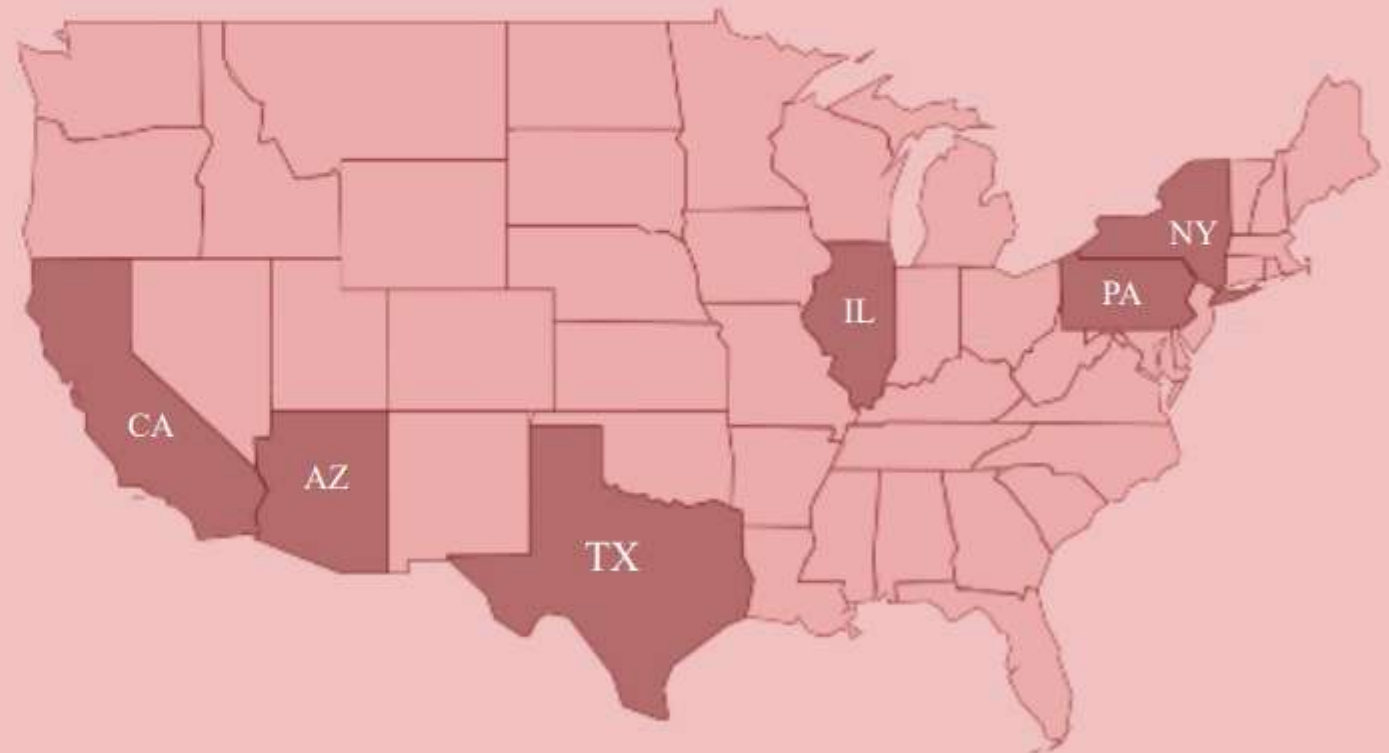
## **Overall Satisfaction Trend of Customer**



## **Demographic Breakdown of Customer**



## **Geographical Distribution of Customer**





## Average Satisfaction Status

Good



## How Customers Rate Their Experience



## How Satisfaction Drives Loyalty

High

Medium

Low

Key Drivers of Satisfaction

Ease of Use

Key Drivers of Dissatisfaction

Product Variety

## Satisfaction Score of High Loyalty Customers

Average satisfaction score among customers with "High" loyalty.

5.65



## What Drives Satisfaction of Customers

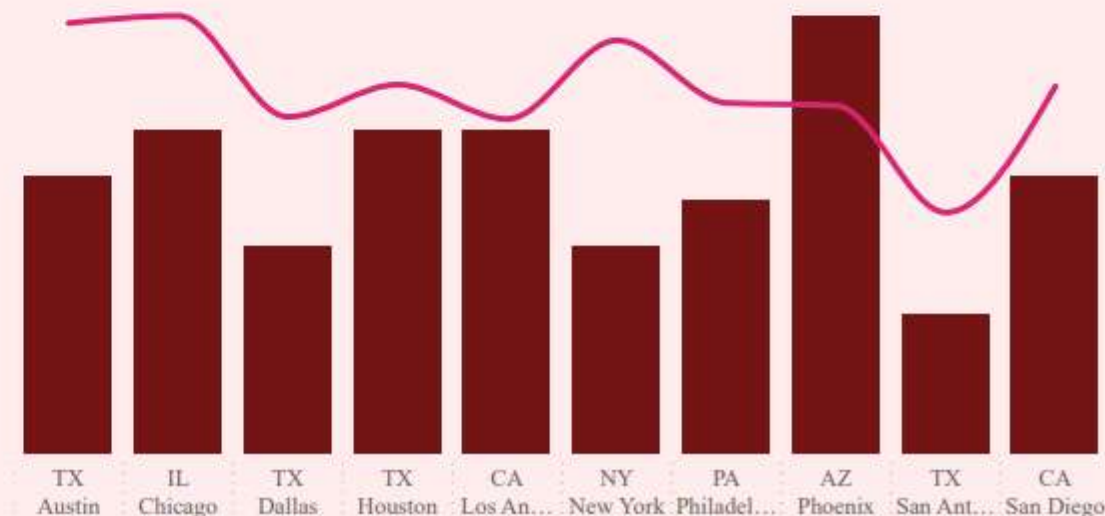
Packaging



Very Good



## Regional Distribution of Satisfaction Scores







## Customer Details

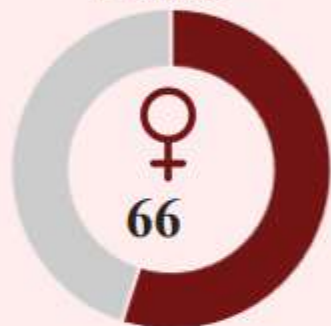
Total Customer

120

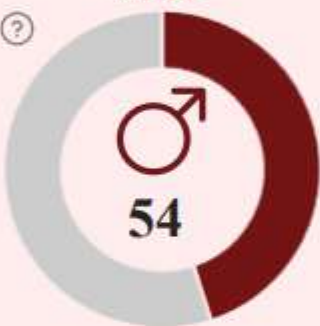
Male and Female Ratio

0.82

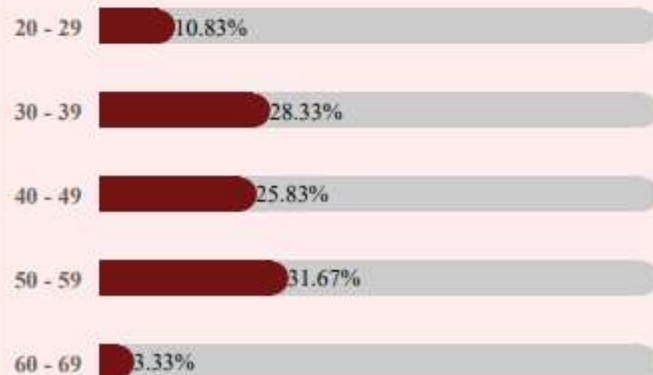
Female



Male



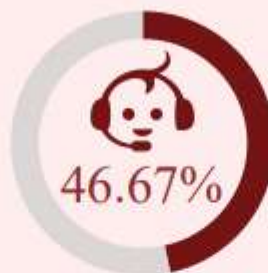
From Boomers to Gen Z: Our  
Customer Base by Age



## Customer Interaction Profile

Support Contact Rate

% of customers who interacted with support.



Total Repeat Customer

% of High-frequency shoppers



Purchase Rate

% of Customers who converted to buyers

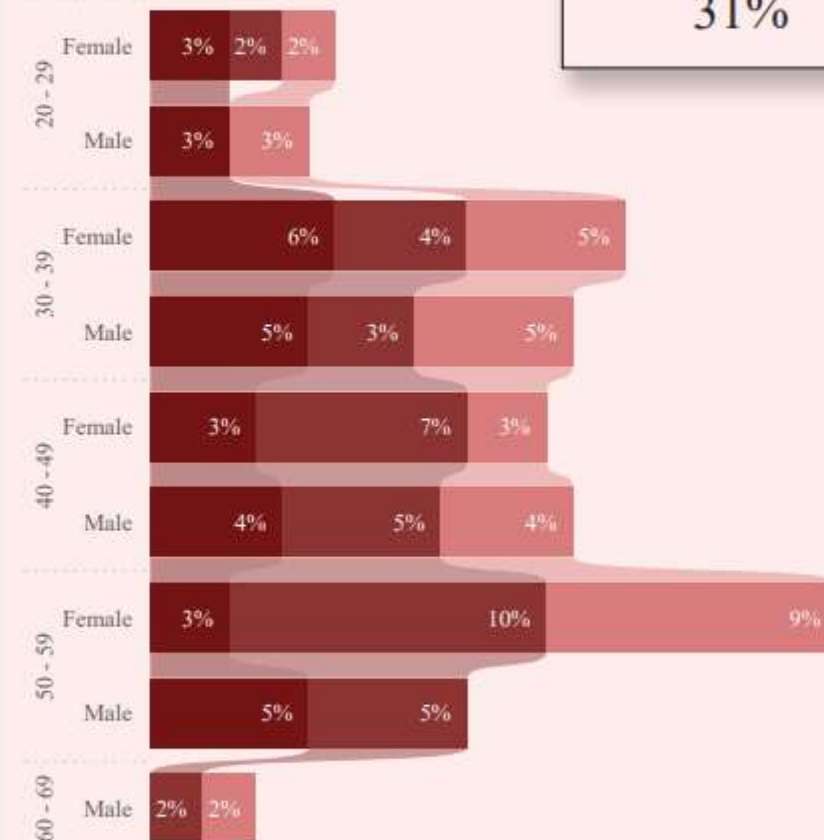


## Which Segment is more Loyal?

● High ● Low ● Medium

% of total customers with  
"High" loyalty level.

31%



## Customer Demographical Information



Customer ID	Birth Year	Age	Gender	City	Satisfaction Score	Loyalty Level
12-025-3338	1999	25	Female	Philadelphia	★	↑ High
34-779-2221	1999	25	Female	San Diego	★	↗ Medium
61-799-2819	1999	25	Male	New York	★	↗ Medium
24-274-7757	1998	26	Male	Dallas	★	↑ High
10-876-6221	1997	27	Male	New York	★	↑ High
14-063-1636	1997	27	Female	Los Angeles	★	↑ High
20-662-2814	1997	27	Male	Chicago	★	↑ High
09-982-4228	1996	28	Male	Philadelphia	★	↗ Medium
21-592-6873	1996	28	Female	Austin	★	↗ Medium
96-029-4763	1996	28	Female	Phoenix	★	↓ Low
05-036-1176	1995	29	Female	Phoenix	★	↓ Low
14-881-7559	1995	29	Male	Los Angeles	★	↗ Medium
24-298-5470	1995	29	Female	Los Angeles	★	↑ High
38-526-9846	1994	30	Male	Dallas	★	↗ Medium
47-164-5345	1994	30	Male	Philadelphia	★	↗ Medium
06-981-4045	1993	31	Female	Chicago	★	↗ Medium
07-532-8102	1993	31	Male	Houston	★	↗ Medium
19-811-7372	1993	31	Male	San Diego	★	↗ Medium
23-653-2977	1993	31	Female	Phoenix	★	↗ Medium
35-843-5617	1993	31	Female	New York	★	↑ High
80-809-5873	1993	31	Female	Dallas	★	↓ Low
74-526-1211	1992	32	Female	Austin	★	↑ High

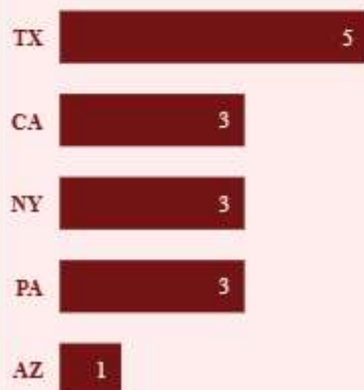
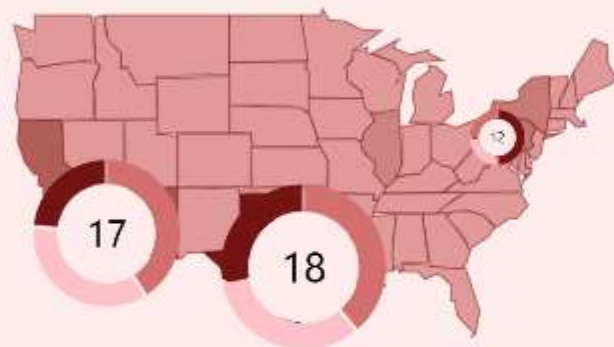




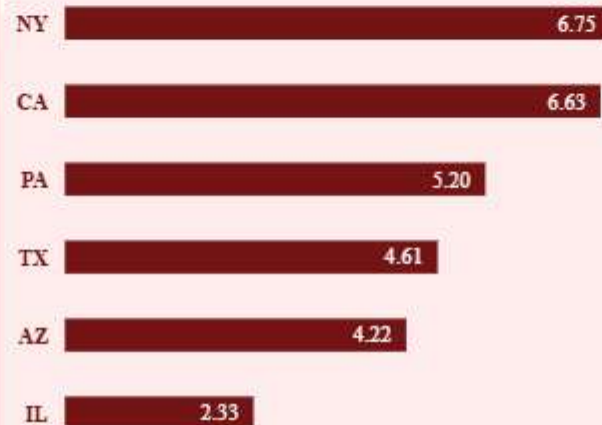
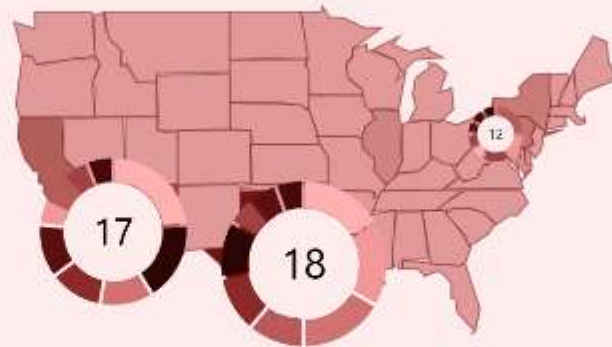
City

State

### All Loyalty Levels Across States — Only the Highs Make the Bar



### Where Are Customers Most Satisfied?



### Tracking Repeat Customers Across States

