

Customer Success & Revenue Performance Analysis Report

Summary:

This dashboard provides an overview of customer success and revenue performance across seven U.S. states (Alabama, Florida, Georgia, and Mississippi, North Carolina, South Carolina, Tennessee). It highlights customer acquisition, sales performance, returns, delivery efficiency, satisfaction levels, and revenue trends from 2017 to 2019 of a company.

Insights:

1. Georgia is the top-performing state in revenue.
2. Customer retention (32%) is strong , retention programs are effective.
3. Overall satisfaction is moderate, not exceptional.
4. Delivery delays (32%) could impact future sales and satisfaction.
5. Revenue shows a downward trend over the years.

Recommendations:

1. **Improve delivery efficiency** :This company should work on delivery performance and review the transportation system for delivery.
2. **Increase customer satisfaction**: Launch follow-up surveys and reward programs for “very high” satisfaction.
3. **Improve revenue growth** : company should work on marketing strategies in every state.
4. **Reward returning customers** : Loyalty discounts for customers .

Conclusion:

The dashboard reveals a company with solid customer loyalty and balanced sales across regions but facing revenue decline and logistics challenges. Strategic improvements in delivery performance and customer experience can enhance both retention and revenue growth.