Capstone Project
Background and Objectives
Consumer Perception Study

Background

What is Consumer Perception Study?

The way a customer perceives your company is one of the most important factors in increasing customer retention and new business.
Using a customer perception survey the organization can identify what current and potential buyers think when they hear about your brand, products, or services.

Ecommerce Brands for the study:

1) Amazon
2) Tesco
3) Boots

You can either select 3 brands OR study only
One brand in detail

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Study Objectives

3. Objectives

- To study shopping behavior of consumer for specific brand(s)-Buying frequency /basket size etc.

- To estimate the satisfaction index for different parameters such as Product Reliability, Ease of Use etc.

- To measure Net Promoter Score (NPS) and identify drivers of NPS

- To perform sentiment analysis of the br

Data

4. Data

The primary data will be used for the study.

The questionnaire will be administered online to the study group.

The data available is the following :

1. Consumer Demographics
2. Ratings for various parameters
3. Net promoter Score (NPS)
4. Overall Feedback (text data)

Data: Study Parameters

Following parameters can be studied for each brand:

1. Brand Image and Reputation
2. Product Quality and Reliability
3. Customer Service Experience
4. Ease of Use (Website/App
5. Pricing and Value for Money

Under each parameter multiple questions can
be asked using same scale (example: 1-5 scale)

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Data: Net Promoter Score(NPS)

Net promoter score (NPS) is the gold standard of customer experience metrics.

NPS measures the loyalty of customers to a company. NPS scores are measured with a single-question survey and reported with a number from the range -100 to +100, a higher score is desirable.

How likely is it that you would recommend [Organisation X/Product Y/Service Z] to a friend or colleague?

Promoters respond with a score of 9 or 10 and are typically loyal and enthusiastic customers.
Passives respond with a score of 7 or 8. They are satisfied with your service but not happy enough to be considered promoters.
Detractors respond with a score of 0 to 6. These are unhappy customers who are unlikely to buy from you again, and may even discourage others from buying from you.

Overall NPS Score: Just subtract the percentage of Detractors from the perce
Promoters.

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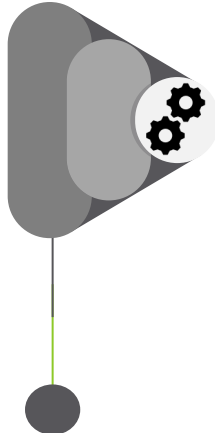INSTITUTE

Next steps

Questionnaire Designing

- ➤ Design the questionnaire
- ➤ Conduct the pilot survey
- ➤ Finalize the questionnaire
- ➤ Conduct main survey
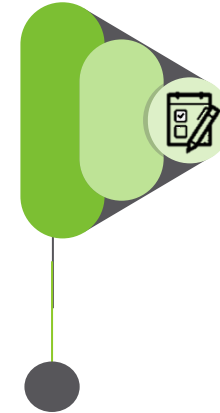
Descriptive Statistics & Data visualization

- ➤ Check data quality
- ➤ Perform data cleaning if necessary
- ➤ Explore the data with tables and graphs and generate insights

Statistical Modelling

- ➤ Develop the statistical model for NPS
- ➤ Identify significant factors

Text mining

- ➤ Perform sentiment analysis using text data
- ➤ (feedback data)

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