

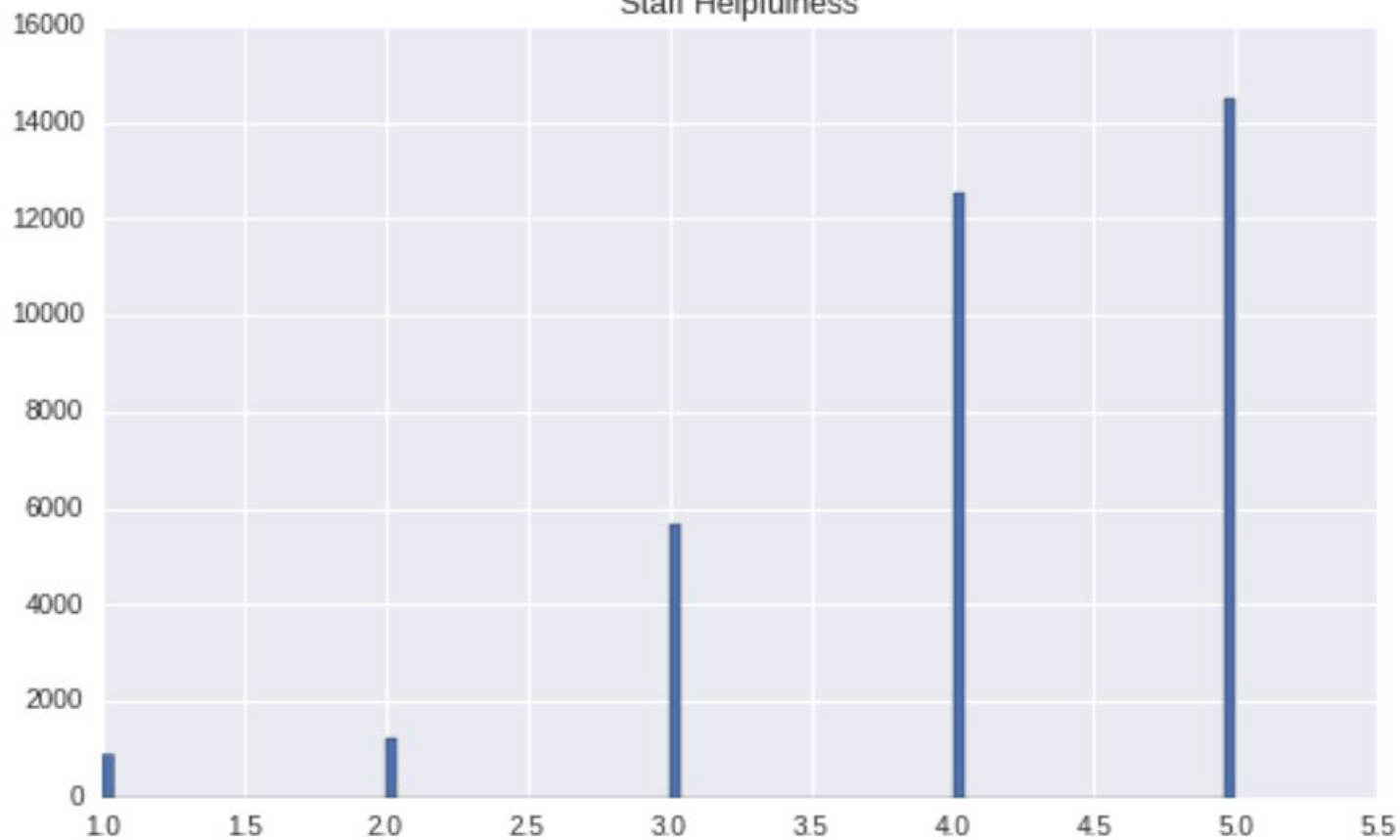


# Features To Improve

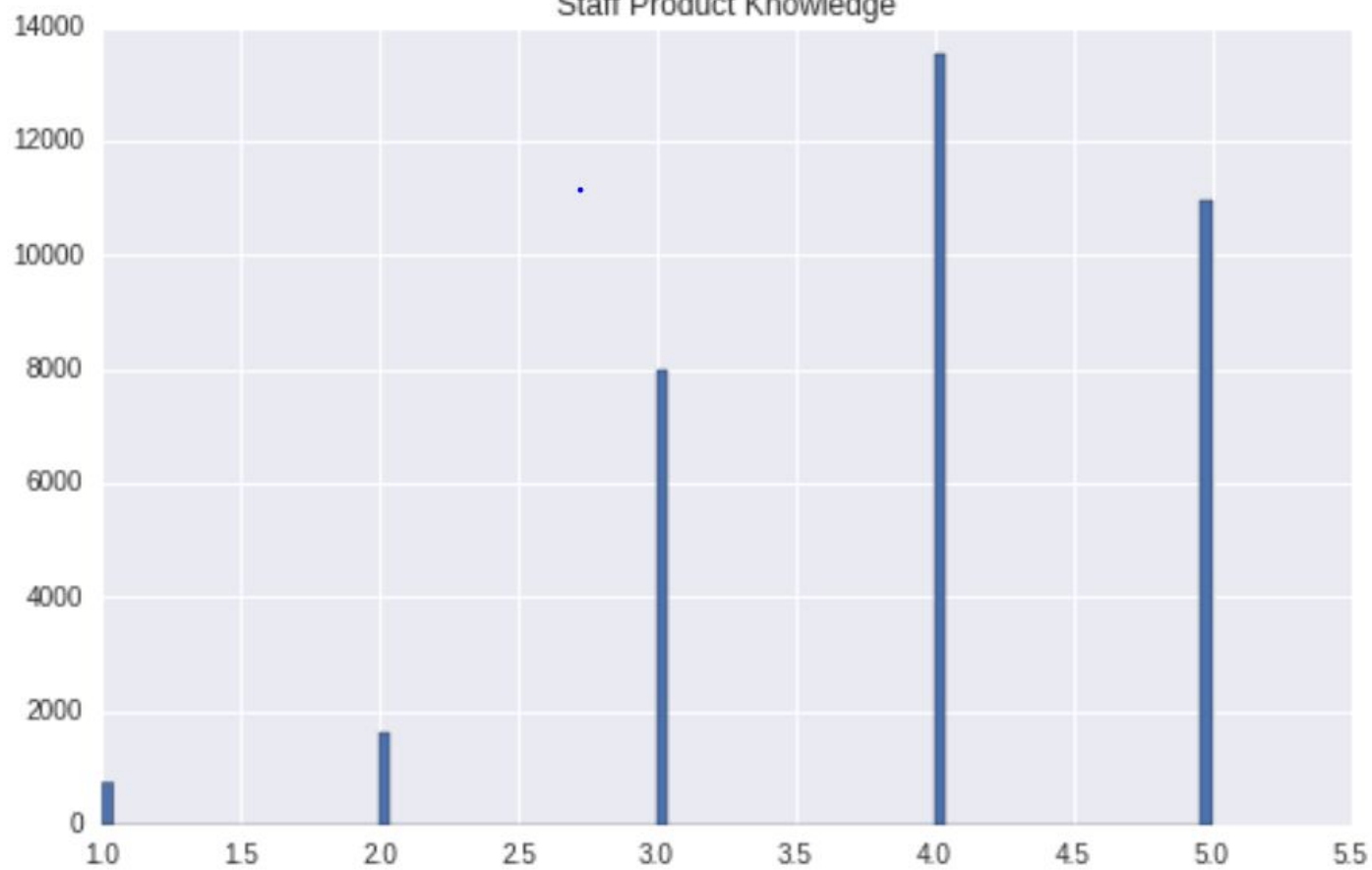


- Store should work on its ambience and collection as these features got less rating.
- Only 23 % customers gave 5 point rating( Excellent ) for store collection.
- Same with store ambience, only 24 % clients feel that ambience is excellent.
- Good ratings for staff product knowledge and staff helpfulness.
- 78 % customers gave 4 and 5 point rating for staff helpfulness.
- 70.3 % people gave very good and excellent for staff product knowledge.
- Stores are in 198 locations.
- All the stores are getting almost same ratings(did analysis on 5 top stores which had maximum rows). This means every store is almost same and need same kind of improvement.
- Word cloud also suggest to increase stock and add variety in collection.

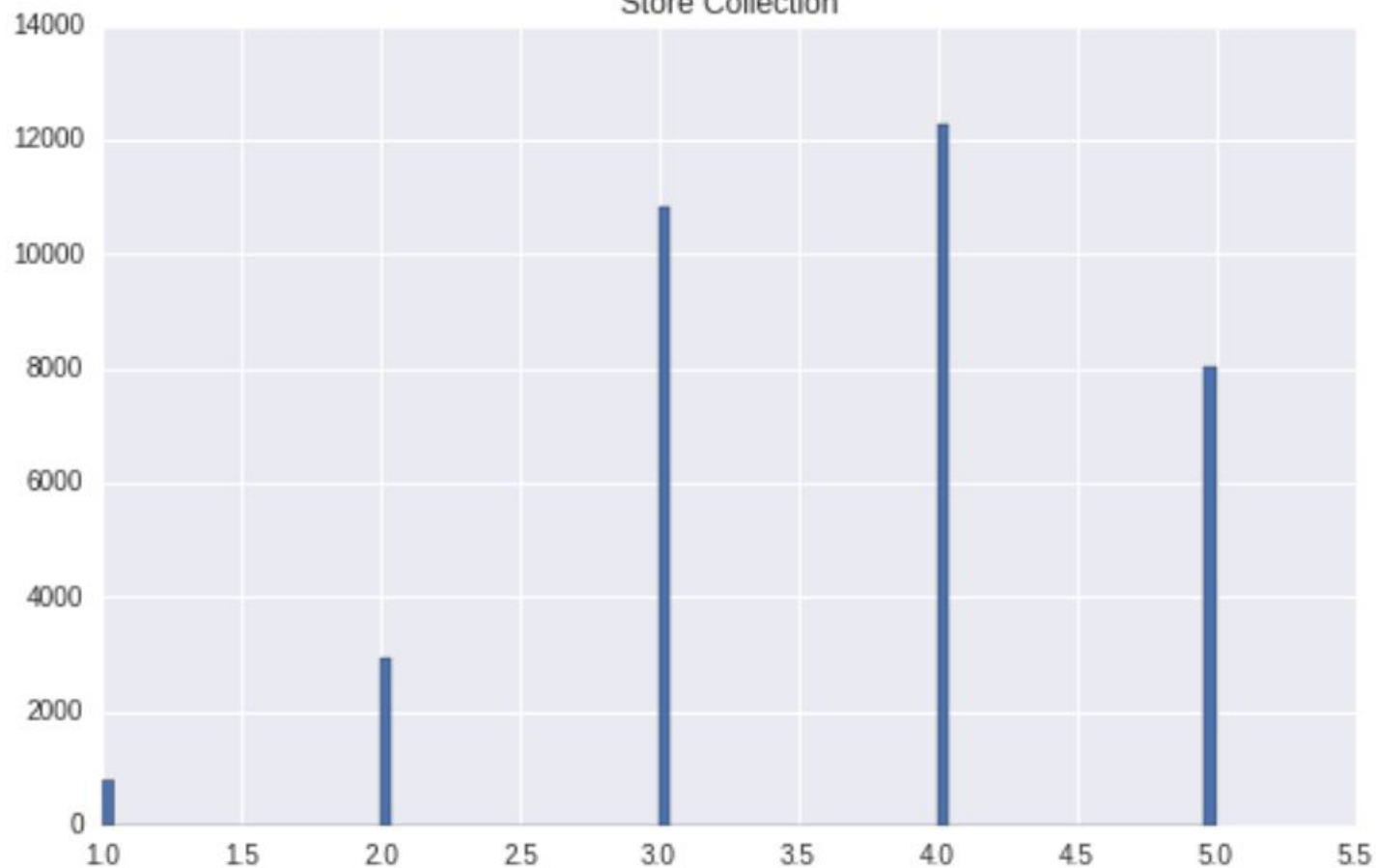
Staff Helpfulness



Staff Product Knowledge



Store Collection



Store Ambience

