

## MODULE 4 EXERCISE SUPPLEMENTARY INFORMATION

### Customer complaints:

1. "Northwind Trading, your website redesign is a huge step backward. The old version was much cleaner and easier to use. Why mess with something that was working? #RegrettingTheUpdate"
2. "Seriously Northwind Trading? I just wanted to buy a couple of items, but your insistence on making me create an account first is ridiculous! I'm taking my business elsewhere. #GuestCheckoutPlease"
3. "Why does Northwind Trading only accept credit cards? It's 2024, people use all kinds of payment methods now. Get with the times! #LimitedPaymentOptions"
4. "Trying to find anything on Northwind Trading's website is like searching for a needle in a haystack. Sort out your product categories and descriptions, please! #PoorNavigation"
5. "Just wasted 30 minutes trying to check out on Northwind Trading. Your checkout process is needlessly complicated and frustrating. #SimplifyCheckout"
6. "Just when I thought Northwind Trading couldn't get any more confusing, they go and prove me wrong with this new checkout process. What are you guys thinking? #ConfusionGalore"
7. "Northwind Trading, your website is so slow it's like I'm back in the dial-up days. Fix your loading times, or lose customers! #SlowWebsite"
8. "I'm sorry, Northwind Trading, but your online store design is a hot mess. It's like you threw everything on the page and hoped for the best. #PoorDesign"
9. "Tried to buy something from Northwind Trading, but their checkout process is such a nightmare I gave up. Sort it out if you want to keep customers. #FrustratingExperience"
10. "Northwind Trading, your product descriptions are so vague I have no idea what I'm actually buying half the time. Get some better descriptions, please! #ClarityNeeded"
11. "Hey Northwind Trading, do you want customers to buy from you or not? Because your new checkout process makes it seem like you're actively trying to drive us away. Do I need to provide my shoe size to buy a paperclip from you! #NotImpressed"
12. "I used to love shopping on Northwind Trading's website, but this new design is a disaster! What happened to the old layout? Bring it back! #BringBackTheOldDesign"
13. Tried to buy something from Northwind Trading, but their checkout process is such a nightmare I gave up. Sort it out if you want to keep customers. #FrustratingExperience"
14. Northwind Trading, why do I need to jump through hoops just to make a purchase? Your insistence on forcing me to register before I can buy anything is driving me crazy! #AnnoyedCustomer"
15. "Northwind Trading, your checkout process requires me to input a street number or house number, but where I live, we don't have house numbers. The postman knows us by name. This unnecessary requirement caused me to abandon the purchase and go elsewhere! #SimplifyCheckout"

## Store Manager's Month-End Report

The total sales value fluctuates throughout the month, with some days showing higher sales values than others. For example, sales values peak around the 6th and 7th of March, then decline slightly before peaking again around the 20th of March. Towards the end of the month, the sales values generally decrease.

The number of transactions varies from day to day. There are days with higher transaction counts, such as the 7th and 8th of March, and days with lower transaction counts, such as the 21st and 25th of March. Generally, there is no consistent upward or downward trend in the number of transactions over the month.

There seems to be a consistent pattern of fluctuations in both the number of transactions and total sales value throughout the month. These fluctuations could be influenced by various factors such as marketing campaigns, promotions, external events, or even seasonal trends.

Despite fluctuations, the overall sales performance of the retail store seems relatively stable, with daily sales values mostly falling within the range of \$900 to \$2000 and the number of transactions typically ranging from 6 to 18 per day.