Customer Satisfaction & Loyalty

A top-level view of how different customer groups contribute to satisfaction and loyalty across locations.

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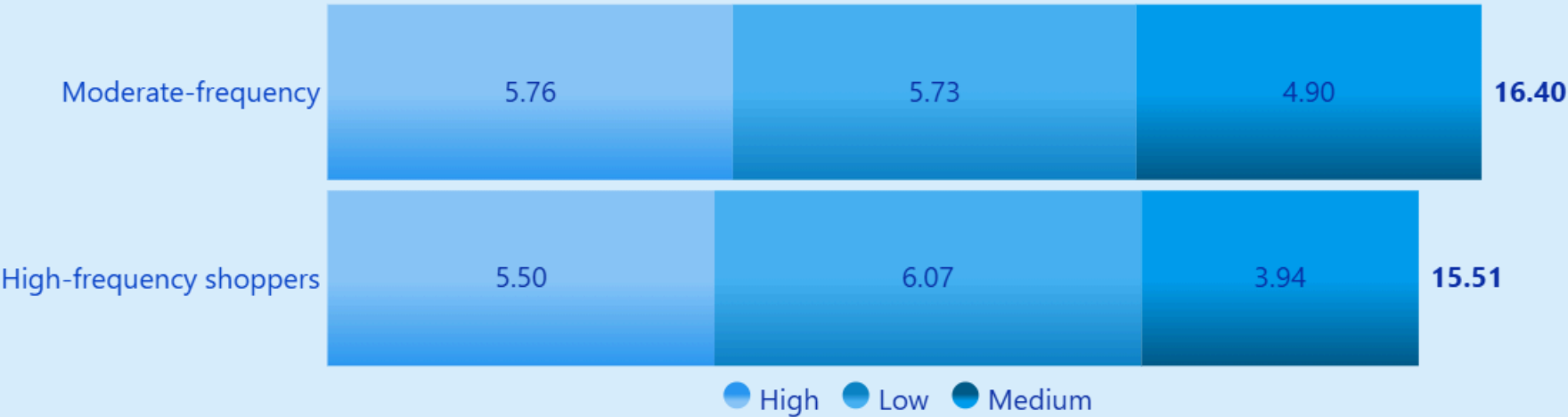| 120	5.35	30.83%	57.50%	46.67%	43.91
No of Customers	Avg Sat Score	High Priority %	Repeat Purchase %	Support Contacted %	Avg Age

Customer Group Performance
Satisfaction vs. Loyalty across Customer Segments
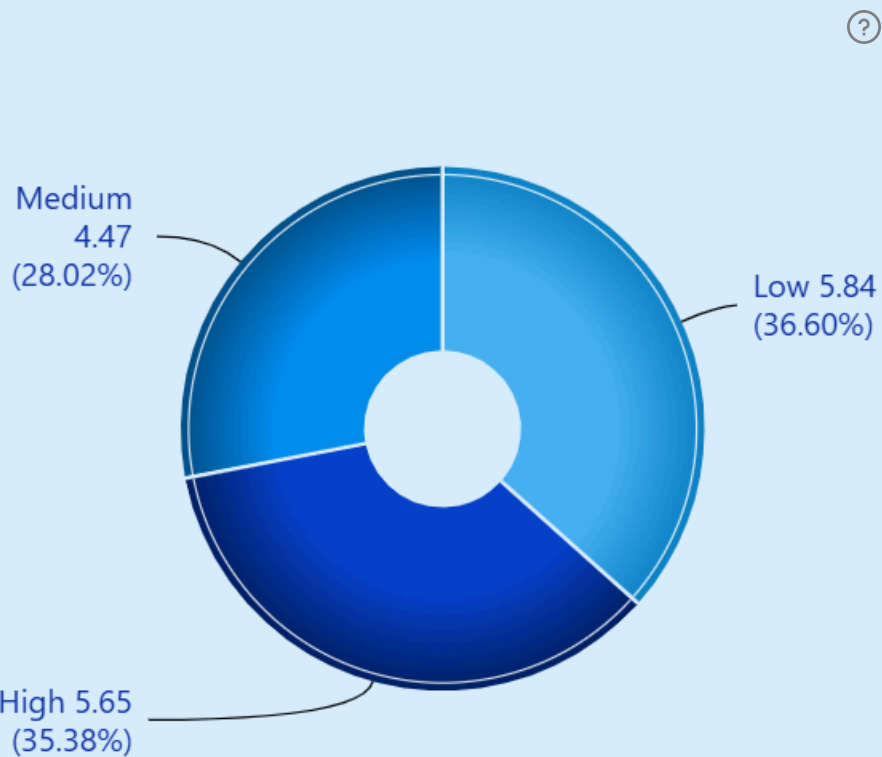
[Avg Sat Score] [No of Customers]

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	High	Low	Medium	
Moderate-frequency	5.76	5.73	4.90	**16.40**
High-frequency shoppers	5.50	6.07	3.94	**15.51**

● High ● Low ● Medium

Loyalty Distribution by Gender
Gender-wise breakdown of loyalty levels

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Medium 4.47 (28.02%)
Low 5.84 (36.60%)
High 5.65 (35.38%)

Regional Satisfaction & Reach
Average Satisfaction or Customer Volume by Location

+
−

6.36
11.09
United States
15.24
México
20.00

1000 km
500 mi

© OpenStreetMap contributors
Colombia

What Drives Customer Satisfaction
Frequency of reported satisfaction factors

Factor	Value
Product Quality	7.55
Packaging	7.00
Product Variety	6.10
Customer Service	5.91
Delivery Speed	5.17
Brand Reputation	4.79
Support Availability	4.45
Price	4.40
Features	4.08
Ease of Use	4.07

Understanding Customers by Age, Gender & Location

Analyzing how demographics and locations impact satisfaction and loyalty.

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120	5.35	30.83%	57.50%	46.67%	43.91
No of Customers	Avg Sat Score	High Priority %	Repeat Purchase %	Support Contacted %	Avg Age

Satisfaction Across Age Groups

Number of Customers and Avg Score by Age Group

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Age Group	> 50	31-40	< 30	41-50
Avg Score	5.29	5.12	5.60	9.50
Customers	69	34	15	2
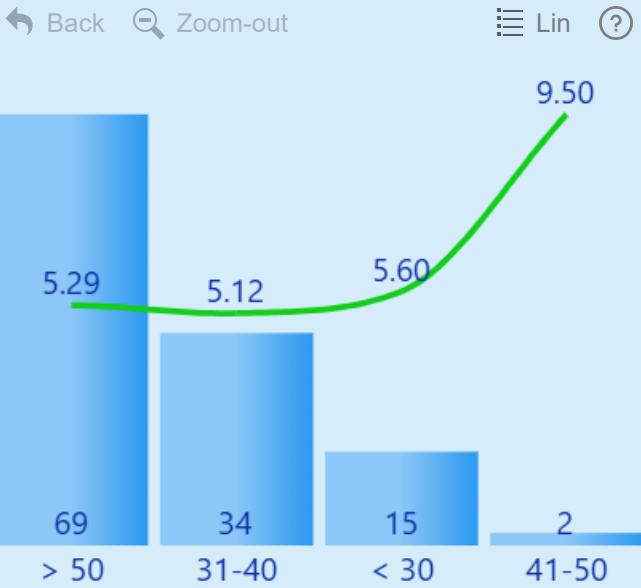
Loyalty Trends by Location

Volume of customers and loyalty distribution

● High ● Low ● Medium

Location	Total	High	Low	Medium
Phoenix.AZ	19	11	6	2
Chicago.IL	14	7	5	2
Houston.TX	14	5	5	4
Los Angeles.CA	14	7	4	3
Austin.TX	12	6	3	3
San Diego.CA	12	6	4	2
Philadelphia.PA	11	4	4	3
Dallas.TX	9	5	2	2
New York.NY	9	5	3	—
San Antonio.TX	6	4	2	—
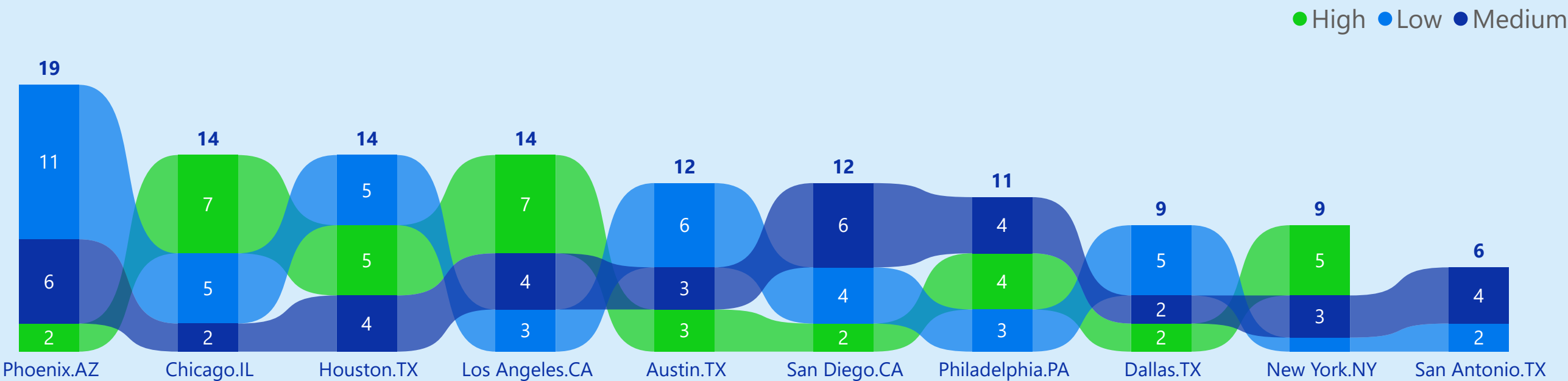
Gender Loyalty Breakdown

Loyalty levels across gender

■ High ■ Low ■ Medium

Gender	Low	Medium	High
Female	22	27	17
Male	16	18	20
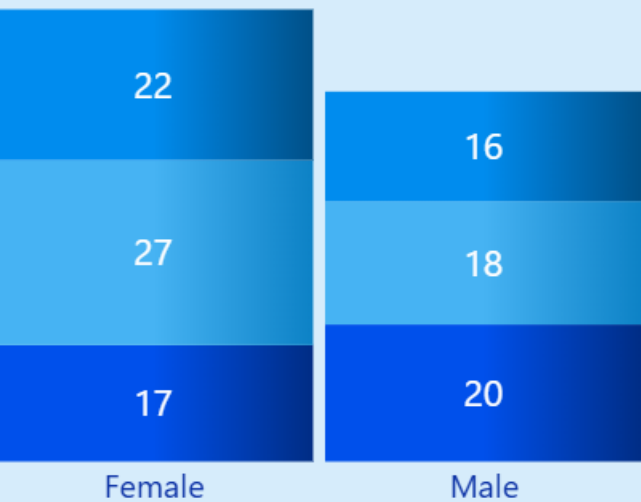
What Each Group Cares About

Satisfaction driver distribution by Group

Group	Brand Reputation	Customer Service	Delivery Speed	Ease of Use	Features	Packaging	Price	Product Quality	Product Variety	Support Availability
Moderate-frequency	4.67	6.20	4.33	5.13	5.14	6.70	4.25	8.00	6.25	4.17
High-frequency shoppers	5.00	5.67	7.67	2.67	2.60	7.60	4.50	7.00	5.50	4.80

● Brand Reputation ● Customer Service ● Delivery Speed ● Ease of Use ● Features ● Packaging ● Price ● Product Quality ● Product Variety ● Support Availability

Customer Support, Loyalty & Purchase Behavior Deep Dive

Uncovering how support experience and purchase frequency impact satisfaction.

120	5.35	30.83%	57.50%	46.67%	43.91
No of Customers	Avg Sat Score	High Priority %	Repeat Purchase %	Support Contacted %	Avg Age

Purchase History & Satisfaction

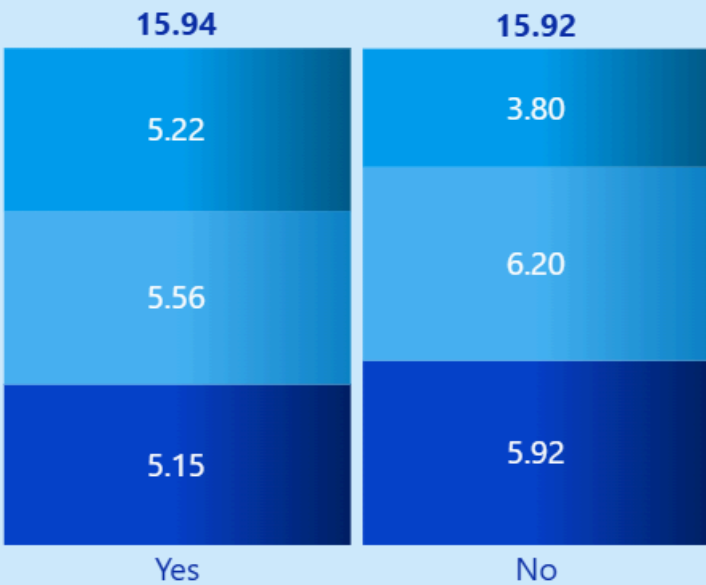*Satisfaction Score Bands by Purchase Frequency*

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	Yes	No
	17.62	**17.45**
	6.18	5.75
	2.11	2.59
	9.33	9.11

Avg Sat Score
No of Customers
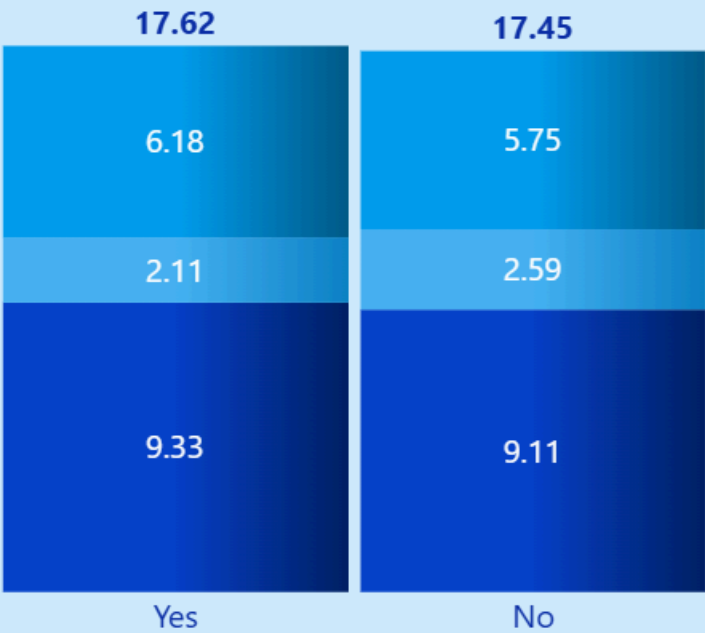
Legend: ■ High (8-10) ■ Low (1-4) ■ Medium (5-7)

Loyalty Levels Among Supported Customers

Impact of Support Experience on Loyalty

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	Yes	No
	15.94	**15.92**
	5.22	3.80
	5.56	6.20
	5.15	5.92

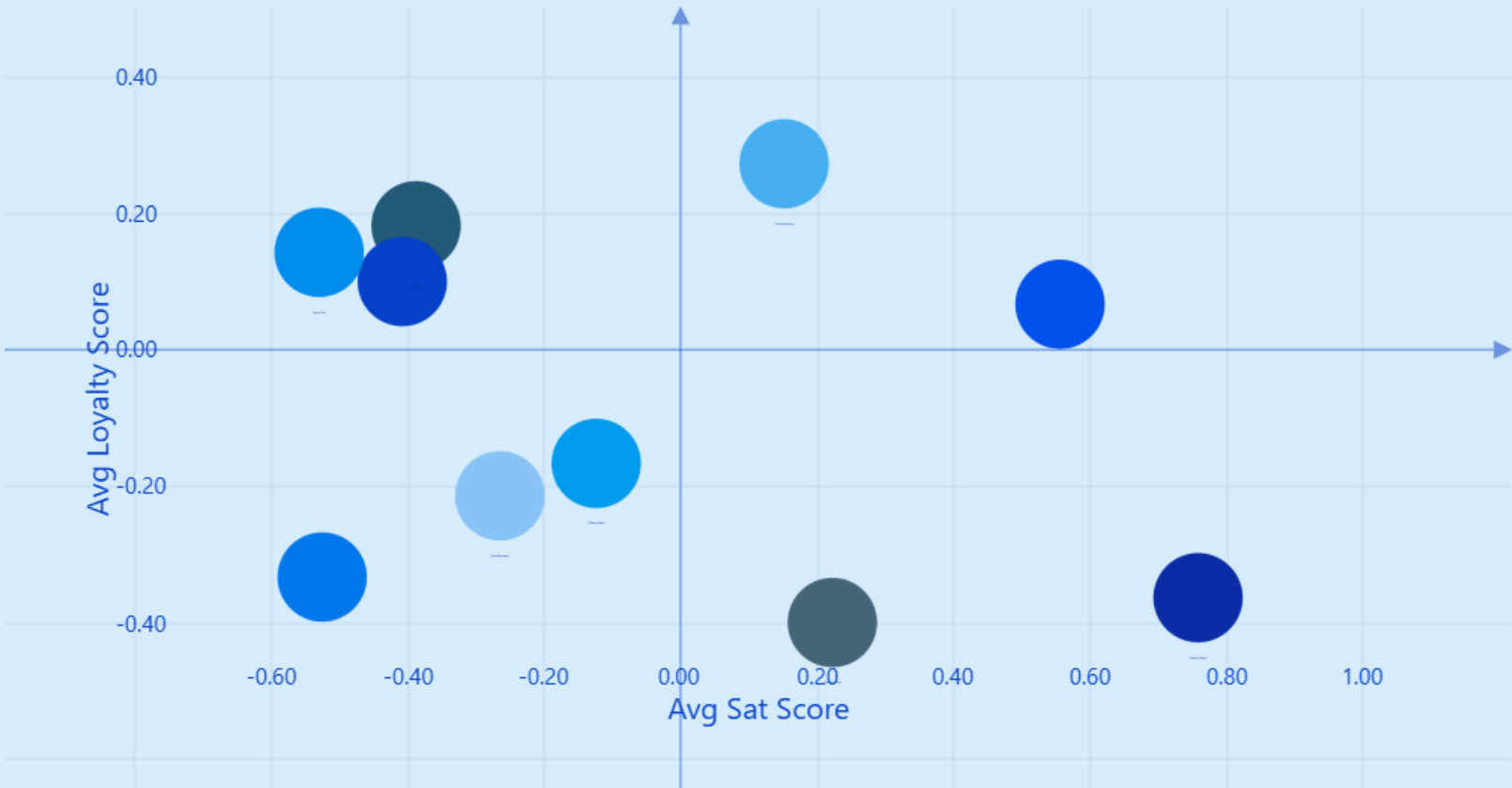Legend: ■ High ■ Low ■ Medium

Factor-Level Relationship Between Satisfaction & Loyalty

Average Loyalty vs. Satisfaction by Factor, Showing Numbers of Customers (Drill-down to Location)

(Scatter plot: X-axis "Avg Sat Score" ranging from -0.60 to 1.00; Y-axis "Avg Loyalty Score" ranging from -0.40 to 0.40)

Customer-Level Insights

Customer_ID	Age	Age Group	Gender	Location	Group Name	Loyalty_Level	Avg Sat Score		Purchase_History		Support_Contacted		Satisfaction_Factor
04-730-7617	35	31-40	Male	New York.NY	Moderate-frequency	High	9.00		⊗	No	⚑	No	Ease of Use
05-036-1176	29	< 30	Female	Phoenix.AZ	Moderate-frequency	Low	9.00		✓	Yes	⚑	Yes	Customer Service
06-981-4045	31	31-40	Female	Chicago.IL	Moderate-frequency	Medium	4.00		✓	Yes	⚑	No	Delivery Speed
07-251-2743	55	> 50	Female	Los Angeles.CA	Moderate-frequency	High	2.00		✓	Yes	⚑	Yes	Delivery Speed
07-532-8102	31	31-40	Male	Houston.TX	Moderate-frequency	Medium	2.00		✓	Yes	⚑	No	Product Variety
08-069-0141	45	> 50	Female	Phoenix.AZ	Moderate-frequency	Low	6.00		⊗	No	⚑	No	Brand Reputation
08-805-7171	41	> 50	Male	Phoenix.AZ	High-frequency shoppers	Low	3.00		✓	Yes	⚑	Yes	Support Availability

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