CUSTOMER SATISFACTION
Shivani Gaur

TOOLS & TECHNOLOGIES USED: Microsoft Power BI Desktop, MS Excel, MS Word, MySQL, Microsoft Power BI Service.

SUMMARY:

Why Customer Satisfaction Is So Important

Why is it that we can think of more examples of companies failing to satisfy us rather than when we have been satisfied? There could be a number of reasons for this. When we buy a product or service, we expect it to be right. We don't jump up and down with glee saying "isn't it wonderful, it actually worked". That is what we paid our money for. Add to this our world of ever exacting standards. We now have products available to us that would astound our great grandparents and yet we quickly become used to them. The bar is getting higher and higher. At the same time our lives are ever more complicated with higher stress levels. Delighting customers and achieving high customer satisfaction scores in this environment is ever more difficult. And even if your customers are completely satisfied with your product or service, significant chunks of them could leave you and start doing business with your competition.

A market trader has a continuous finger on the pulse of customer satisfaction. Direct contact with customers indicates what he is doing right or where he is going wrong. Such informal feedback is valuable in any company but hard to formalize and control in anything much larger than a corner shop. For this reason customer surveys are necessary to measure and track customer satisfaction.

**How Should Satisfaction Be Measured?**

Customers express their satisfaction in many ways. When they are satisfied, they mostly say nothing but return again and again to buy or use more. When asked how they feel about a company or its products in open-ended questioning they respond with anecdotes and may use terminology such as delighted, extremely satisfied, very dissatisfied etc. Collecting the motleys variety of adjectives together from open ended responses would be problematical in a large survey. To overcome this problem market researchers ask people to describe a company using verbal or numeric scales with words that measure attitudes.

Net Promoter Score (NPS) & Customer Satisfaction Score (CSAT) are the main for analysing the performance of a product or service in any industry, this can be done using a survey data.

Following features of Power BI used in this project:

Get data from Excel Manual Table Creation Use First Row as Header Convert Datetime to Date Transpose cardinality Rename Column Manage Relationship One to Many Filter pane Mark as Date Table Sort by column Following DAX function used in this project Calendar, Min, Max, AddColumns, Year, Format, Count, Calculate, SamePeriodLastYear, VAR, Groupby

DASHBOARD:
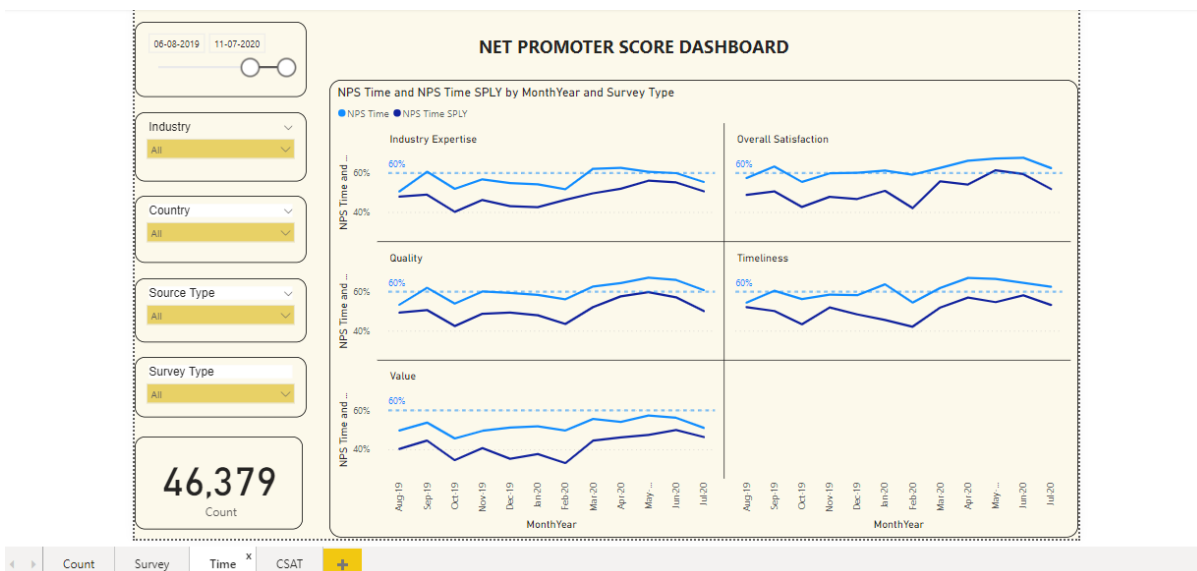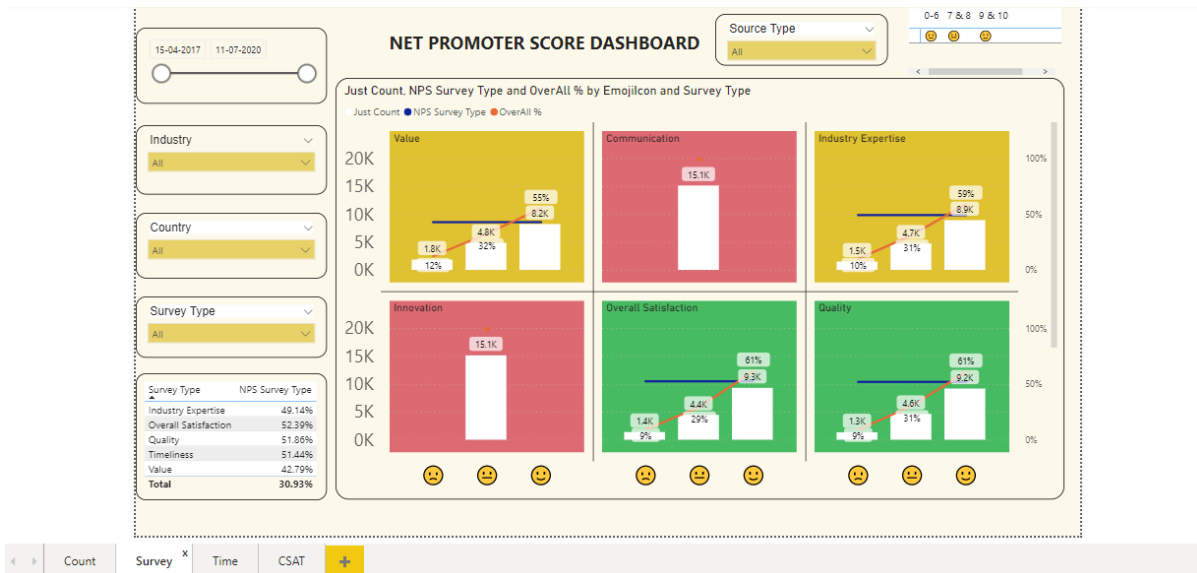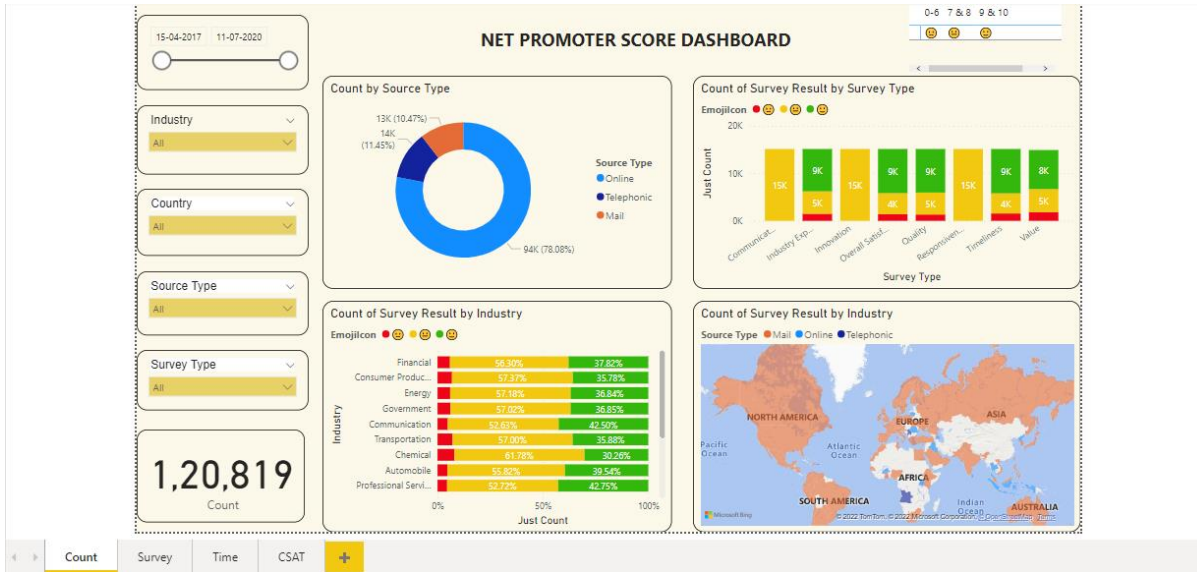
81.33%

CSAT%

Count | Survey | Time | CSAT