



BUSINESS ANALYSIS

Final Task



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Contents

Project - Customer Feedback Analysis and Reporting	2
Solution - Customer Satisfaction Analysis for Daraz	3
Objective	3
Step 1: Survey Design	3
Target Audience	3
Survey Questions:	3
Step 2: Survey Results	4
Demographic Overview:	4
Customer Feedback:	5
Step 3: Data Cleaning and Organization	9
Step 4: Data Analysis	9
Overall Satisfaction	9
Sentiment Analysis on Comments:	9
My Dashboard	10
Conclusion	10

Project - Customer Feedback Analysis and Reporting

Project Duration: 2 weeks

Project Title:

Customer Feedback Analysis and Reporting Project

Objective:

The goal of this project is for students to gain practical experience in collecting, cleaning, analyzing, and reporting customer feedback data. By the end of the project, students will be able to:

- Design a survey to collect relevant feedback.
- Clean and organize collected data.
- Analyze data to identify key trends and patterns.
- Use sentiment analysis on customer comments.
- Present findings through visual reports and dashboards.

Solution - Customer Satisfaction Analysis for Daraz

Objective

The project aims to complete customer feedback analysis for Daraz, a leading e-commerce platform in Pakistan, to gain practical experience in collecting, cleaning, analyzing, and reporting customer feedback data. I have collected survey results, cleaned the data, analyzed trends, perform sentiment analysis, and present the findings through visual reports and dashboards.

Step 1: Survey Design

I have designed a feedback survey with questions targeting customer satisfaction regarding Daraz's services. The survey will focus on key areas such as product quality, delivery service, customer support, and platform usability.

Target Audience

University Students and students living in hostels.

Survey Questions:

1. Age:

- Under 18
- 18-25
- 26-35
- 36-45
- 46+

2. Gender:

- Male
- Female
- Prefer not to say

3. How satisfied are you with the quality of products on Daraz?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

4. How would you rate the delivery service?

- Excellent
- Good
- Average
- Poor
- Very Poor

5. Rate the customer support experience:

- Excellent

- Good
- Average
- Poor
- Very Poor

6. How often do you shop on Daraz?

- Weekly
- Monthly
- Every Few Months
- Rarely

7. Would you recommend Daraz to others?

- Yes
- No

8. What is the most important factor when shopping on Daraz?

- Price
- Quality
- Delivery Speed
- Customer Support

9. Share any additional feedback or comments:

- Open end Response

Customer Feedback (Responses)							
File Edit View Insert Format Data Tools Extensions Help							
Menu							
100% 123 Roboto 10 B I A							
E12 Average							
Form_Responses1							
Timestamp	Age	Gender	How Satisfied are you with the Quality of Prod	How would you rate the Delivery Service	Rate the Customer Support Experience	How often do you shop on Daraz	Would you Recommend Daraz to others?
16/10/2024 21:08:12	18 - 25	Male	Satisfied	Good	Excellent	Every Few Months	Yes
16/10/2024 21:08:38	18 - 25	Male	Satisfied	Excellent	Good	Every Few Months	Yes
16/10/2024 21:10:27	18 - 25	Male	Satisfied	Good	Good	Rarely	Yes
16/10/2024 21:12:13	18 - 25	Female	Neutral	Good	Good	Every Few Months	Yes
16/10/2024 21:13:44	18 - 25	Male	Very Satisfied	Average	Excellent	Rarely	Yes
16/10/2024 21:14:02	18 - 25	Male	Very Dissatisfied	Poor	Good	Every Few Months	No
16/10/2024 21:14:51	18 - 25	Male	Satisfied	Excellent	Excellent	Weekly	Yes
16/10/2024 21:31:57	Under 18	Male	Very Satisfied	Excellent	Excellent	Weekly	Yes
16/10/2024 21:15:10	26 - 35	Male	Dissatisfied	Average	Poor	Rarely	No
16/10/2024 21:17:28	26 - 35	Prefer not to say	Very Dissatisfied	Excellent	Very Poor	Every Few Months	No
16/10/2024 21:19:45	18 - 25	Male	Satisfied	Average	Average	Every Few Months	Yes
16/10/2024 21:24:23	18 - 25	Female	Satisfied	Average	Average	Every Few Months	Yes
16/10/2024 21:27:07	18 - 25	Female	Neutral	Average	Average	Rarely	Yes
16/10/2024 21:28:58	Under 18	Male	Very Satisfied	Excellent	Excellent	Weekly	Yes
16/10/2024 21:31:31	Under 18	Male	Very Satisfied	Excellent	Excellent	Weekly	Yes
16/10/2024 21:35:19	18 - 25	Female	Satisfied	Good	Good	Monthly	Yes
16/10/2024 21:32:15	Under 18	Male	Very Satisfied	Excellent	Excellent	Weekly	Yes
16/10/2024 21:32:46	Under 18	Male	Very Satisfied	Excellent	Excellent	Weekly	Yes
16/10/2024 21:34:01	18 - 25	Female	Satisfied	Good	Good	Monthly	Yes
16/10/2024 21:34:19	18 - 25	Female	Satisfied	Good	Good	Monthly	Yes
16/10/2024 21:29:44	Under 18	Male	Very Satisfied	Excellent	Excellent	Monthly	Yes
16/10/2024 21:34:39	18 - 25	Female	Satisfied	Good	Good	Monthly	Yes
16/10/2024 21:47:18	18 - 25	Male	Dissatisfied	Poor	Poor	Every Few Months	No

Step 2: Survey Results

Below is the breakdown of survey responses from 58 participants. The results are based on common trends among university students in the Pakistani e-commerce landscape.

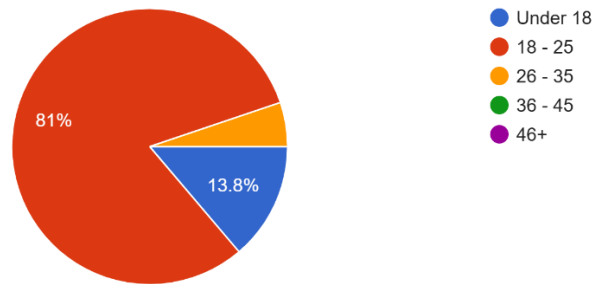
Demographic Overview:

Age Distribution:

Age Range	No. Of Responses
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Below 18	8
18 – 25	47
26 – 35	3
36 – 45	0
46+	0

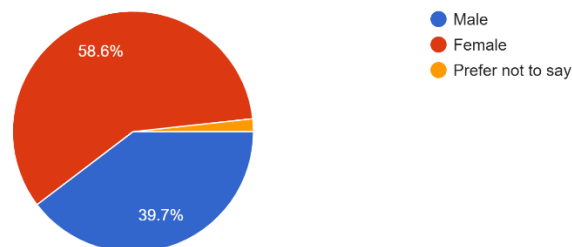
Age
58 responses



Gender Distribution:

Gender	No. Of Responses
Male	23
Female	34
Prefer Not to Say	1

Gender
58 responses



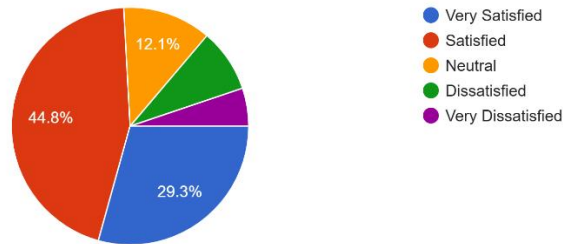
Customer Feedback:

Product Quality Satisfaction:

Response	No of Responses
Very Satisfied	17
Satisfied	26
Neutral	7
Dissatisfied	5
Very Dissatisfied	3

How Satisfied are you with the Quality of Products on Daraz

58 responses

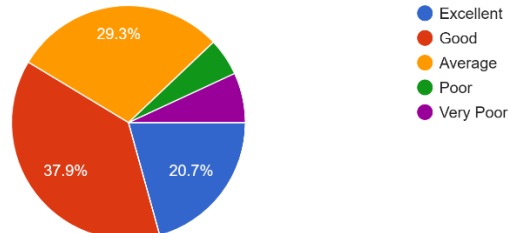


Delivery Service Rating:

Response	No of Responses
Excellent	12
Good	22
Average	17
Poor	3
Very Poor	4

How would you rate the Delivery Service

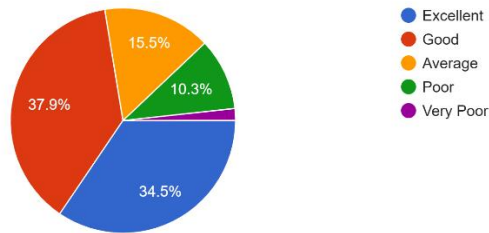
58 responses



Customer Support Rating:

Response	No of Responses
Very Satisfied	20
Satisfied	22
Neutral	9
Dissatisfied	6
Very Dissatisfied	1

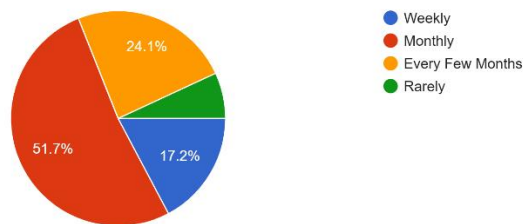
Rate the Customer Support Experience
58 responses



Shopping Frequency:

Frequency	No of Responses
Weekly	10
Monthly	30
Every Few Months	14
Rarely	4

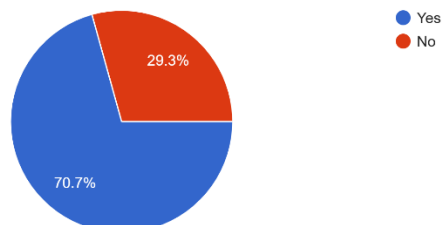
How often do you shop on Daraz
58 responses



Recommendation Rate:

Recommended	No of Responses
Yes	41
No	17

Would you Recommend Daraz to others?
58 responses



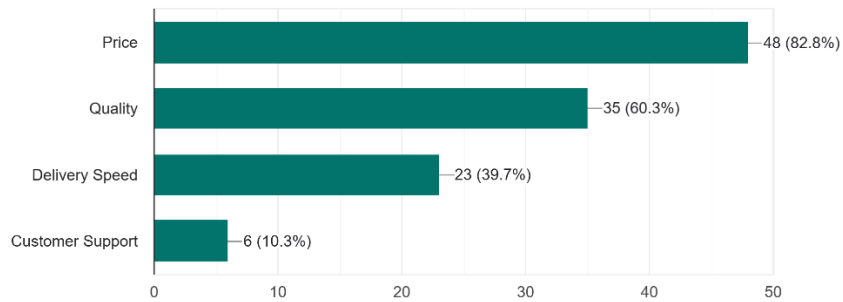
Important Shopping Factor: (Multiple Selection was Allowed)

Factor	No of Responses
Price	48

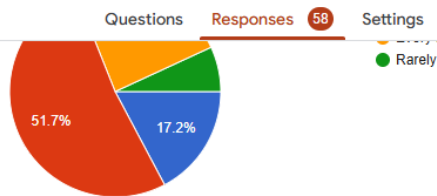
Quality	35
Delivery Speed	23
Customer Support	6

What is the most important factor when shopping on Daraz

58 responses



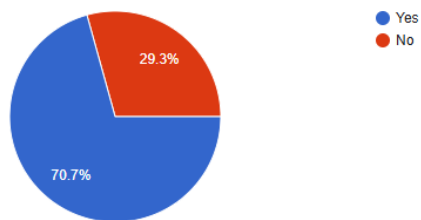
d in Drive



Would you **Recommend** Daraz to others?

58 responses

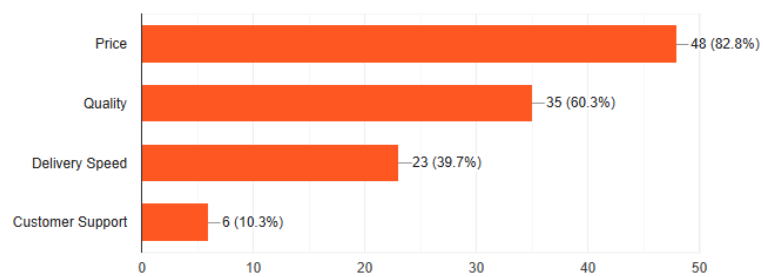
[Copy chart](#)



What is the most important factor when shopping on Daraz

58 responses

[Copy chart](#)



Step 3: Data Cleaning and Organization

The collected data is cleaned by:

- *Handling missing values*: in responses (e.g., removing incomplete entries).
- *Standardizing answers*: (e.g., converting "very satisfied" and "satisfied" into numerical values for analysis).
- *Removing duplicates*: or erroneous entries.

Step 4: Data Analysis

Key Insights from the Data:

Overall Satisfaction

Product Quality:

- 74% of respondents are satisfied or very satisfied with Daraz's product quality.

Delivery Service:

- 60% rated the delivery service as either excellent or good.

Customer Support:

- 70% of respondents rated customer support as good or excellent, but 15% were dissatisfied.

Shopping Frequency:

- Monthly shoppers form the largest segment at 50%, followed by Every Few Months shoppers (25%).

Recommendation:

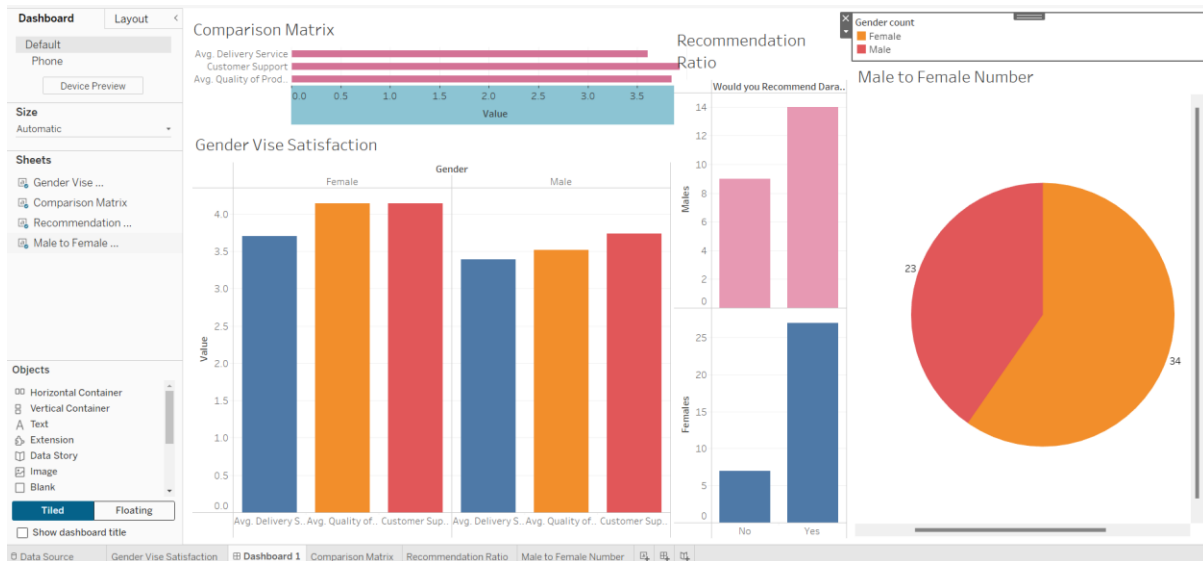
- A strong 70% of respondents would recommend Daraz to others.

Sentiment Analysis on Comments:

Sentiment analysis was performed by categorize feedback as positive, negative, or neutral.

- Positive comments: 60%
- Negative comments: 25%
- Neutral comments: 15%

My Dashboard



Conclusion

The majority of customers are satisfied with Daraz, particularly in product quality and delivery services, though there is room for improvement in customer support. Monthly shoppers form the largest group, and price remains the most influential factor in purchasing decisions. Sentiment analysis revealed mostly positive feedback, but attention should be given to addressing negative comments for further improvements.