

EXCEL PROJECT

Customer Feedback Analysis



Redmi 6 Customer Feedback Analysis

Tasks



1. Organize Data

Sheet 1 :Raw Data

Customer Feedback Raw Data

This sheet contains the unprocessed dataset with the following columns

- Review
- Customer Name
- Rating
- Date
- Category
- Comments
- Useful

Sheet 2 : Summary

Feedback Summary

A summary of key metrics derived from the raw data, including

- Average Rating Calculate the average rating across all reviews.
- Total Reviews Count the total number of reviews.
- Feedback by Category Number of reviews in each category (e.g., Quality, Delivery).

2. Data Cleaning

Ensure the dataset is clean and formatted correctly

- Formatting Correctly format the Date as a date, Rating as a number, etc.
- Handling Missing Data Identify and address any missing or incomplete data entries.



3. Create Summary Statistics

Ratings Analysis

Analyze the distribution and average of ratings

- Average Rating by Category Calculate average ratings for each category using pivot tables.
- Distribution of Ratings Visualize the distribution of ratings (e.g., number of 5-star reviews).

Feedback Over Time

Analyze how feedback has evolved over time

- Feedback Volume Over Time Visualize the number of reviews received over time using line charts.

Usefulness of Comments

Analyze which comments were marked as useful and how this correlates with ratings.

4. Create Pivot Tables

Feedback by Customer

Summarize feedback data by customer

- Total Reviews and Average Rating per customer using pivot tables.

Category and Rating Analysis

Use pivot tables to summarize the number of reviews and average rating by category.

Date and Rating Analysis

Analyze how ratings have varied over different time periods using pivot tables.

5. What-If Analysis

Impact of Rating on Usefulness

- Explore whether higher ratings correlate with comments being marked as useful.

Scenario Analysis

- Assess the potential impact of improving specific categories on overall customer satisfaction.

6. Visualizations

Feedback Visualization

- **Create visual representations of key insights**
 - Average Rating by Category Bar chart visualization.
 - Proportion of Feedback by Category Pie chart visualization.
 - Rating Trends Over Time Line chart with trend lines.

7. Reporting

Customer Feedback Report

- **Compile a comprehensive report that includes**
 - Key Findings Summary of the analysis and visualizations.
 - Actionable Recommendations Based on the insights, provide recommendations to improve customer satisfaction.