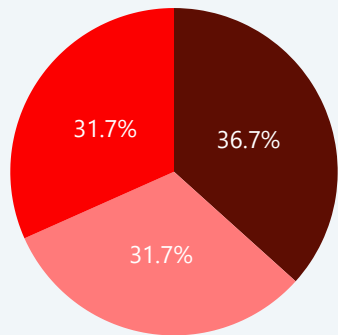


Chart 1: Are Our Customers really satisfied?

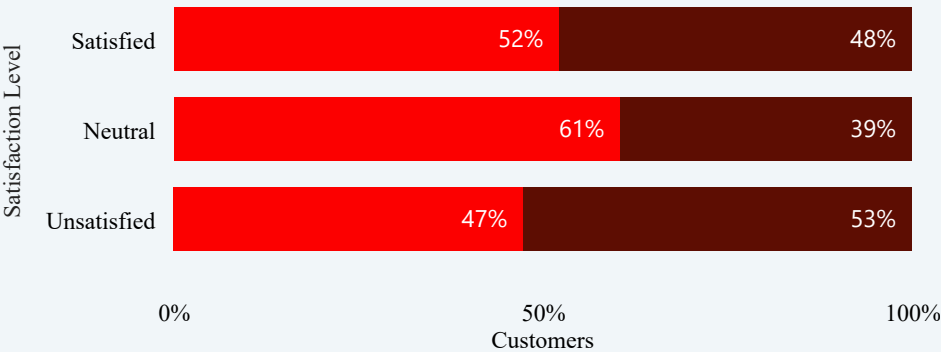
Satisfaction Score Satisfied Neutral Unsatisfied



Only 36.7% of customers are satisfied (7-10 satisfaction score) signaling a need for immediate action to improve overall satisfaction.

Chart 2: Does Customer Support affect our Customer Satisfaction?

Did they Contact Support? No Yes



Customers who contacted customer support are more likely to report dissatisfaction. This highlight a potential issue within support experience.

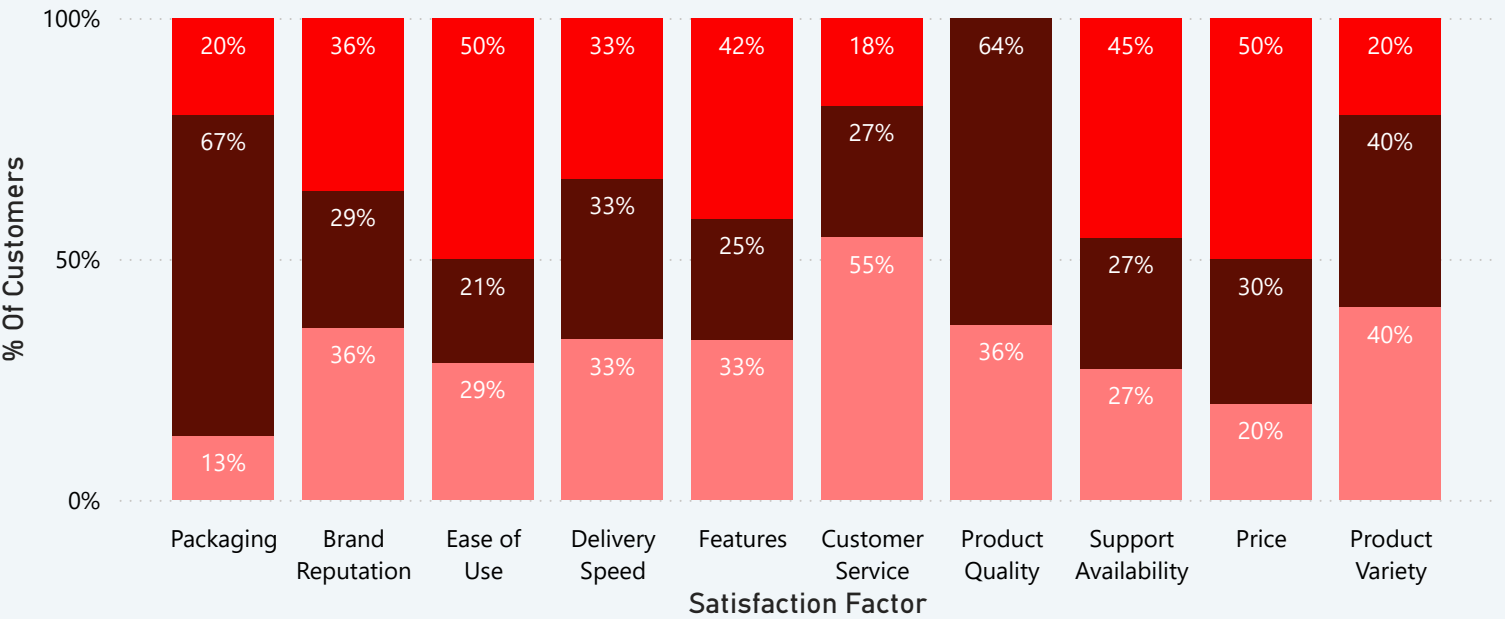
Table 1: Does frequency of Purchase affected by how satisfied customers are?

Satisfaction Level	A	B
Neutral	45%	55%
Satisfied	36%	64%
Unsatisfied	39%	61%

Moderate-frequency shoppers (Group B) dominate across all satisfaction levels suggesting that even though their purchase frequency is moderate, their experiences vary widely. This shows an opportunity to improve satisfaction within this key customer group.

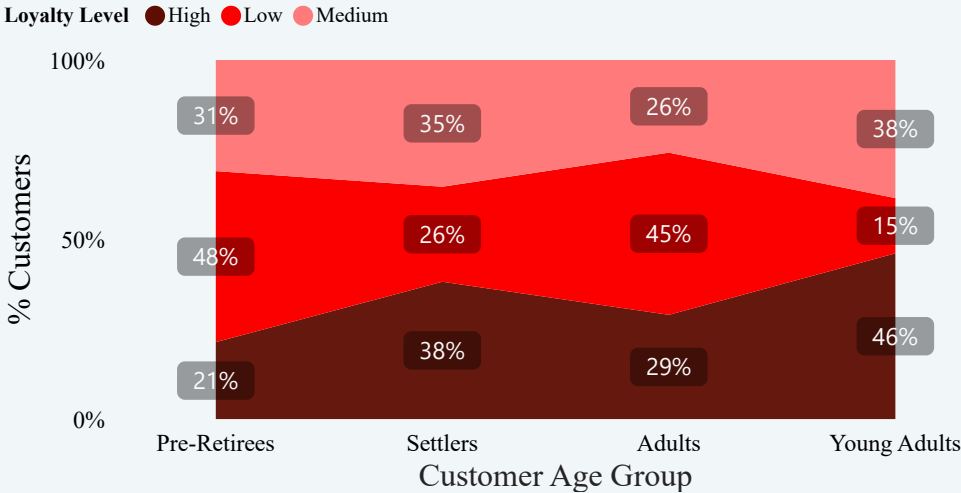
Chart 3: What satisfaction factor influence satisfaction of our Customers?

Satisfaction Level Neutral Satisfied Unsatisfied



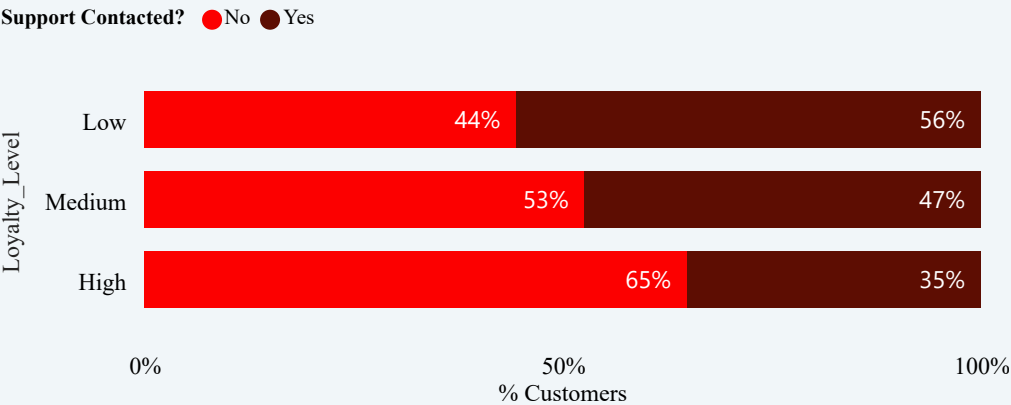
Customer satisfaction is strongest around product quality and packaging, and weaker on ease of use, price, and support availability. This highlight the urgent need for management to simplify product usage, review pricing strategy, and improve support services to close satisfaction gaps.

Chart 4: Are Customers in a specific age group more Loyal than other age group?



Customer loyalty is highest among young adults than other age groups suggesting a stronger brand connection among younger customers. There is a need to strengthen loyalty for older segments while reinforcing what drives loyalty among younger adults.

Chart 5: Does Customer Support affect our Customer Loyalty Level?



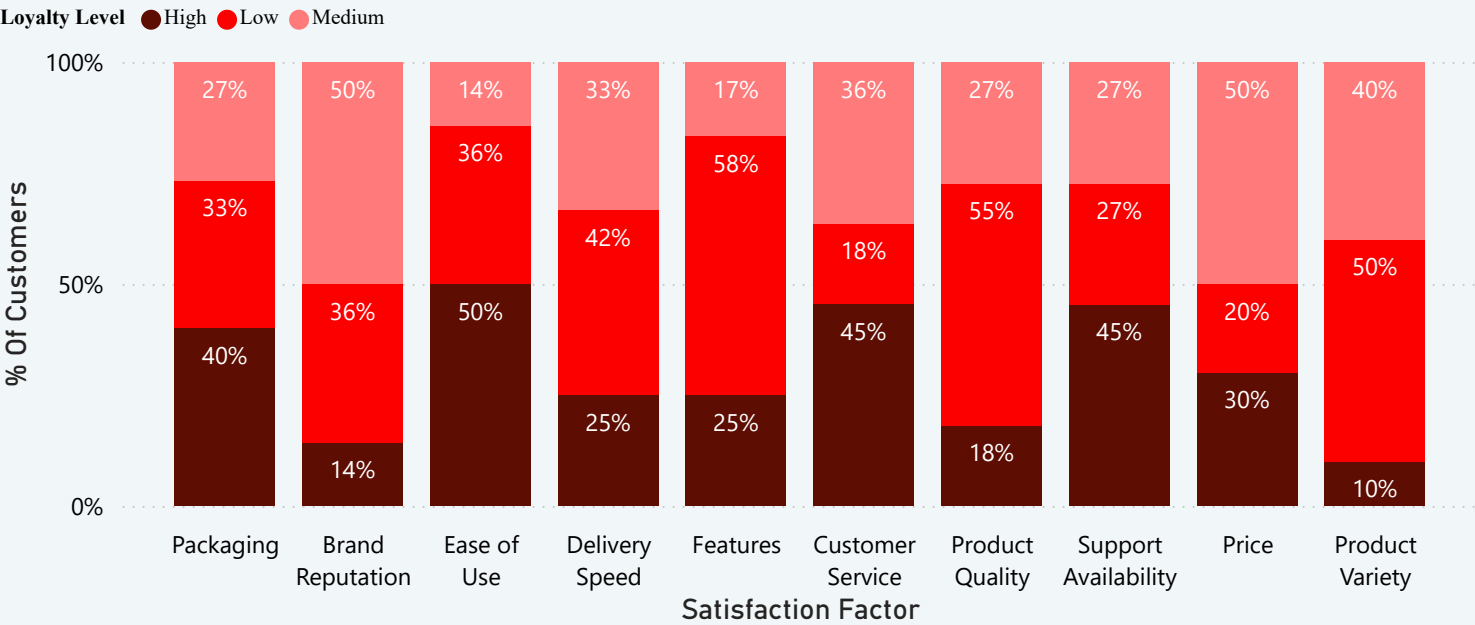
Poor customer support may be a key driver of declining loyalty as the more customers contact support their loyalty level decreases.

Table 2: Does loyalty means customers are satisfied?

Loyalty_Level	Neutral	Satisfied	Unsatisfied	
High		41%	38%	22%
Low		24%	44%	31%
Medium		32%	26%	42%

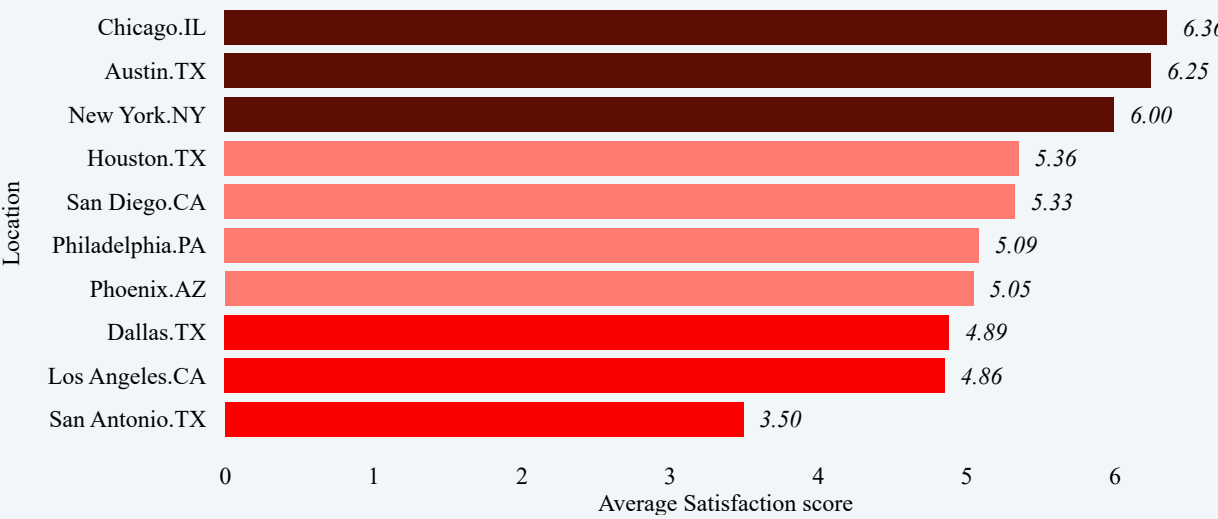
This chart shows that loyalty doesn't always mean being satisfied. Among customers with high loyalty, only 38% are satisfied, while 44% of low loyalty customers are actually satisfied suggesting that satisfaction alone isn't a reliable predictor of loyalty.

Chart 6: What satisfaction factor contribute to the Loyalty level of our Customers?



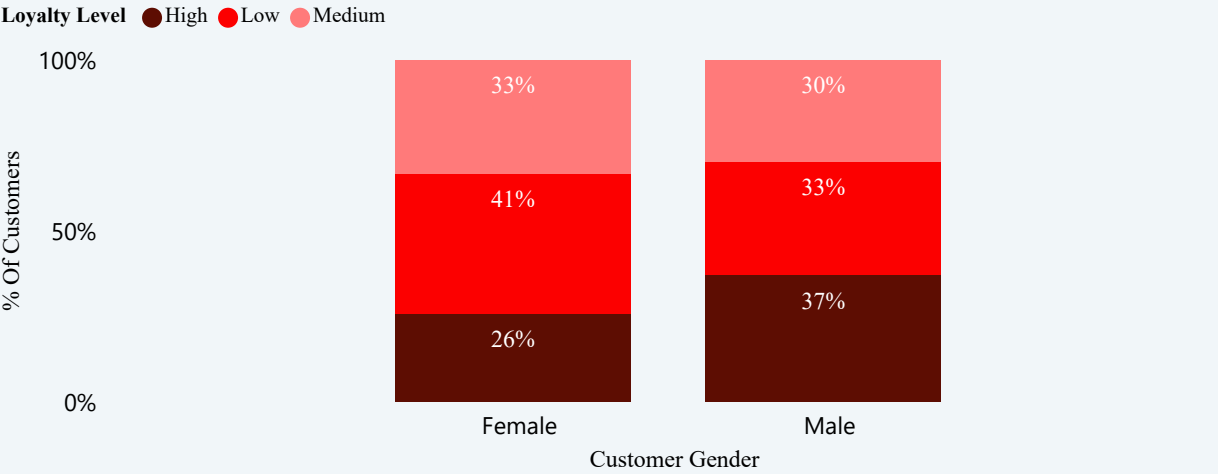
Comparing with chart 3 areas that drive loyalty are also where dissatisfaction is highest. This suggest that while expectations are being met in some areas, they are not being exceeded in ways that create attachment or long-term retention.

Chart 7: Are customers from a certain location more satisfied than those from other locations?



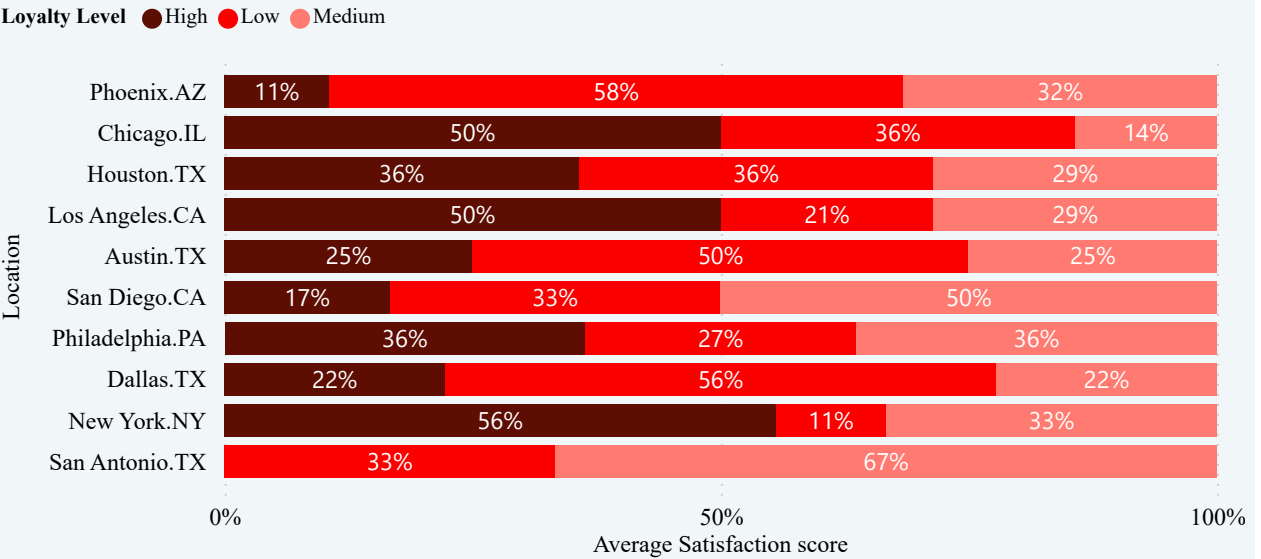
Only 4 cities show average satisfaction scores above the overall average score of 5.3. This gap suggests targeted improvements are needed in low-performing cities to raise satisfaction to the same standard as top-performing locations like Chicago and Austin.

Chart 9: Are female customers more loyal than men?



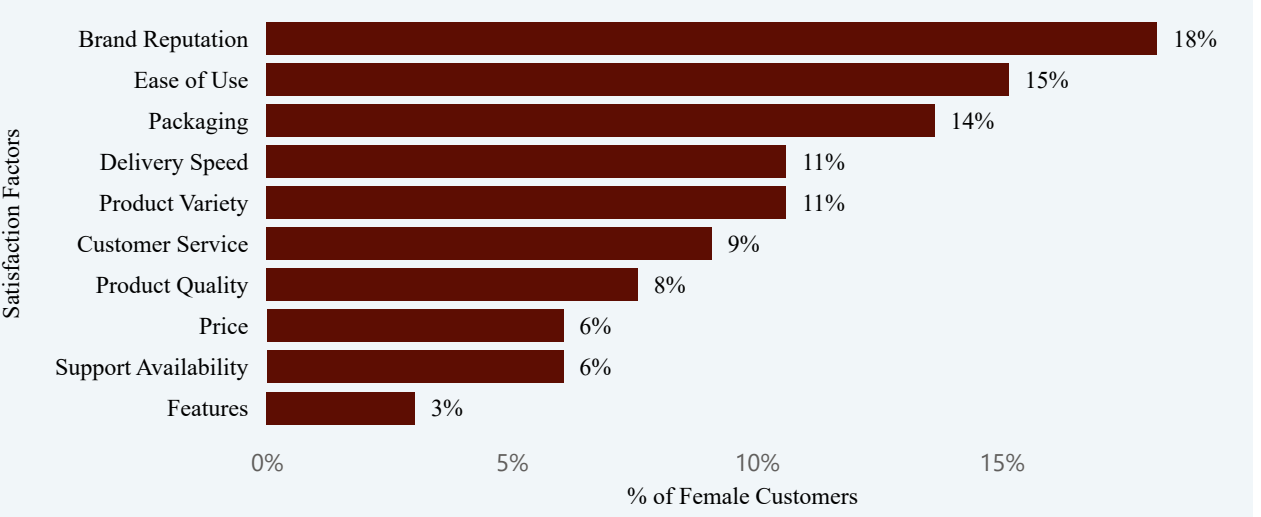
Gender appears to influence customer loyalty. Female customers are more likely to disengage, highlighting a possible experience for this segment. Focus should be to explore gender-specific drivers of loyalty and address potential barriers in the female customer journey to improve retention.

Chart 8: Are customers from a certain location more loyal than those from other locations?



Loyalty varies by location and doesn't always align with satisfaction. Despite Austin showing high satisfaction on Chart 7, half of its customers are disloyal.

Chart 10: What are the top satisfaction factors for female customers?



Looking at the top factors that influence female satisfaction, it reveals that satisfaction for female customers is closely tied to brand image, user experience, and presentation.