

OMNIRETAIL

CUSTOMER SATISFACTION ANALYSIS

Group

A

B

Overview

Demographics Analysis

Support Analysis

120

Total Customers

5.4

Avg Satisfaction Score

57.5%

Purchased %

15.0%

At Risk %

46.7%

Contacted Support %

Net Promoter Score

120

Promoter

27

23%

Passive

17

14%

Detractor

76

63%

How are Satisfaction Score distributed?

1

2

3

4

5

6

7

8

9

10

Male

★★★★★★

5.5

Female

★★★★★

5.2

What drives Customers Satisfaction?

Satisfaction Factor	Rating	Avg Sat Score
Product Quality	★★★★★★★★	7.5
Packaging	★★★★★★★	7.0
Product Variety	★★★★★★	6.1
Customer Service	★★★★★★	5.9
Delivery Speed	★★★★★	5.2
Brand Reputation	★★★★★	4.8
Support Availability	★★★★	4.5
Price	★★★★	4.4
Features	★★★★	4.1
Ease of Use	★★★★	4.1

Customer_ID	Group	Gender	Age	Loyalty Level	State	City	Satisfaction Level	Customers at Risk	Satisfaction Score	Rating
04-730-7617	B	Male	35	High	New York	New York	Promoter	No	9	★★★★★★★★
05-036-1176	B	Female	29	Low	Arizona	Phoenix	Promoter	No	9	★★★★★★★★
10-151-4453	B	Female	41	Low	California	Los Angeles	Promoter	No	10	★★★★★★★★
10-876-6221	B	Male	27	High	New York	New York	Promoter	No	10	★★★★★★★★
12-025-3338	A	Female	25	High	Pennsylvania	Philadelphia	Promoter	No	9	★★★★★★★★
13-044-3048	B	Female	52	Medium	Pennsylvania	Philadelphia	Promoter	No	9	★★★★★★★★
13-138-2725	B	Male	60	Low	California	Los Angeles	Promoter	No	9	★★★★★★★★
17-446-6379	B	Male	36	Low	Arizona	Phoenix	Promoter	No	10	★★★★★★★★

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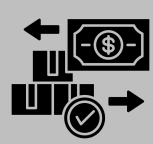
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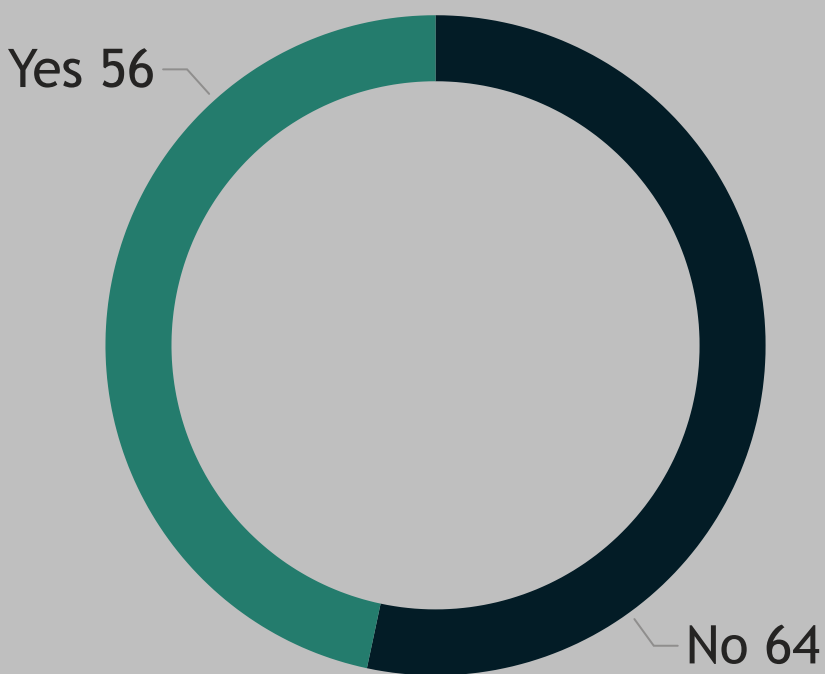
At Risk %



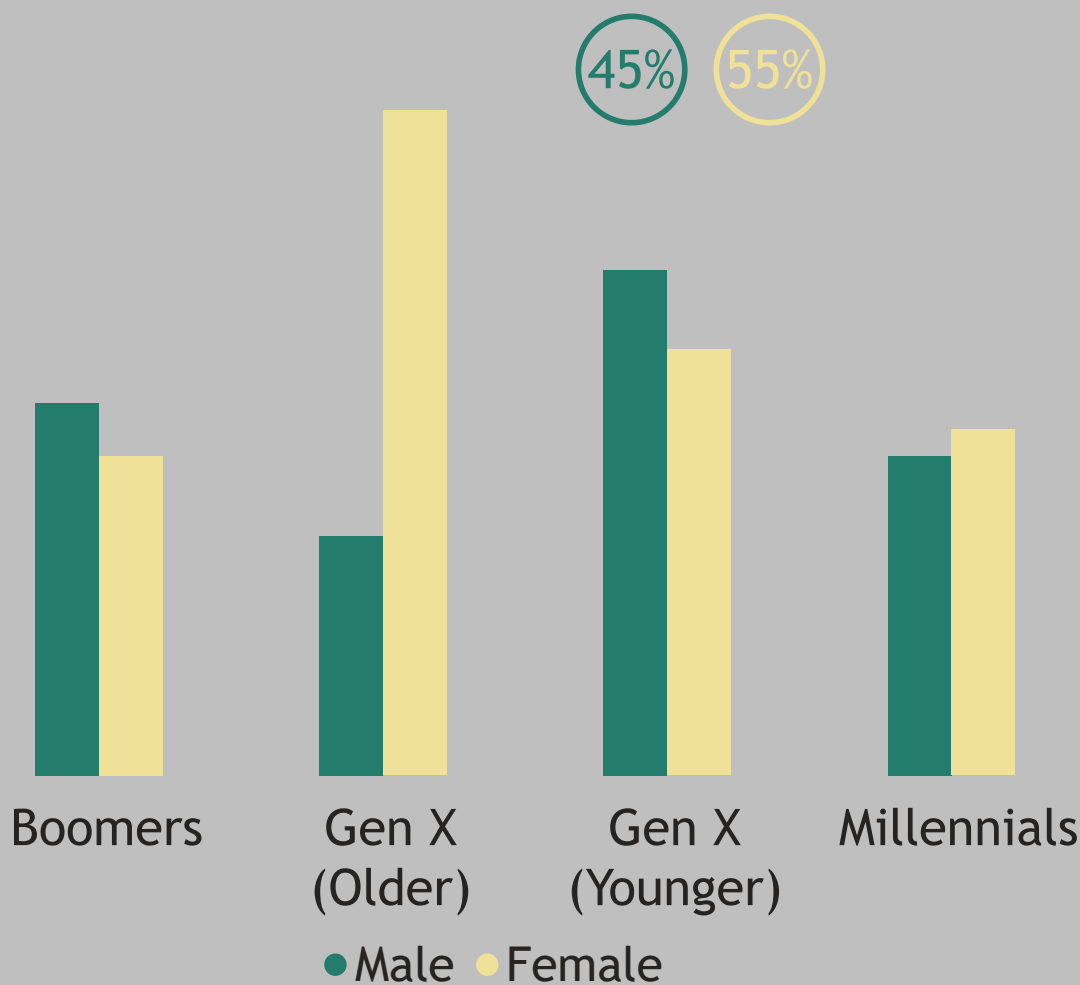
46.7%

Contacted Support %

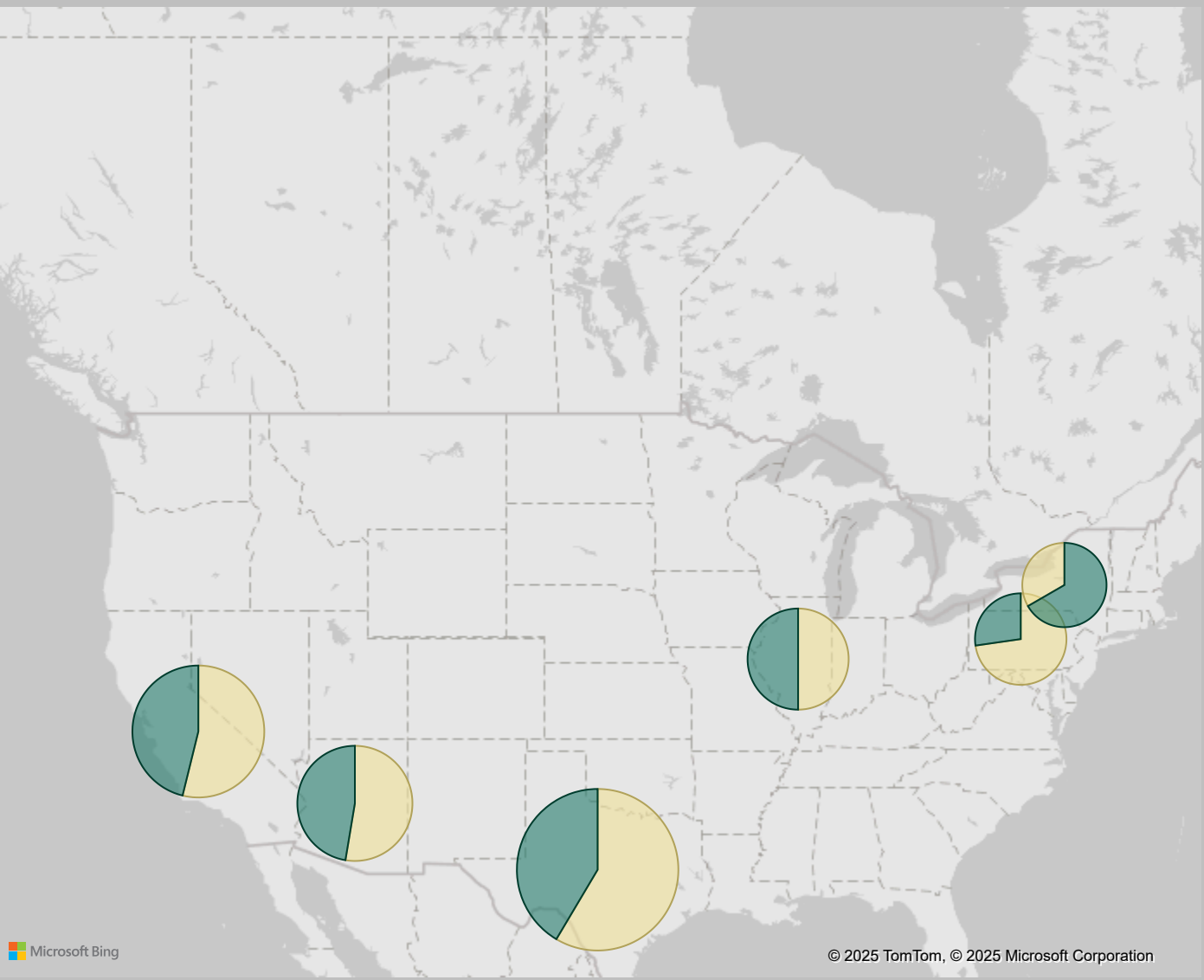
How many Customers Contacted Support ?



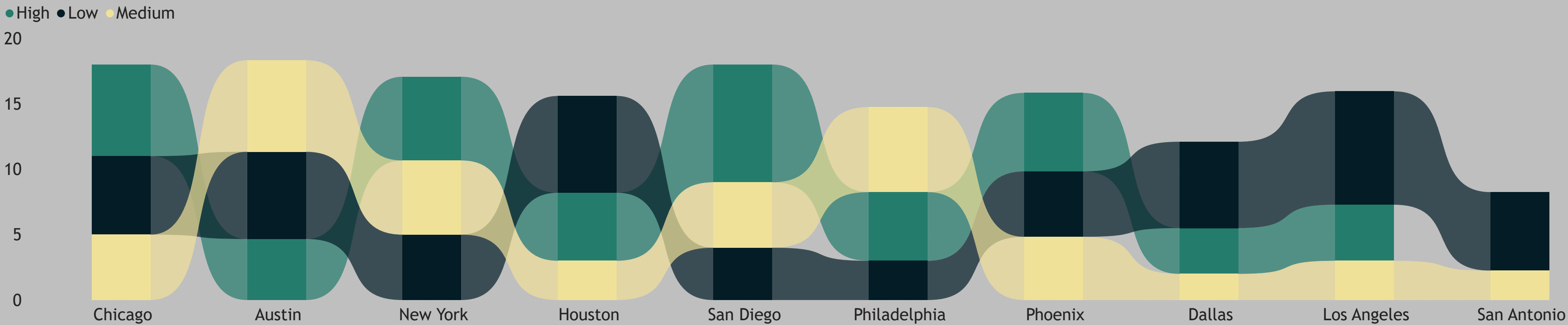
How are Customers distributed by Gender and Age Group?



Where are the Customers from?

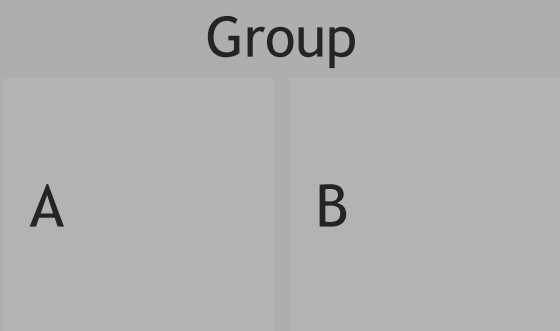


How do Customers Loyalty Levels and Average Satisfaction Scores compare Across Cities?



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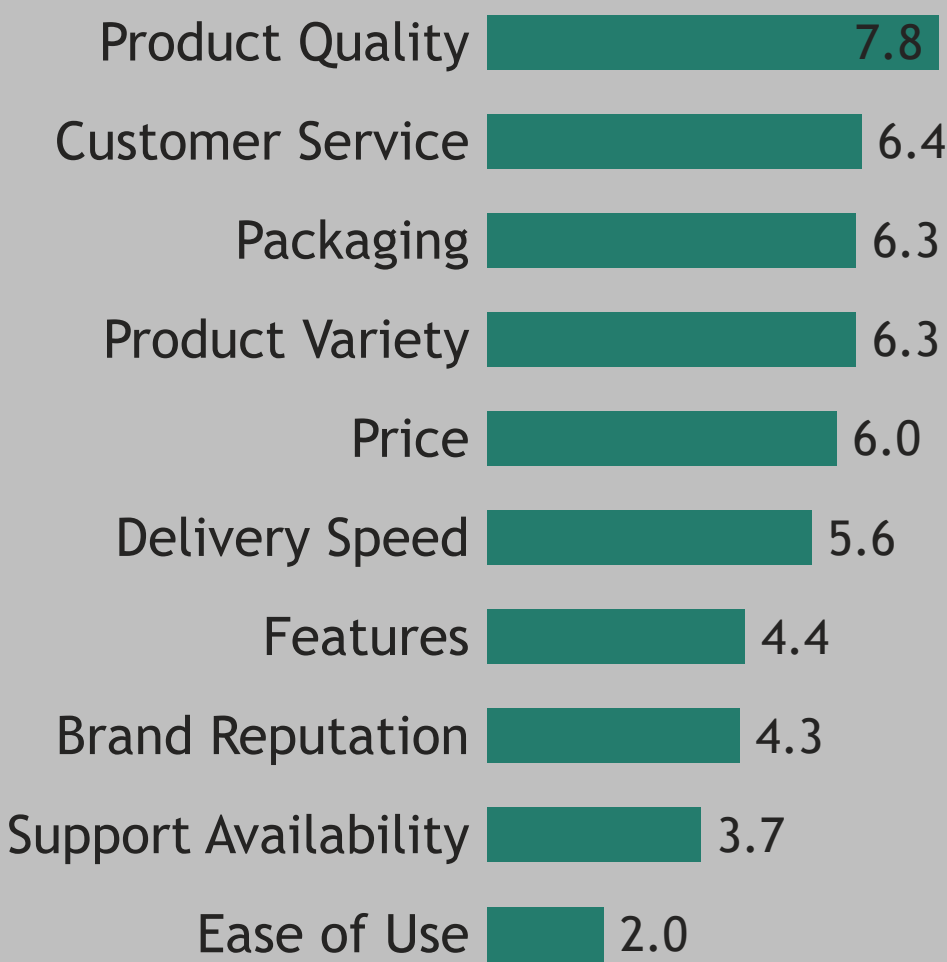


15.0%
At Risk %

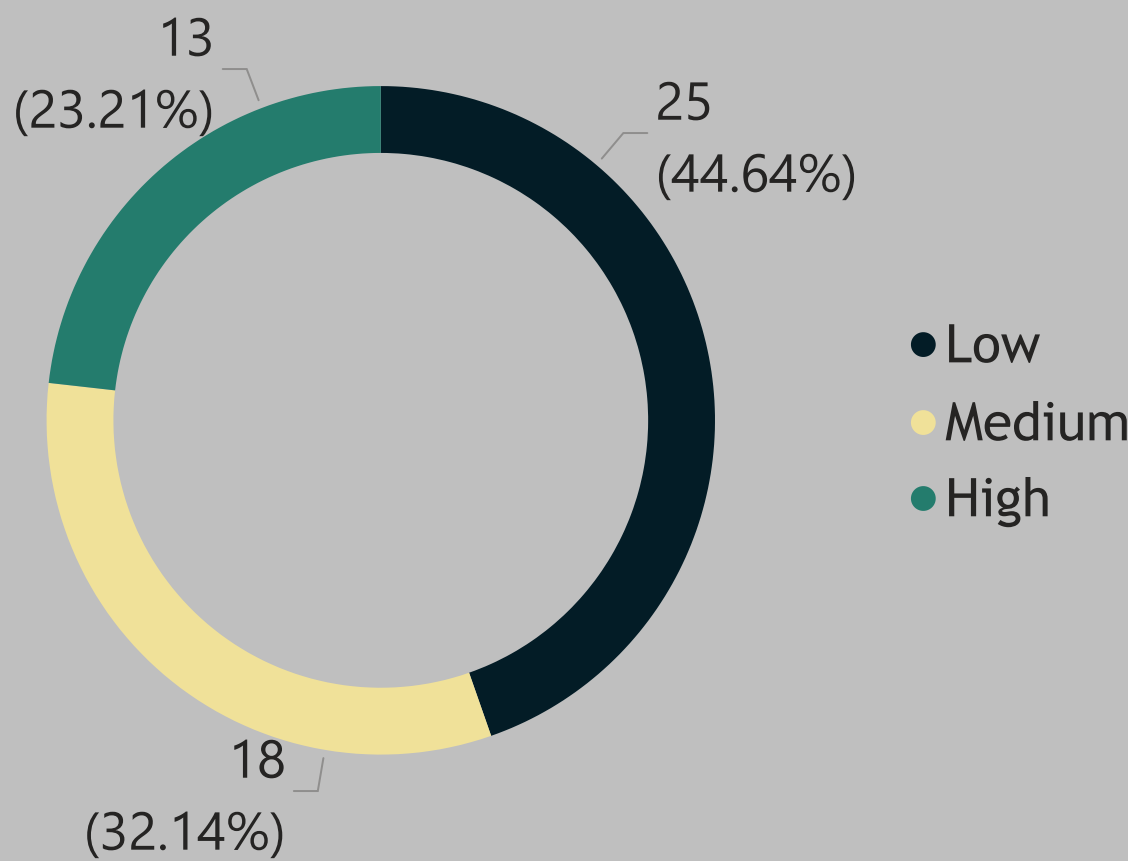


46.7%
Contacted Support %

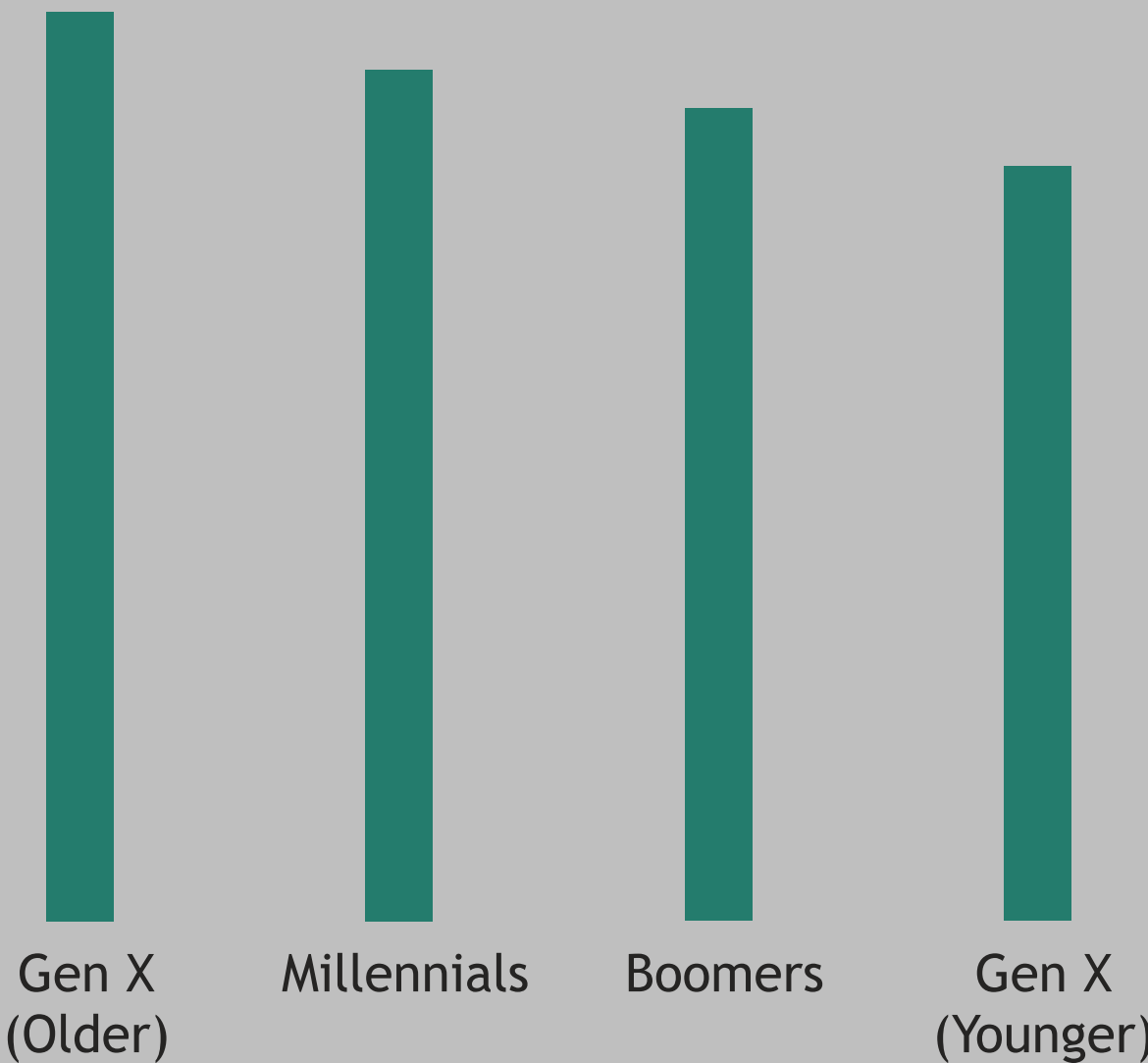
What Are the Top Factors After Support Contact?



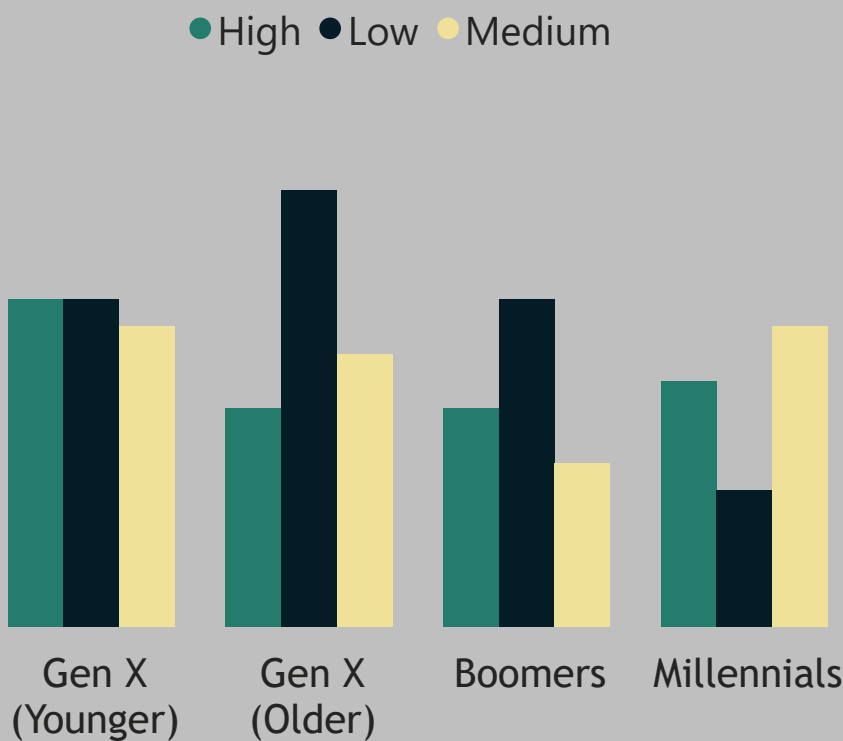
How are Loyalty Level of Customers who contacted Support distributed?



What is Avg Satisfaction Score by Age Group?



How are Customers distributed by Age Group and Loyalty Level?



How many customers repeat purchases?



Which Age Group are most likely to leave?

