



# MARKET RESEARCH

## CASE STUDY

Team 19

# TEAM INTRODUCTIONS



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# Project Introduction

## **Data analysis of customer satisfaction data**

The c sat data has been obtained using the questionnaire provided. Each respondent to the survey has been asked about his or her level of satisfaction with the respective scooter they own.

The analysis questions that need to be answered:

1. Mean score of satisfaction
2. NPS
3. Parameters of good performance and bad performance for each brand
4. Overall recommendation assuming the we represent Honda Activa

# Mean Score of Satisfaction

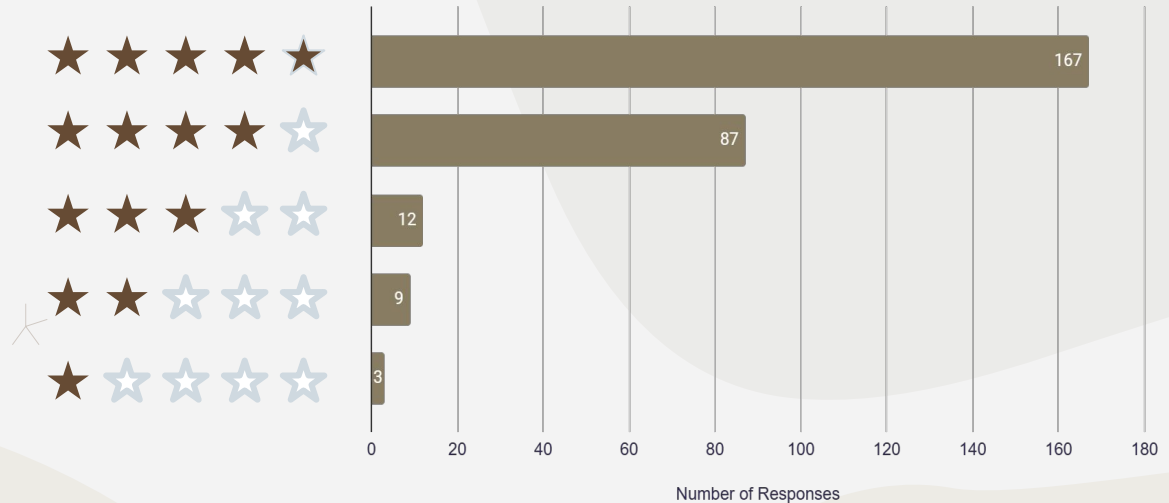
Also referred as CSAT Score - Customer Satisfaction Score to measure customer satisfaction with a business or purchase.

Mean score of satisfaction has been calculated for the following :

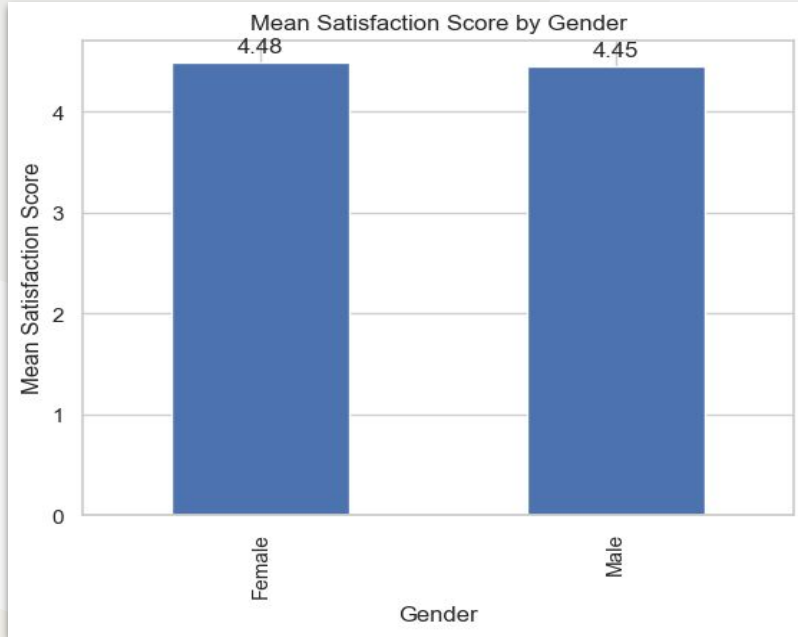
- a. Overall
- b. By gender
- c. For each brand owned
- d. By age group

# Overall Mean Score of Satisfaction : 4.46

The CSAT mean score of 4.6 highlights the positive perception customers have towards the product, reflecting **strong overall satisfaction** levels.



# Mean Score of Satisfaction – By Gender

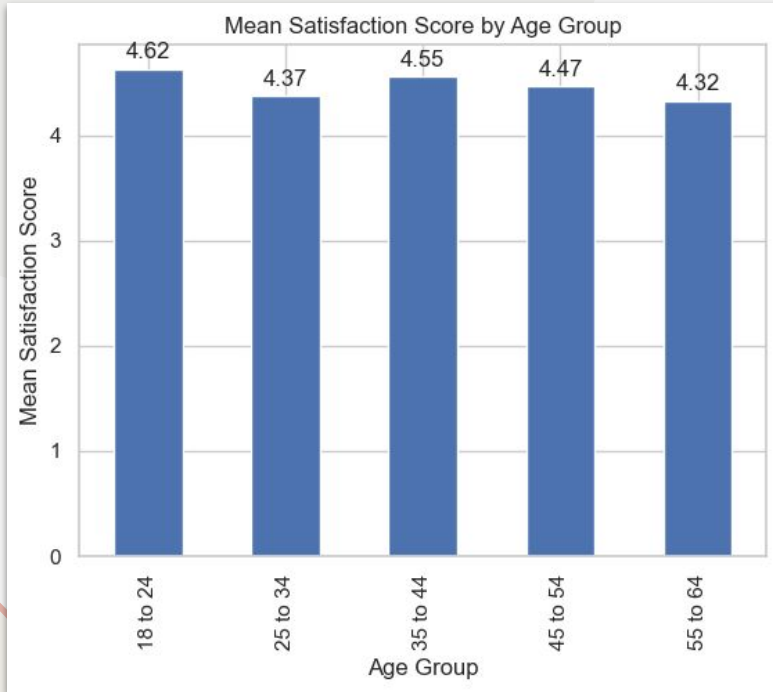


Male	4.45
Female	4.48

The mean CSAT score for females (4.48) is slightly higher than that for males (4.45).

This indicates a **slightly higher level of satisfaction** among female customers compared to male customers.

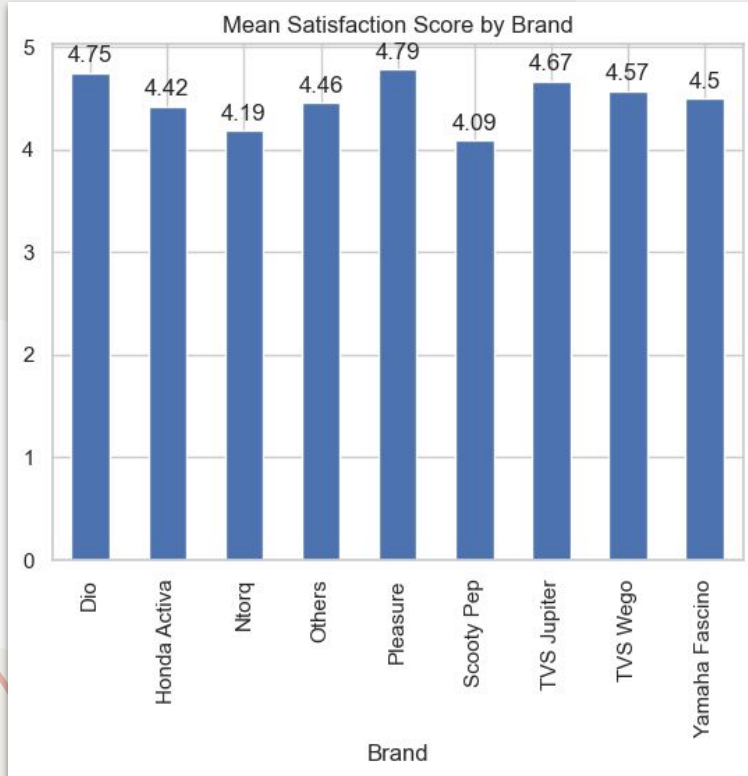
# Mean Score of Satisfaction – By Age Group



18 - 24	4.62	45 - 54	4.47
25 - 34	4.37	55 - 64	4.32
35 - 44	4.55		

This shows that customers in the **18-24 age group** have the **highest satisfaction level**, followed by the 35-44 age group, while the **55-64 age group** are the **least satisfied**.

# Mean Score of Satisfaction - By Brand



TVS Jupiter	4.67
Honda Activa	4.42
Yamaha Fascino	4.50
TVS Wego	4.57
Ntorq	4.19
Honda Dio	4.75
Hero Pleasure	4.79
Scooty Pep	4.09

This indicates that **Hero Pleasure and Honda Dio** have the highest satisfaction scores, while Scooty Pep has the lowest satisfaction score among the mentioned scooter models.



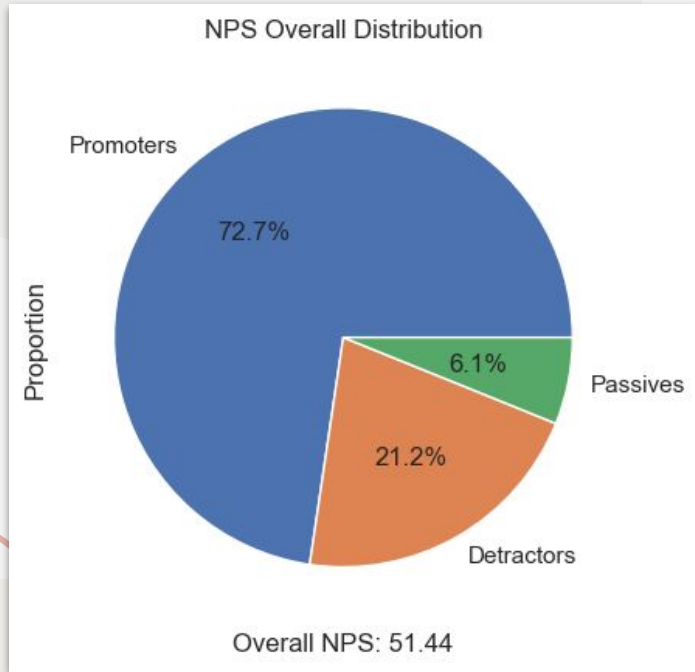
# NPS – Net Promoter Score

Net Promoter Score (NPS) is a metric used to gauge customer loyalty and satisfaction. It is based on a single question: "***How likely are you to recommend our product/service to a friend or colleague?***"

The Analysis has been made on the following groups:

- a. Overall
- b. By gender
- c. For each brand
- d. By age group

# NPS - Overall

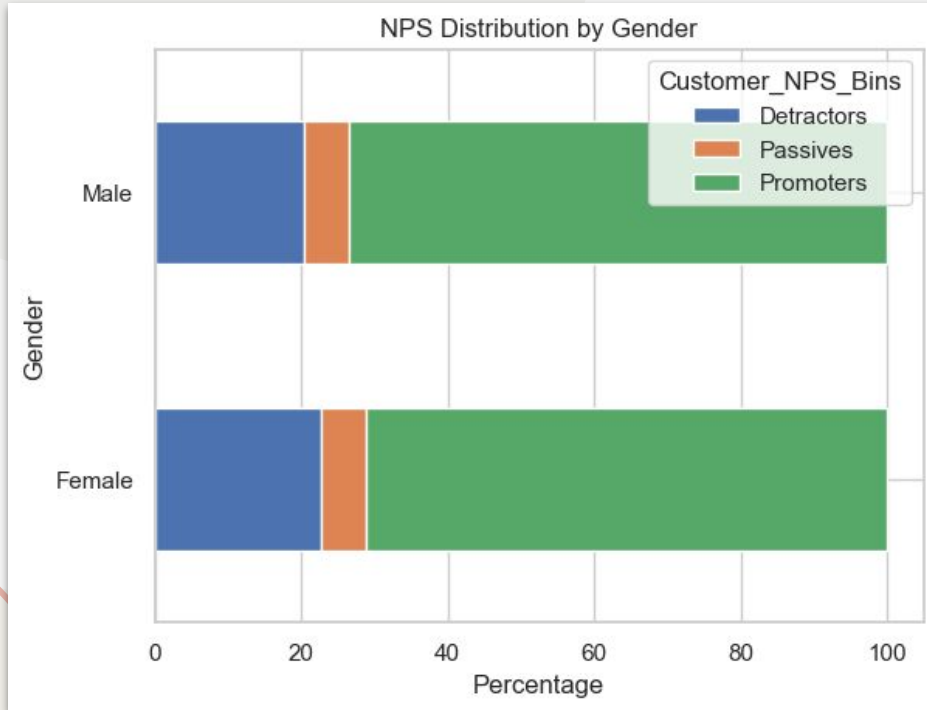


Overall NPS	51.44
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The overall NPS score of 51.44 indicates a **high level of customer satisfaction and loyalty**, as it is above the threshold of 50, which is considered excellent.

This suggests that the majority of customers are promoters of the product or service, indicating strong positive sentiment and potential for growth.

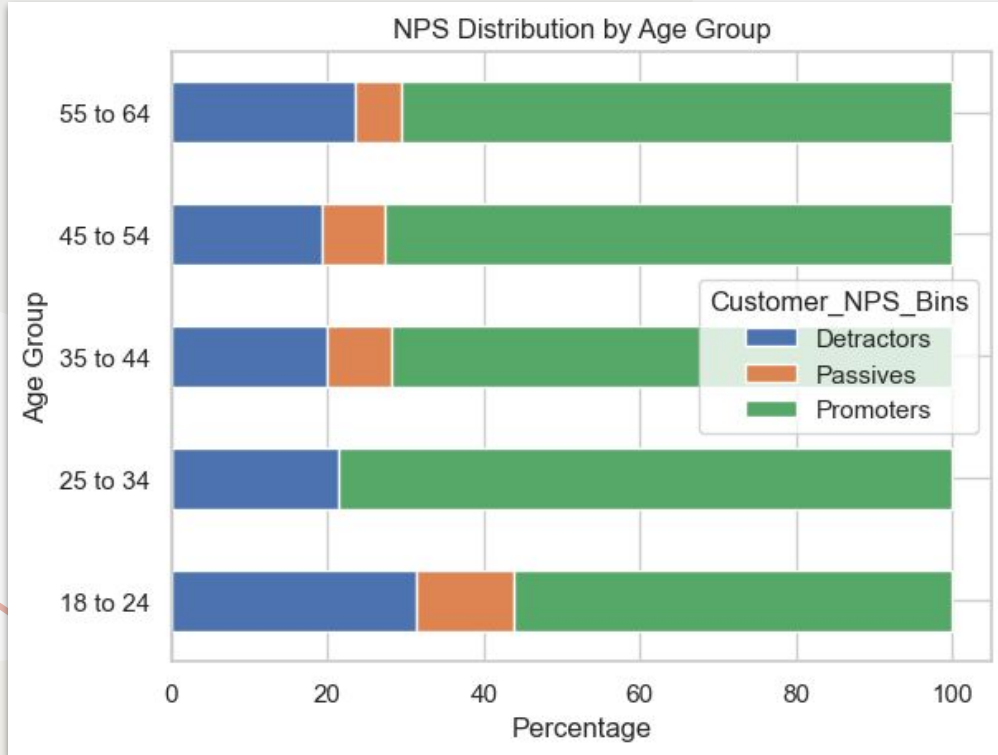
# NPS - By Gender



Male	53.04
Female	48.45

The NPS for males is 53.04, indicating higher satisfaction and loyalty compared to females, with an NPS of 48.45. However, both groups show positive sentiment, as their NPS scores are above 0.

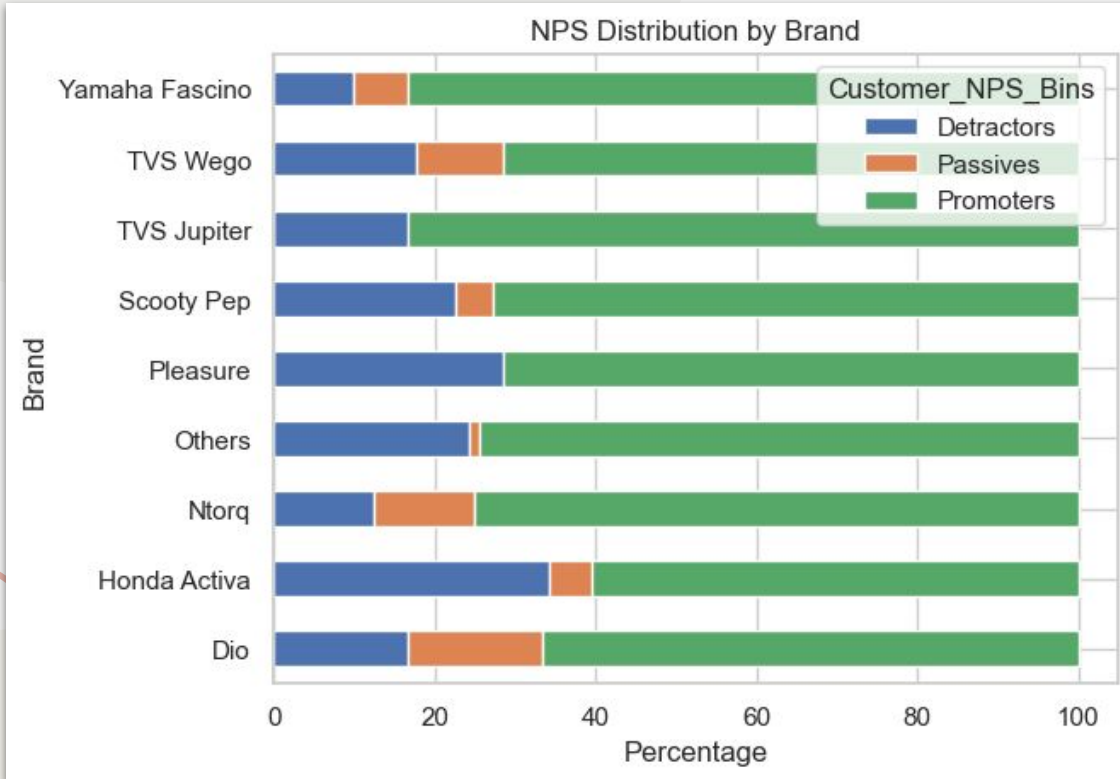
# NPS – By Age Groups




18-24	25.00
25-34	57.14
35-44	51.76
45-54	53.42
55-64	47.06

NPS scores vary across age groups, with the 25-34 age group showing the highest satisfaction (57.14). Other age groups also have positive sentiment, with scores above 50. However, the **18-24 and 55-64 age groups indicate potential areas for improvement in satisfaction.**

# NPS - By Brand



TVS Jupiter	66.67
Honda Activa	26.32
Yamaha Fascino	73.33
TVS Wego	53.57
Ntorq	62.50
Honda Dio	50.00
Hero Pleasure	42.86
Scooty Pep	50.00



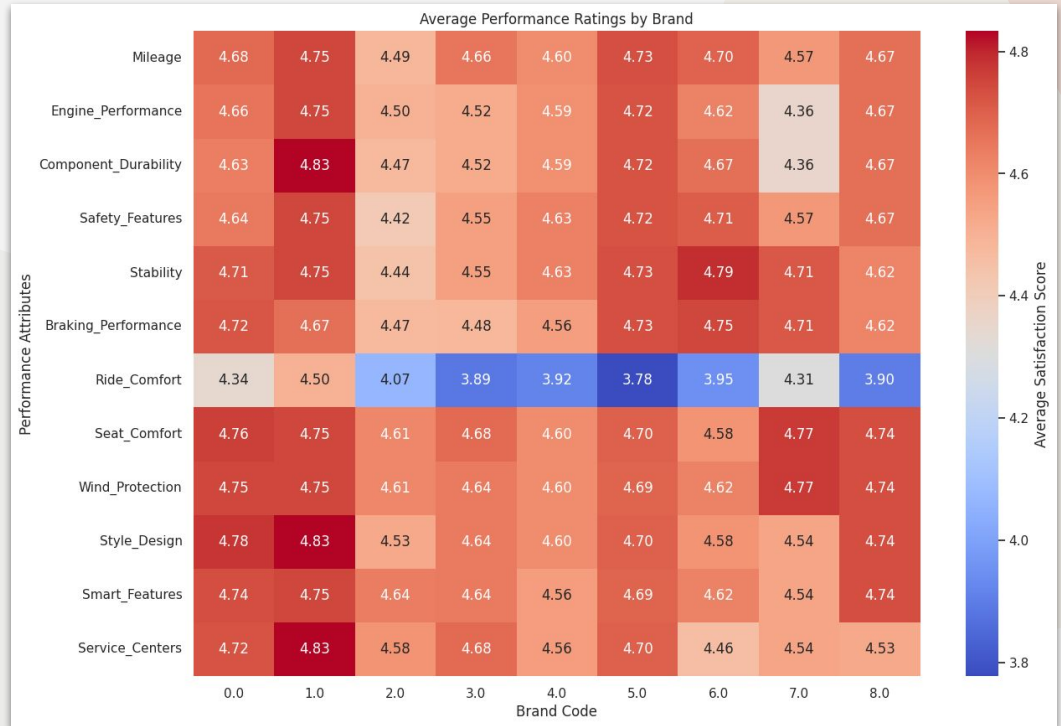
Parameters of  
good performance  
and bad performance  
for each brand

# Performance Analysis - Brand Vs Parameters

## Inference

1. Highest variability seen in Ride Comfort
2. TVS Jupiter and Honda Activa seems to have performed better than most

1 - TVS Jupiter  
2 - Honda Activa  
3 - Yamaha Fascino  
4 - TVS Wego  
5 - Ntorq  
6 - Dio  
7 - Pleasure  
8 - Scooty Pep  
0 - Unknown



# Best and Worst Parameters for each Brand

Brand	Best Parameter	Worst Parameter
TVS Jupiter	Ride Comfort	Braking performance
Honda Activa	Ride Comfort	Stability at different speeds and road conditions
Yamaha Fascino	Availability of Service Centres	Ride Comfort
TVS Wego	Presence of Safety Features	Ride Comfort
Ntorq	Quality and Durability of Components	Ride Comfort
Dio	Stability at different speeds and road conditions	Availability of Service Centres
Pleasure	Ride Comfort	Engine power and performance
Scooty Pep	Availability of smart features	Ride Comfort



# Understanding the spread of preference of different age groups to brands

Brand_code	0.0	1.0	2.0	3.0	4.0	5.0	6.0	7.0	8.0
Age_Group									
18-24	1	0	4	0	1	1	1	0	0
25-34	22	1	8	5	6	13	5	4	4
35-44	24	4	10	14	12	4	7	1	7
45-54	21	5	8	6	6	9	7	7	8
55-64	10	2	8	5	3	5	4	2	3

- 1 - TVS Jupiter
- 2 - Honda Activa
- 3 - Yamaha Fascino
- 4 - TVS Wego
- 5 - Ntorq
- 6 - Dio
- 7 - Pleasure
- 8 - Scooty Pep
- 0 - Unknown

# How we Decided Significance

Interpreting P-values:

1. If the  $p\text{-value} \leq \alpha$ : Results are statistically **significant**.
2. If the  $p\text{-value} > \alpha$ : Results are **not statistically significant**.



Our  
Recommendations

**Honda Activa**

Honda Activa ranks last with the least score across different parameters. As per the user's answers to the CSAT, here are the recommendations that we would suggest the brand to improve on

- **Mileage**
- **Engine Performance**
- **Safety Features**
- **Stability**
- **Braking Performance**

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**THANK  
YOU**