136 out of 176 people who took the survey from Cheeburger intended to come back again. This gave us a return percentage of 77%. 66 male intended to return, 18 male declined to return. 70 female intended to return, 22 female declined to return

Over all the customers, age from 18 to 25, from 26 to 34, from 35 to 45, from 50 to 64, from 65 and over were 28, 43, 46, 55 and 4 respectively. Over all the non-return customers, age from 18 to 25, from 26 to 34, from 35 to 45, from 50 to 64, from 65 and over was 3, 11, 16, 10 and 0 respectively.

People who gave a rating of over 4 out of 10 generally intended to come back again. The number of person who voted more than 4 out of 10 is 135, compared with the number 136 who intended to come back again.

We quantified the answer to questions including service evaluation, timely delivery, price worthy, and cleanliness.

Index = cleanliness + timely + worthy + service. We normalized the computed index span through 0 – 10. The normalized index was then compared with the score which the customer would recommend to other people, which is in scale of 0 – 10.

The count of people who has a computed index higher than 4 are 156, while the count of people who has a computed index higher than 5 are 142. The number is really close to 135, the number of people with recommendation index higher than 4. We observed similar line trend in the computed index and acquired recommendation index.





This graph makes sense to me, but probably we will not show this one in the report.