

# Exploratory Data Analysis

A dark blue, diagonal shape that starts from the bottom left and extends towards the top right, covering the lower right portion of the slide. It has a smooth, slightly curved edge.

## Results of Exploratory Data Analysis On Feedback.csv

- There are 4512 feedbacks (rows) with 17 questions (columns).
- Out of 4512 rows, only 4074 clients provided some feedbacks, remaining 438 entries are null with values only in 'Group State' and 'Group Region' columns.
- 46% people of 4074 clients gave 5 point ratings to the store with 87% positive ratings.
- According to analysis, Customers are not happy with Range of Products in ABC stores.

- Only 1650 of 4074(40.5%) people considered 'Range of Products' as the reason for their rating.
- There are many comments stating limited range of products in the stores.
- Most of the customers are happy with Staff Behavior in the stores.
- 92% of all the clients who considered Staff Behavior as a reason of their given rating gave positive rating and 70% gave 4 and 5 point ratings.
- But in some(3 or 4) of 189 comments, people has problems with staff and also said that staff gave products on prices more than MRP saying that it is store's policy.

- 53% people considered Ease of Transaction as their reason for rating.
- 85% of 3053 people who responded said that they like to recommend the store for its services.
- Only 28% of 3049 clients exchanged their old phones in the centre. People are not happy with their exchanging phone policy.
- 65% people didn't get cash for their old phone.
- Features are not correlated with each other.
- Some customers also have problems regarding showrooms.

# Conclusion

- **Store should work on their range of products.**
- **Staff Behavior is fine. Just needs little improvement.**
- **Ease of Transaction is okay.**
- **Should work on the quality of showroom.**
- **Improvement needed in their Old phone exchanging policy.**
- **Services are good.**

# Still To Consider

- I didn't consider Group State and Group Region, will consider in the next iteration.
- Feedbacks in the form of comment are not considered. Will make word cloud with the comments.