



# DELUR SERVICES

# OVERVIEW

**Delur Services** is a customer-centric company that provides a wide range of products to customers across different states. Our dedicated team of Customer Support Agents, ensures that every customer interaction is handled with utmost care and efficiency. We take pride in delivering products on time and ensuring a seamless delivery performance to meet our customers' expectations.

**Delur Services** is committed to maintaining a high level of customer satisfaction. We carefully track customer feedback, and our focus on continuous improvement allows us to enhance our services based on valuable insights received from customers, enabling us to provide an exceptional customer experience.

**Delur Services** wants to obtain an overview of their data. They noticed discrepancies in their return rate and are looking towards achieving a target return rate of 5% for the coming year. You have been hired as a data professional to understand their data and thus, offer valuable insights and recommendations to help them reach their target.



# DATA DICTIONARY

1. Date: The date when the transaction or event occurred.
2. Customer Acquisition Type: This feature indicates how the customer was acquired or the marketing channel through which they became a customer.
3. Customer Support Agent: The name or identifier of the customer support agent who handled the interaction with the customer.
4. State: The state or region where the customer is located or where the transaction took place.
5. Product: The name or identifier of the product that the customer purchased.
6. Unit Price: The individual price of one unit of the product.
7. Quantity: The number of units of the product purchased in the transaction.



## COLOR PALETTE

Dark Green Background: **264653**

Green Section of Doughnut Chart: **2a9d8f**

Yellow Section of Doughnut Chart: **ffb703**

# DATA DICTIONARY

- 8. Cost: The undiscounted cost of the goods involved.
- 9. Discount: Any discount applied to the total price or individual product price in the transaction.
- 10. Delivery Performance: This feature measures the efficiency and timeliness of the delivery process.
- 11. Return: A binary flag or indicator representing whether the customer returned the product after purchase.
- 12. Customer Satisfaction: A categorical rating representing the level of satisfaction expressed by the customer after the interaction or purchase.

