**OBJECTIVES AND OUTCOMES**

***Objectives:***

1. *Understand Order Status and Feedback*: Analyse the distribution of order status and feedback provided by customers to gain insights into the current state of the order fulfilment process and customer satisfaction levels.

2. *Identify Patterns and Trends:* Explore how order status and feedback vary across different demographic variables such as occupation and location. Identify any patterns or trends that may influence order processing efficiency and customer satisfaction.

3*. Optimize Order Fulfilment Process*: Use insights from the analysis to identify areas for improvement in the order fulfilment process. This could include optimizing logistics, improving communication with customers, or enhancing product quality.

4. *Enhance Customer Satisfaction:* Develop strategies to address customer feedback effectively and improve overall customer satisfaction. This may involve addressing common pain points, resolving issues promptly, and enhancing the overall customer experience.

Expected Outcomes:

1. *Insights into Order Status and Feedback*: Gain a deeper understanding of the distribution of order status and feedback, including any recurring issues or trends that may impact customer satisfaction.

2. *Identification of Key Demographic Influences*: Identify how order status and feedback vary across different demographic variables such as occupation and location. This insight can inform targeted interventions and improvements tailored to specific customer segments.

3. *Actionable Recommendations*: Generate actionable recommendations based on the analysis to optimize the order fulfilment process and enhance customer satisfaction. These recommendations should be data-driven and targeted towards addressing the identified pain points and improving overall service quality.

4. *Improved Decision-Making*: Provide stakeholders with the necessary information and insights to make informed decisions about process improvements, resource allocation, and customer engagement strategies. This can lead to tangible improvements in operational efficiency and customer loyalty.