



O r a l   S u r g e r y

# CUSTOMERS PROFILE Report

Jingze Zhang

A cartoon illustration of a character with large, expressive eyes, wearing a blue headband and a blue scarf. The character is standing behind a dark brown rectangular podium. A white speech bubble is positioned above the podium, and a small, faint watermark of the same character is visible in the background.

# INTRO BLOCK

+ 01

## Overall Information

- Total Number of Offices/State
- Total Number of Offices/Area
- Total Number/Type of Practice



+ 02

## Bar Chart

- Number & Percentage Type of Practice/Area
- Number & Percentage Type of Practice/DMV
- Number & Percentage Type of Practice/DC, MD, and VA

**CONTENT  
BLOCK**

+ 03

## Pie Chart

- Number & Percentage Type of Practice/Area
- Number & Percentage Type of Practice/DMV
- Number & Percentage Type of Practice/DC, MD, and VA

+ 04

## Pie Chart Self-Comparation

- Percentage of Each Type of Practice in DMV
- Percentage of Each Type of Practice in California
- Percentage of Each Type of Practice in Florida
- Percentage of Each Type of Practice in Washington
- Percentage of Each Type of Practice in Oregon



+ 05

## Pie Chart Comparation

- DMV vs. Others
- California vs. Others
- Florida vs. Others
- Washington vs. Others
- Oregon vs. Others

CONTENT  
BLOCK

+ 06

## Oral Surgery vs. Population

- Total number of Oral Surgery/State vs. Population/State
- Percentage oral Surgery/State (Per 10,000 People)

+ 07

## Office

- Number & Percentage of Office 1 to Office 8



+ 08

## Map

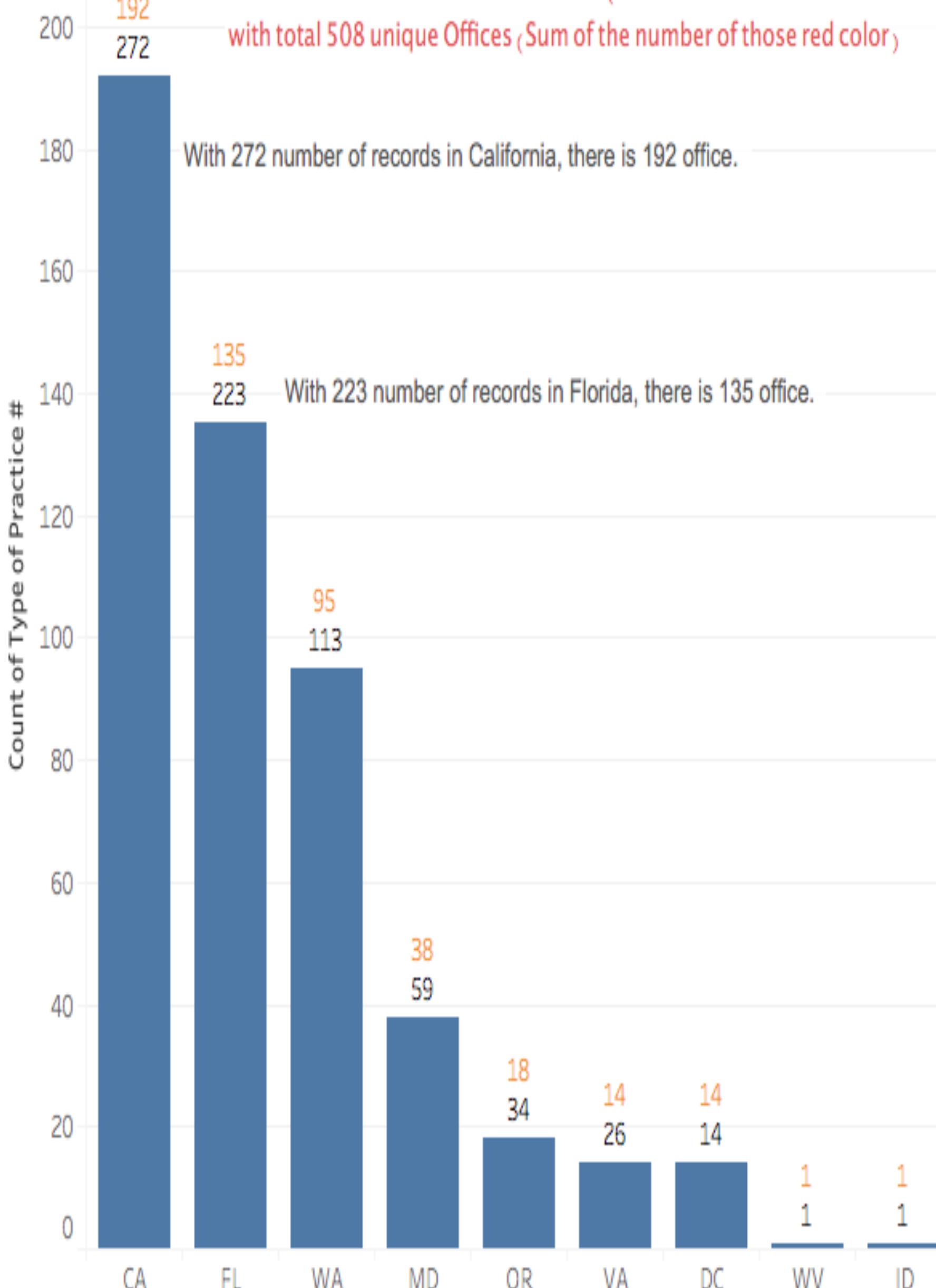
- Office 1
- Office 2
- Office 3
- Office 4
- Office 5
- Office 6
- All Offices
- Type of Practice/State
- Type of Practice/City
- Type of Practice/Zip Code

**CONTENT  
BLOCK**

# Overall Information

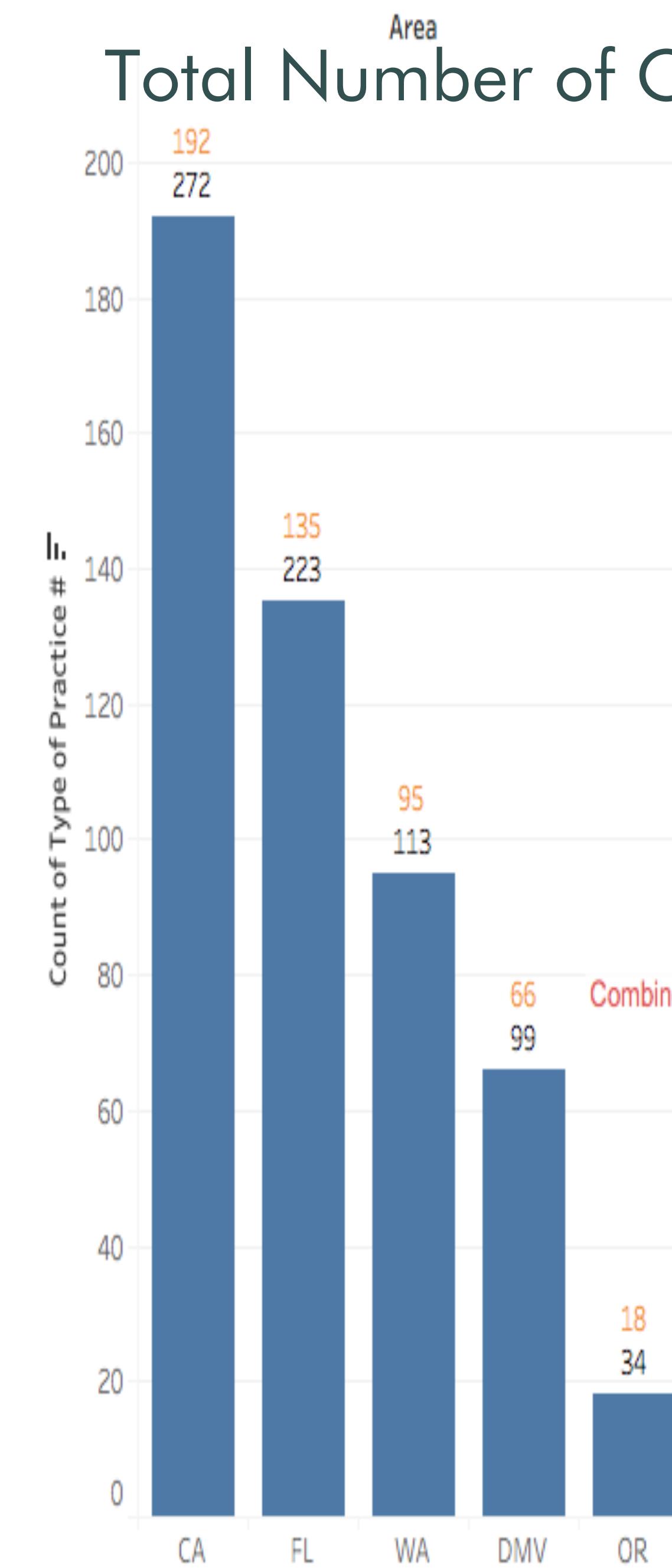
## Total Number of Offices/<sup>State</sup>

There are total 743 number of records (Sum of the number of those black color, Office 1 to Office 8), with total 508 unique Offices (Sum of the number of those red color)



## Total Number of Offices/<sup>Area</sup>

Combined DC, MD and VA into DMV area.



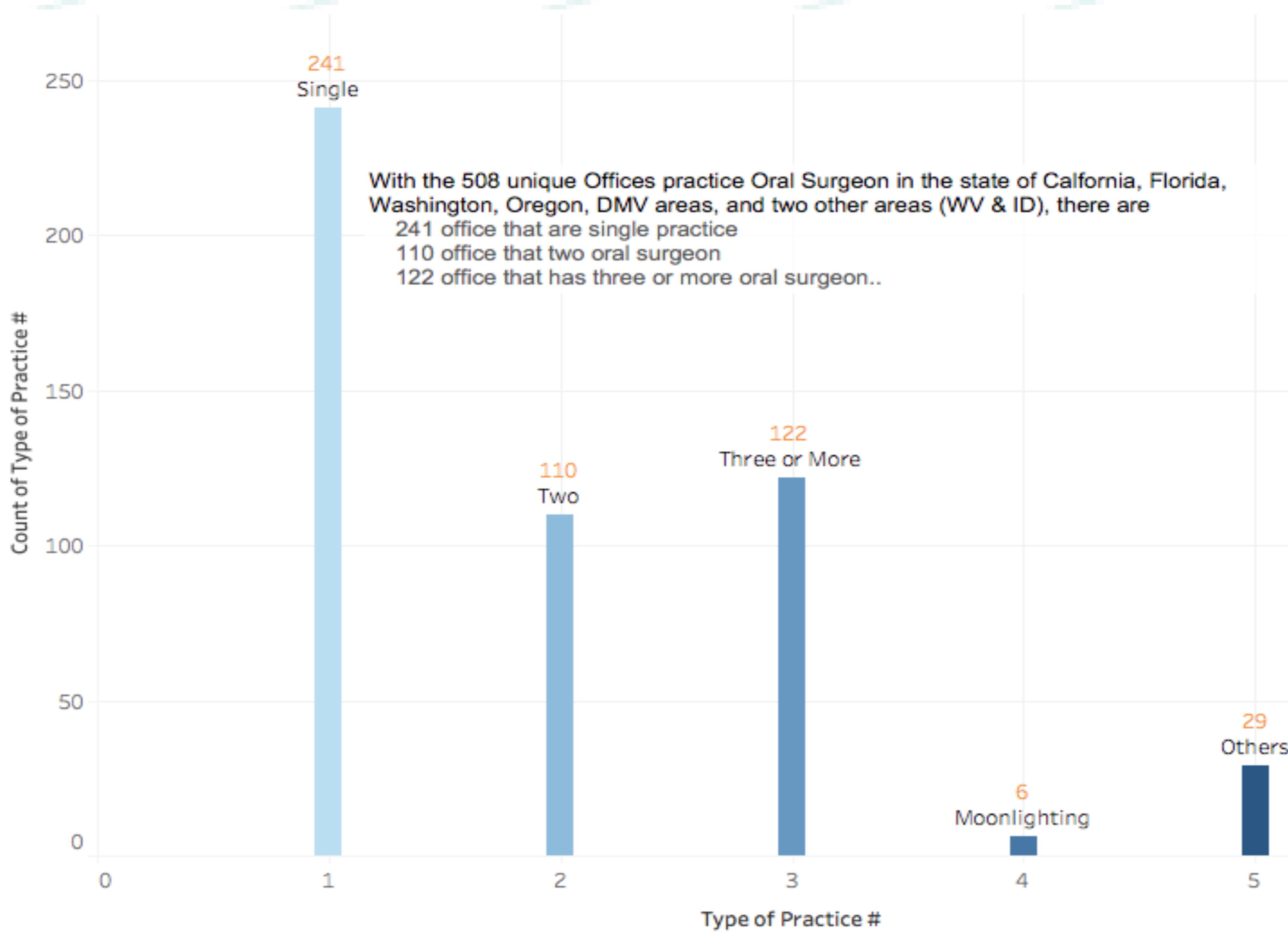
Type of Practice

- (All)
- Moonlighting
- Others
- Single
- Three or More
- Two

Area

- (All)
- CA
- DMV
- FL
- OR
- Other
- WA

## Total Number/Type of Practice



# 02 Bar Chart

## Number & Percentage Type of Practice/Area

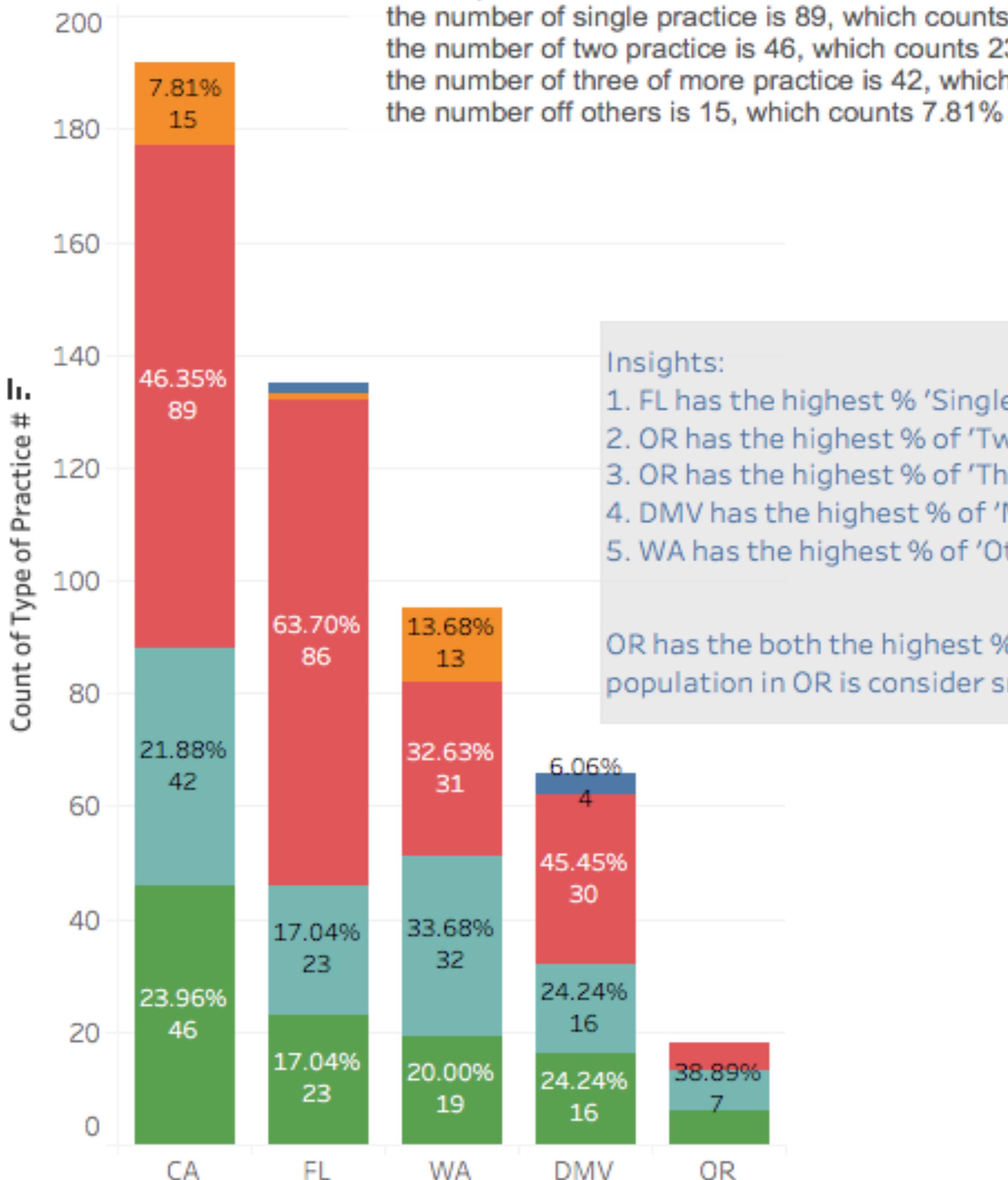
For example: With the 192 Offices in California:

the number of single practice is 89, which counts 46.35%

the number of two practice is 46, which counts 23.96%

the number of three or more practice is 42, which counts 21.88%

the number of others is 15, which counts 7.81%



Area

- (All)
- CA
- DMV
- FL
- OR
- Other
- WA

Type of Practice

- (All)
- Moonlighting
- Others
- Single
- Three or More
- Two

Type of Practice

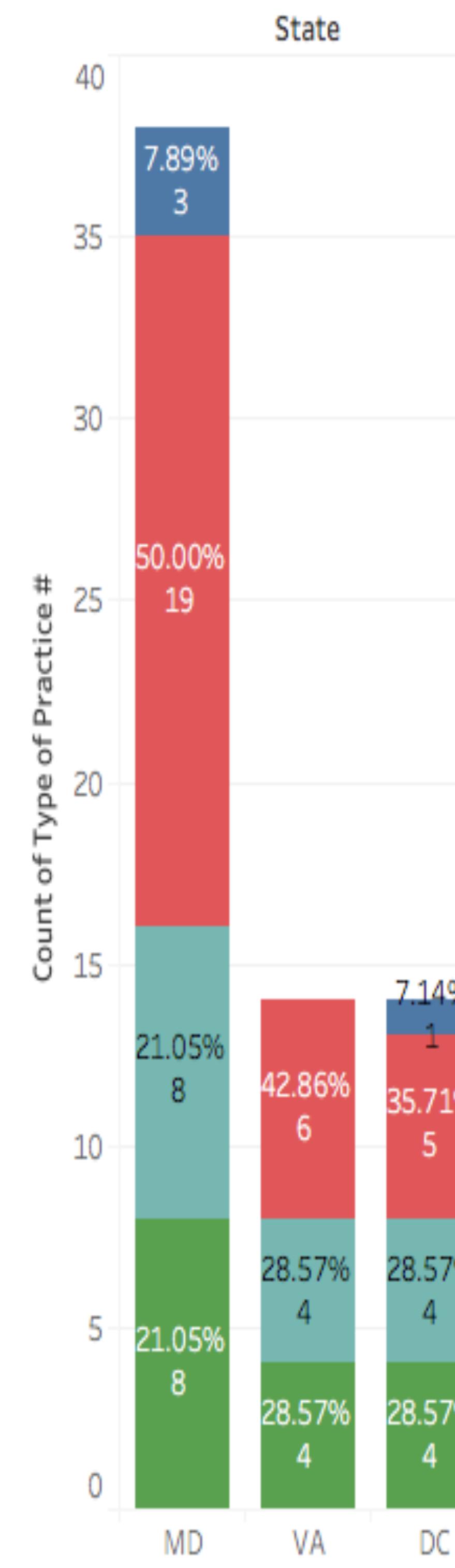
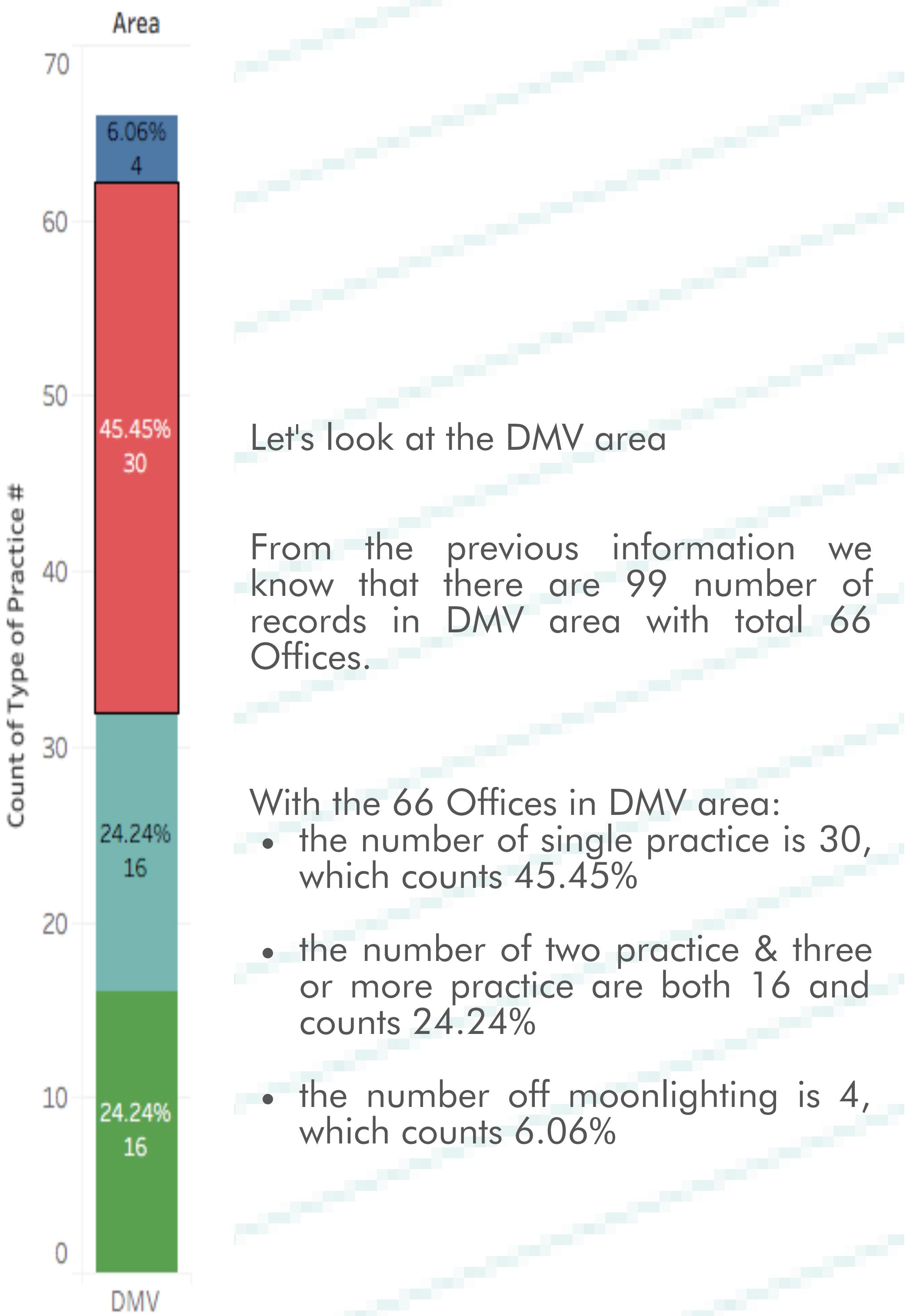
- Moonlighting
- Others
- Single
- Three or More
- Two

Insights:

1. FL has the highest % 'Single Type' oral surgeon (63.67%)
2. OR has the highest % of 'Two Type' oral surgeon (33%)
3. OR has the highest % of 'Three or More Type' oral surgeon (38.89%)
4. DMV has the highest % of 'Moonlighting Type Oral Surgeon' (6.06%)
5. WA has the highest % of 'Others Type' oral surgeon (13.68%)

OR has the both the highest % of Two type and Three or More type is because the population in OR is consider small compare to other State.

Let's look at the DMV area



Type of Practice

- Moonlighting
- Single
- Three or More
- Two

Interests insights:

1. Besides that one Moonlighting Practice, the percentage of each type of practice between VA and DC is almost the same.

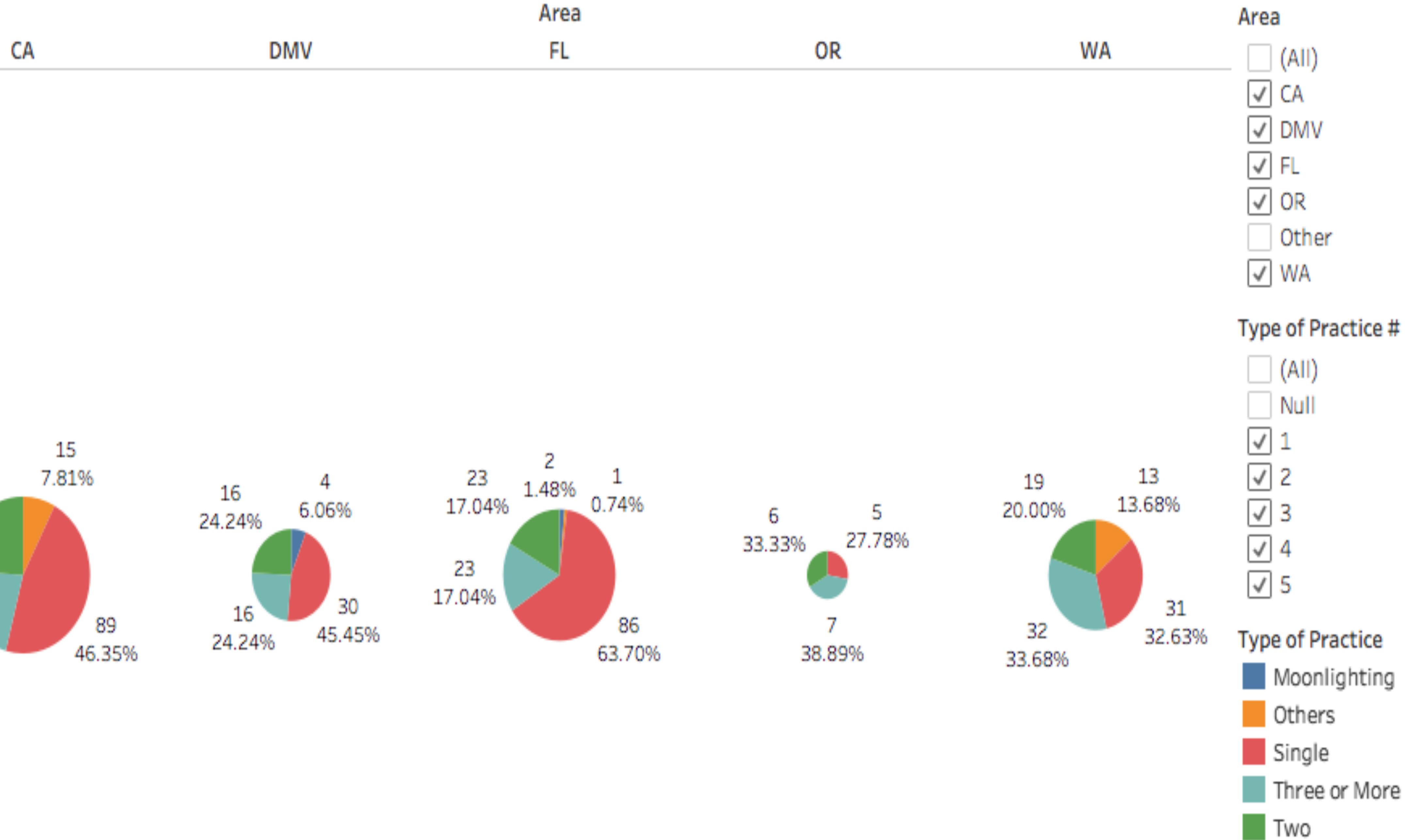
2. The percentage of distribution between Two Practice and Three or More Practice are exactly same in MD, VA, and DC.

3. MD has 50% of Single Practice

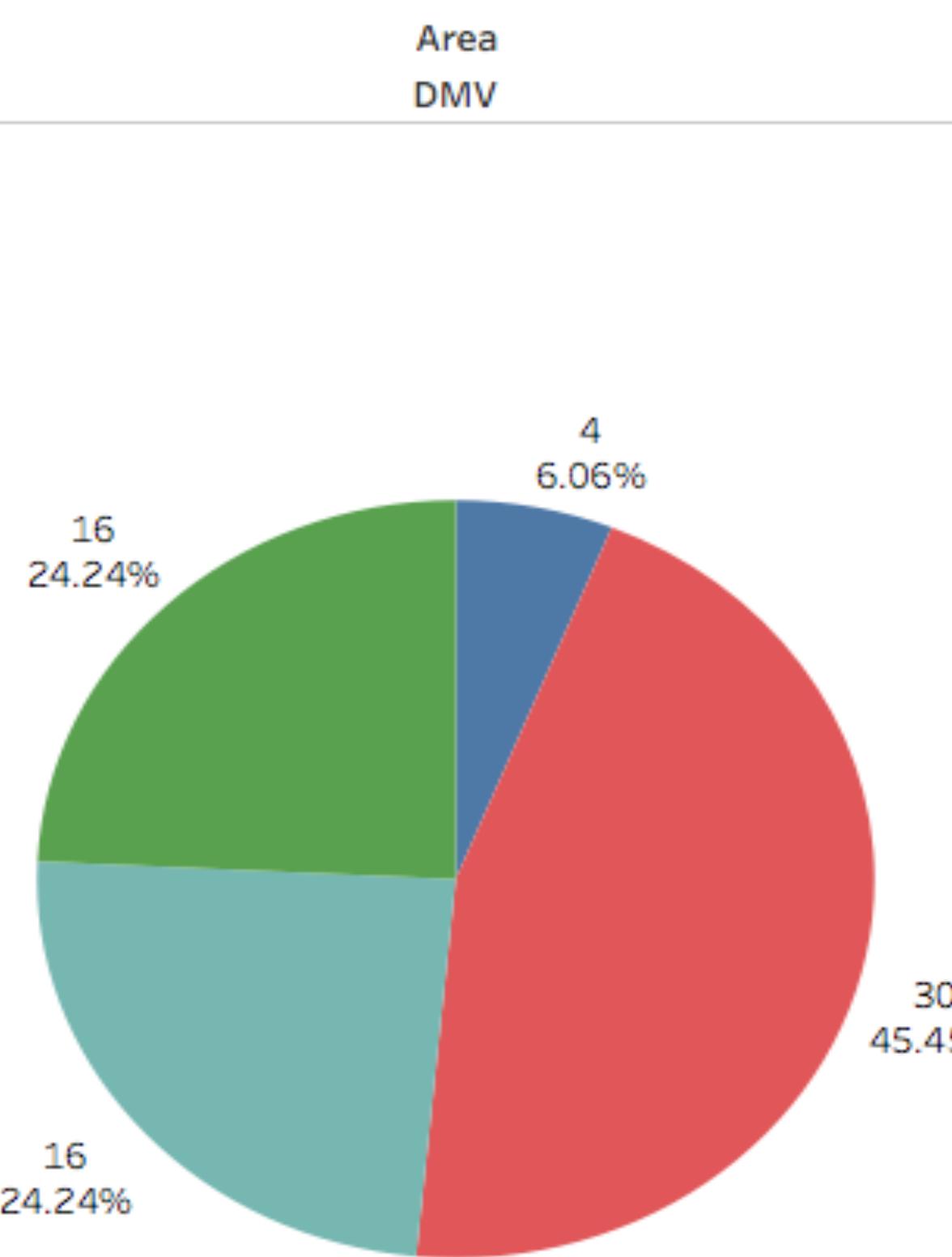
03

# Pie Chart

Number & Percentage Type of Practice/Area



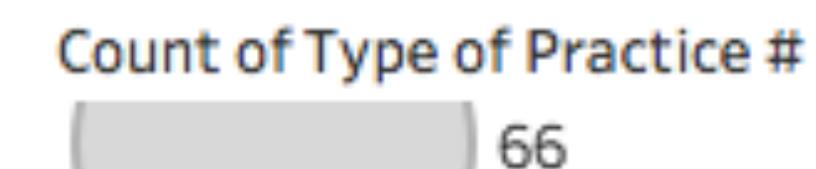
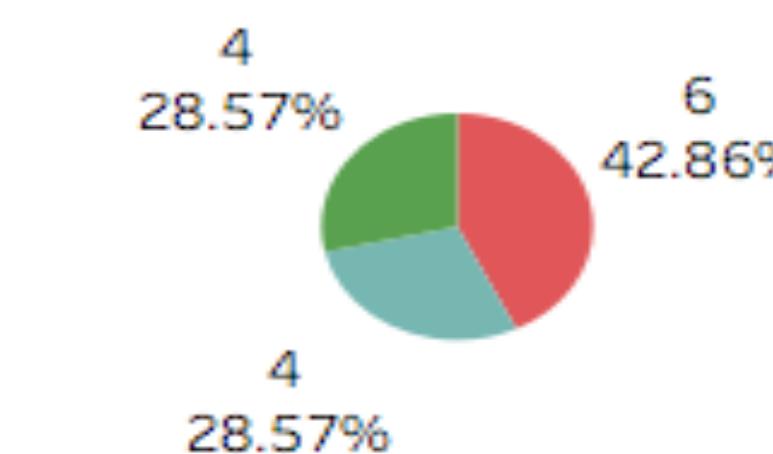
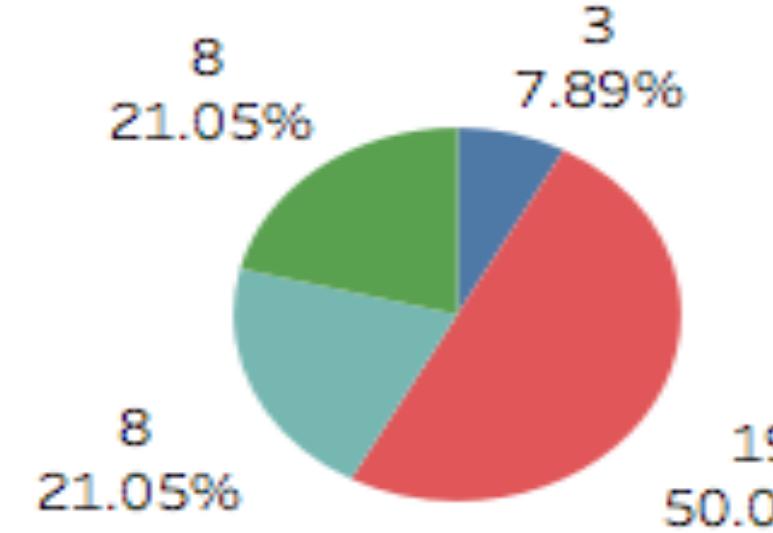
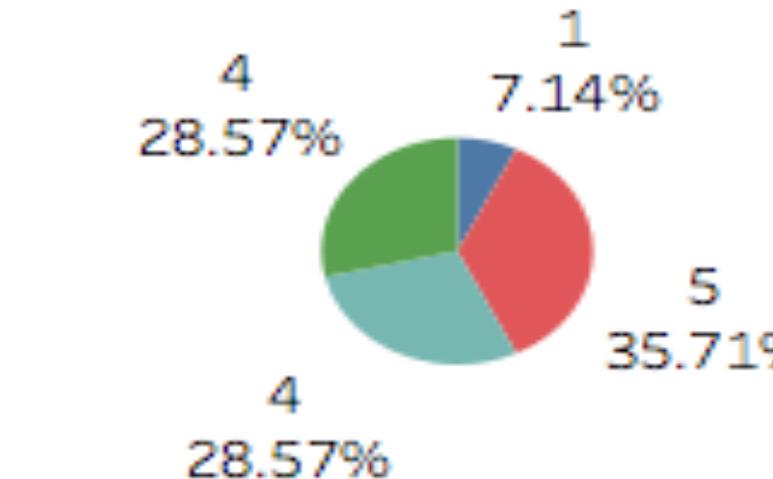
# Let's look at the DMV area



From the previous information we know that there are 99 number of records in DMV area with total 66 Offices.

With the 66 Offices in DMV area:

- the number of single practice is 30, which counts 45.45%
- the number of two practice & three or more practice are both 16 and counts 24.24%
- the number off moonlighting is 4, which counts 6.06%



Interests insights:

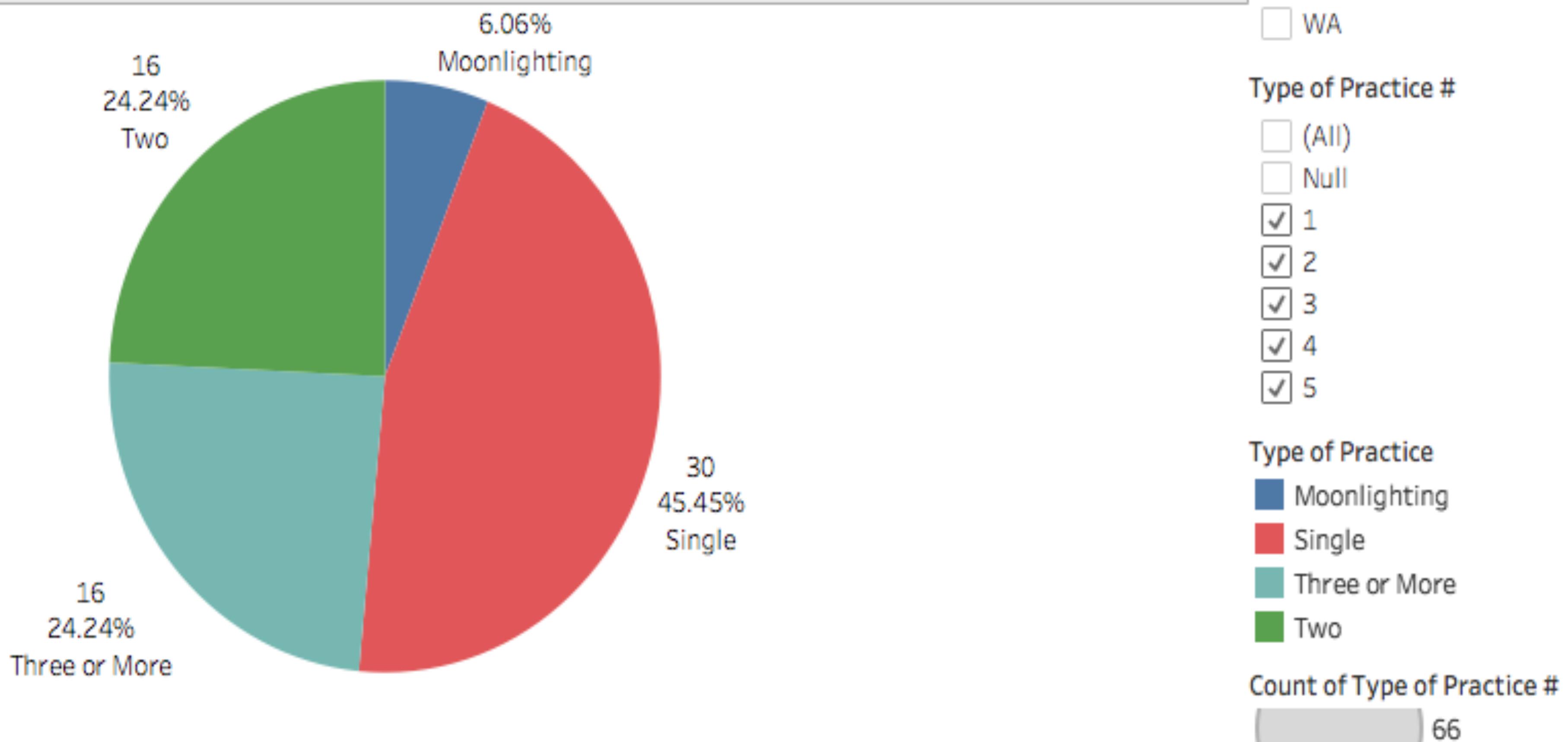
1. Besides that one Moonlighting Practice, the percentage of each type of practice between VA and DC is almost the same.
2. The percentage of distribution between Two Practice and Three or More Practice are exactly same in MD, VA, and DC.
3. MD has 50% of Single Practice

# 04

# Pie Chart Self-Comparation DMV

## Insights:

1. DMV has large amount of Single Practice, nearly half of the total number of practice, marketing team should focus on them compare to other types of practice.
2. Two Practice & Three or More Practice are exactly the same number and percentage.
3. There are total 6 Moonlighting Types of Practice in our data while the Moonlighting Type of Practice in DMV area counted 2/3.



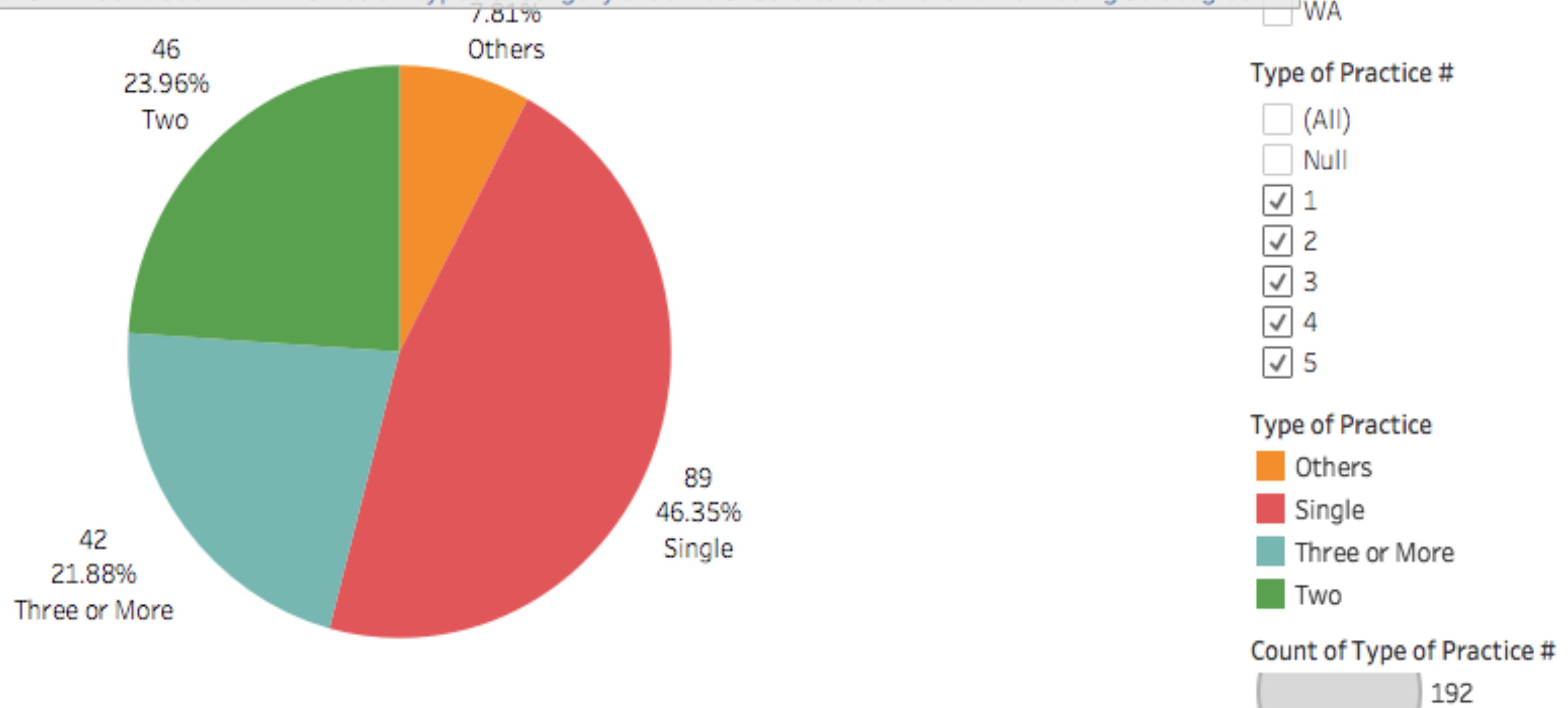
# 04

## Pie Chart Self-Comparation California

### Insights:

1. California also has large amount of Single Practice, nearly half of the total number of practice, marketing team should focus on them compare to other types of practice.
2. Two Practice & Three or More Practice do not have too much difference.
3. There are total 29 Others Types of Practice in our data while the Other Type of Practice in California counted more than 50%.

Notice: California has several number of XX dentist office involved all types of surgery that we should take different marketing strategies.



# 04

## Pie Chart Self-Comparation Florida

Area

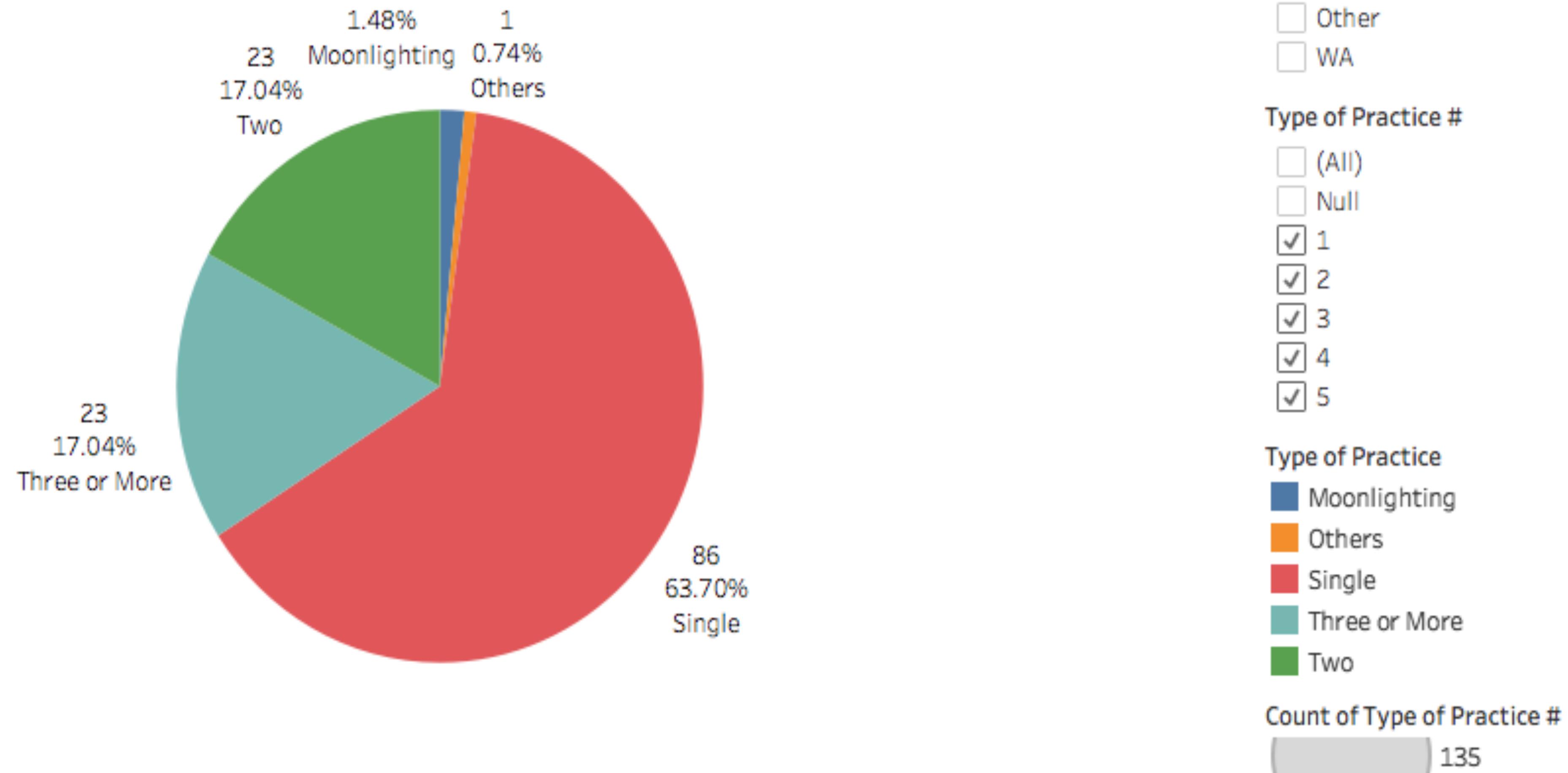
FL

Area

- (All)
- CA
- DMV
- FL
- OR
- Other
- WA

### Insights:

1. Florida also has large amount of Single Practice, more than half of the total number of practice, marketing team definitely should focus on them compare to other types of practice.
2. Two Practice & Three or More Practice are exactly the same number and percentage.



# 04

## Pie Chart Self-Comparation Washington

Area

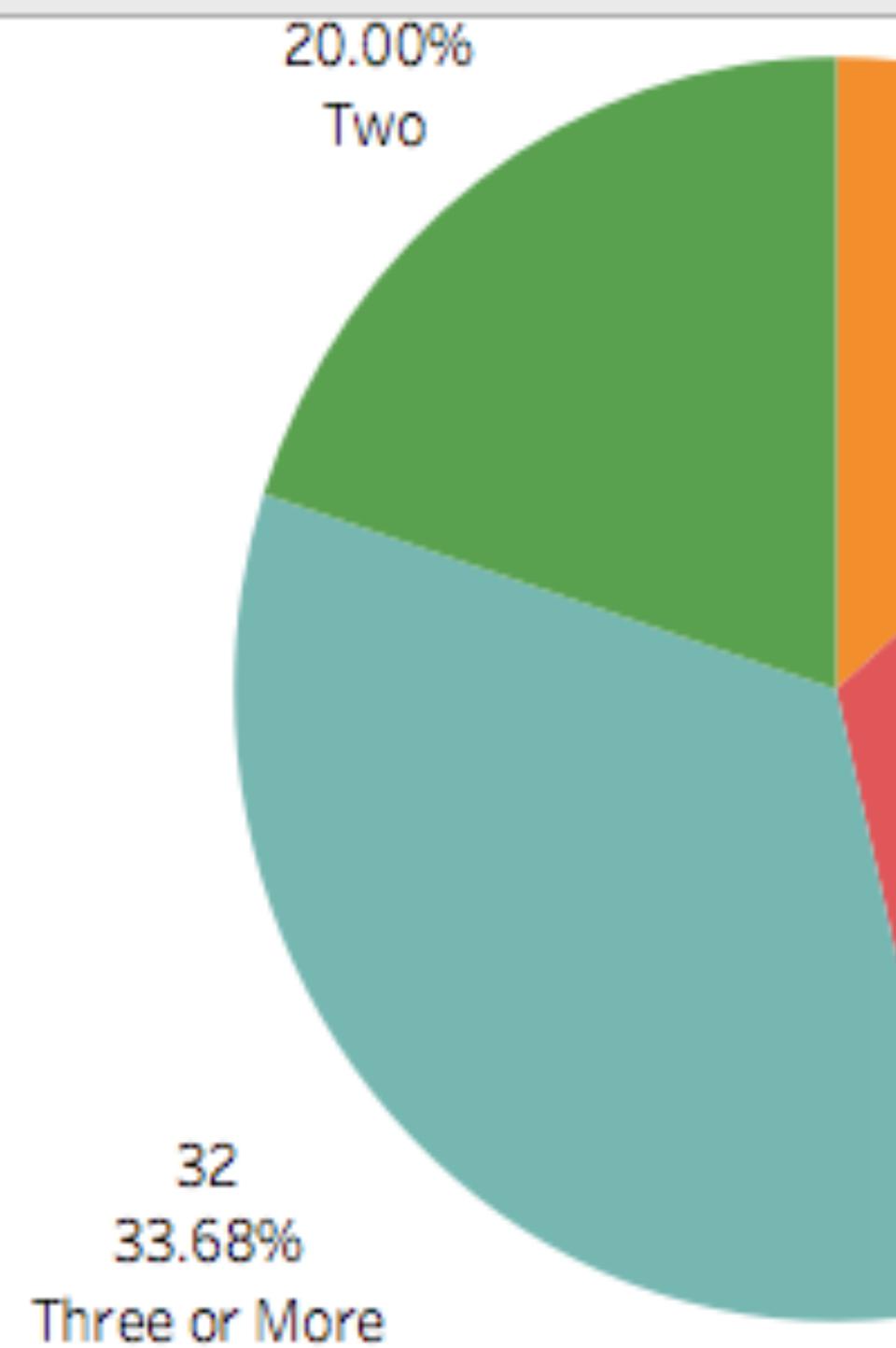
WA

Area

- (All)
- CA
- DMV
- FL
- OR
- Other
- WA

### Insights:

1. Washington is a little bit different, it has largest amount of Three or More Practice, marketing team should focus on them compare to other types of practice.
  2. Marketing team also should focus on Single Practice because it counted 1/3 of the total number of practice, also a very large number.
  3. Two Practice plus Other Practice counted 1/3 of the total number of practice.
  4. There are 29 Others Types of Practice in our data while Washington counted almost 50%.
- Notice: WA has several number of XX dentist office involved all types of surgery that we should take different marketing strategies.



### Type of Practice #

- (All)
- Null
- 1
- 2
- 3
- 4
- 5

### Type of Practice

- Others
- Single
- Three or More
- Two

### Count of Type of Practice #



# 04

## Pie Chart Self-Comparation Oregon

Area

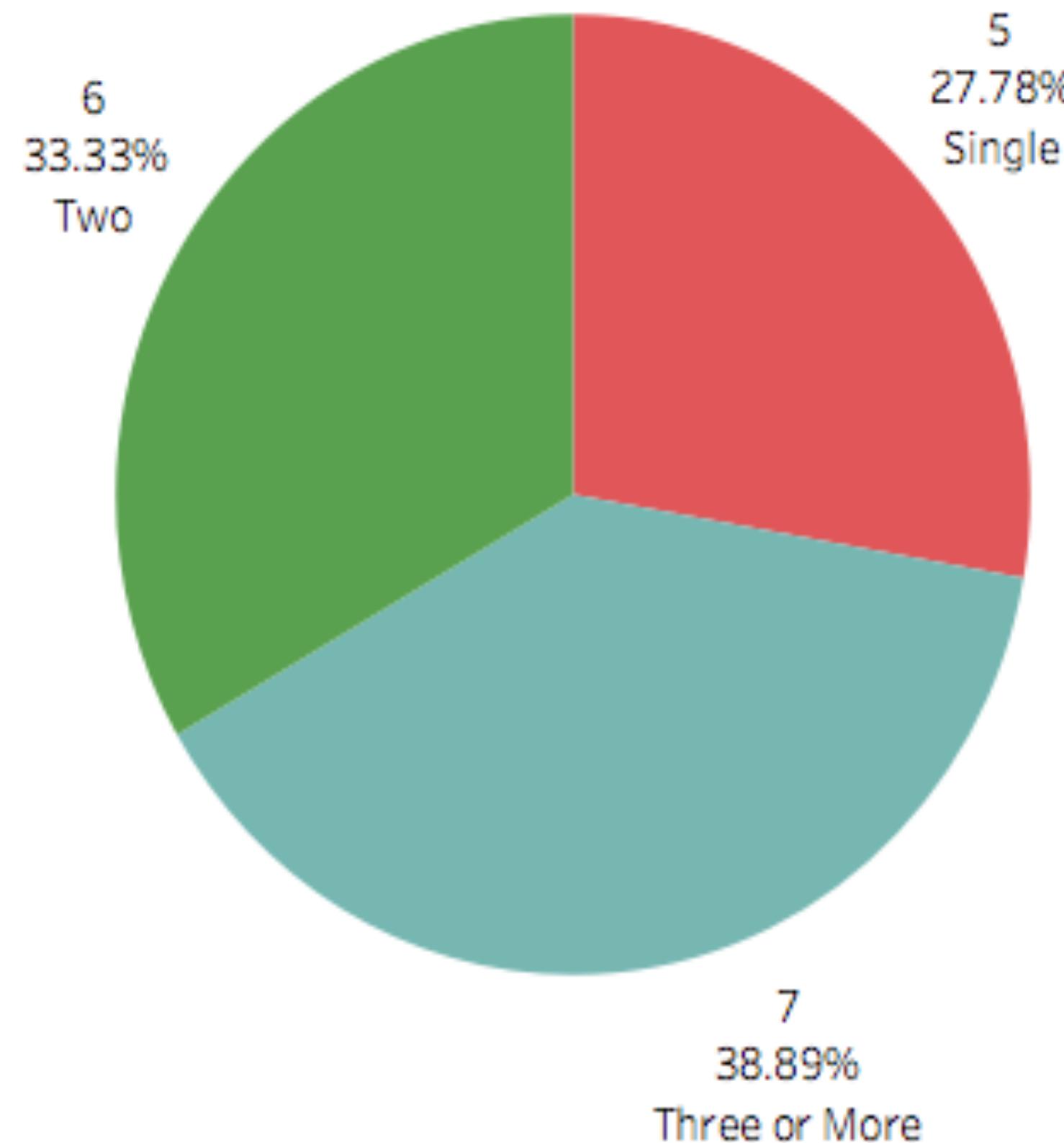
OR

Area

- (All)
- CA
- DMV
- FL
- OR
- Other
- WA

### Insights:

1. Oregon has the most interesting distribution compare to other states. It has comparaly even distribution among the Single, Two, and Three or More Practice.
2. Two Practice is exactly 1/3 of the total while Three or More Practice type is a little bit more than 1/3 and Single Practice is a little bit less than 1/3 of the total.



### Type of Practice #

- (All)
- Null
- 1
- 2
- 3
- 4
- 5

### Type of Practice

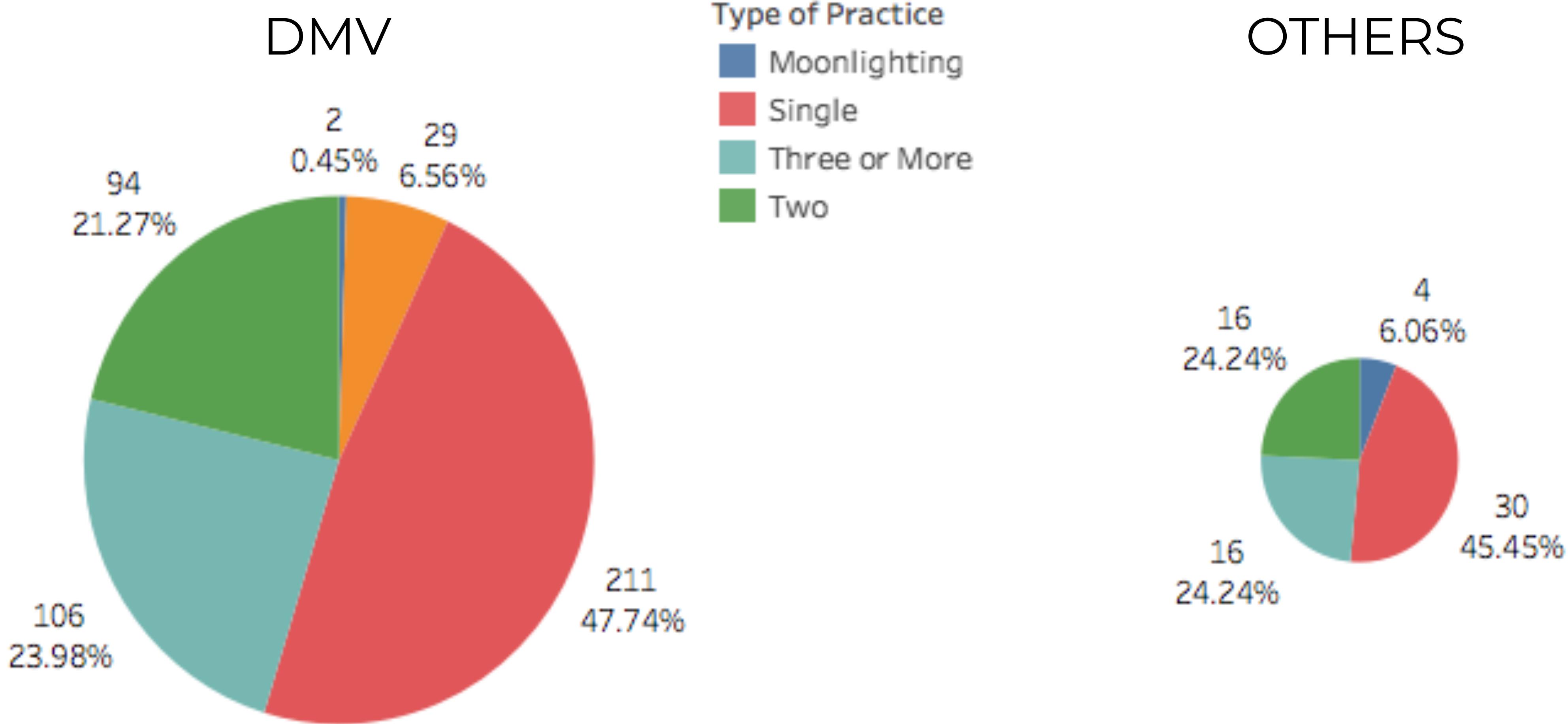
- Single
- Three or More
- Two

### Count of Type of Practice #

18

# 05

## Pie Chart Comparation DMV vs. Others



### Insights:

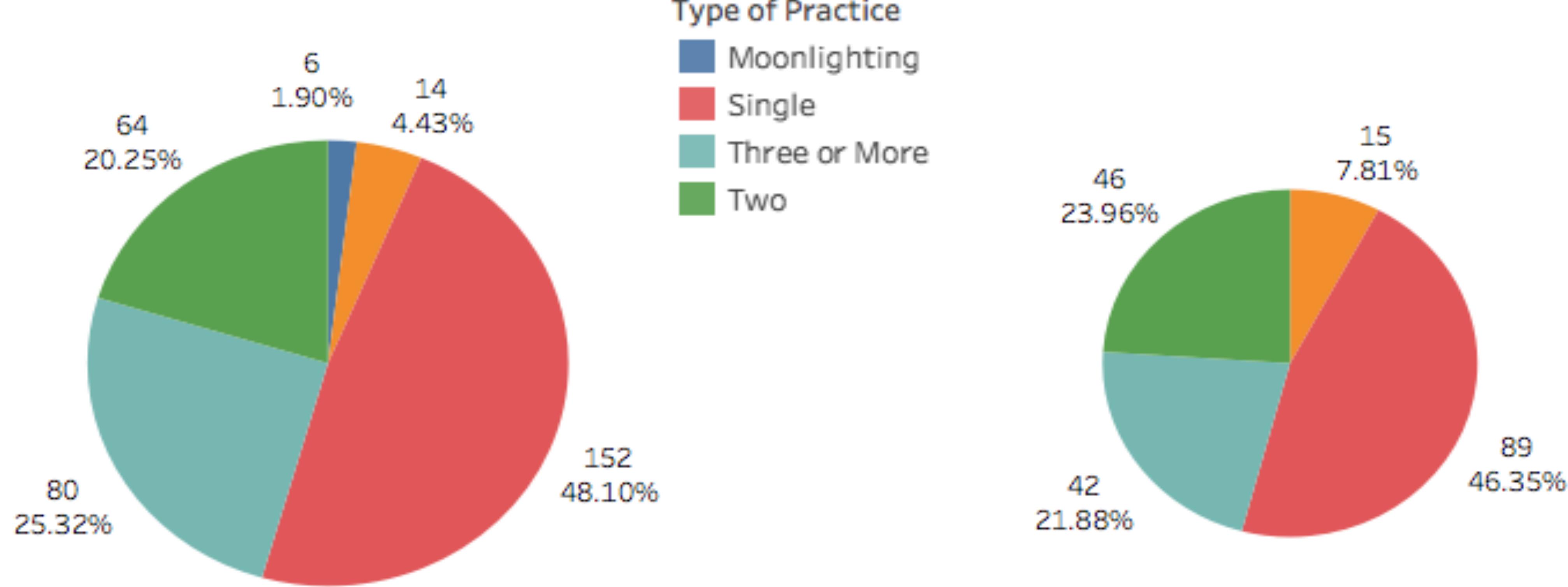
The distribution of DMV area compared to the distribution of all other states is very similar (difference is less than 3% of each type), except that DMV area has large percentage of Moonlighting Practice but no Others Practice type.

# 05

## CALIFORNIA

# Pie Chart Comparation California vs. Others

## OTHERS



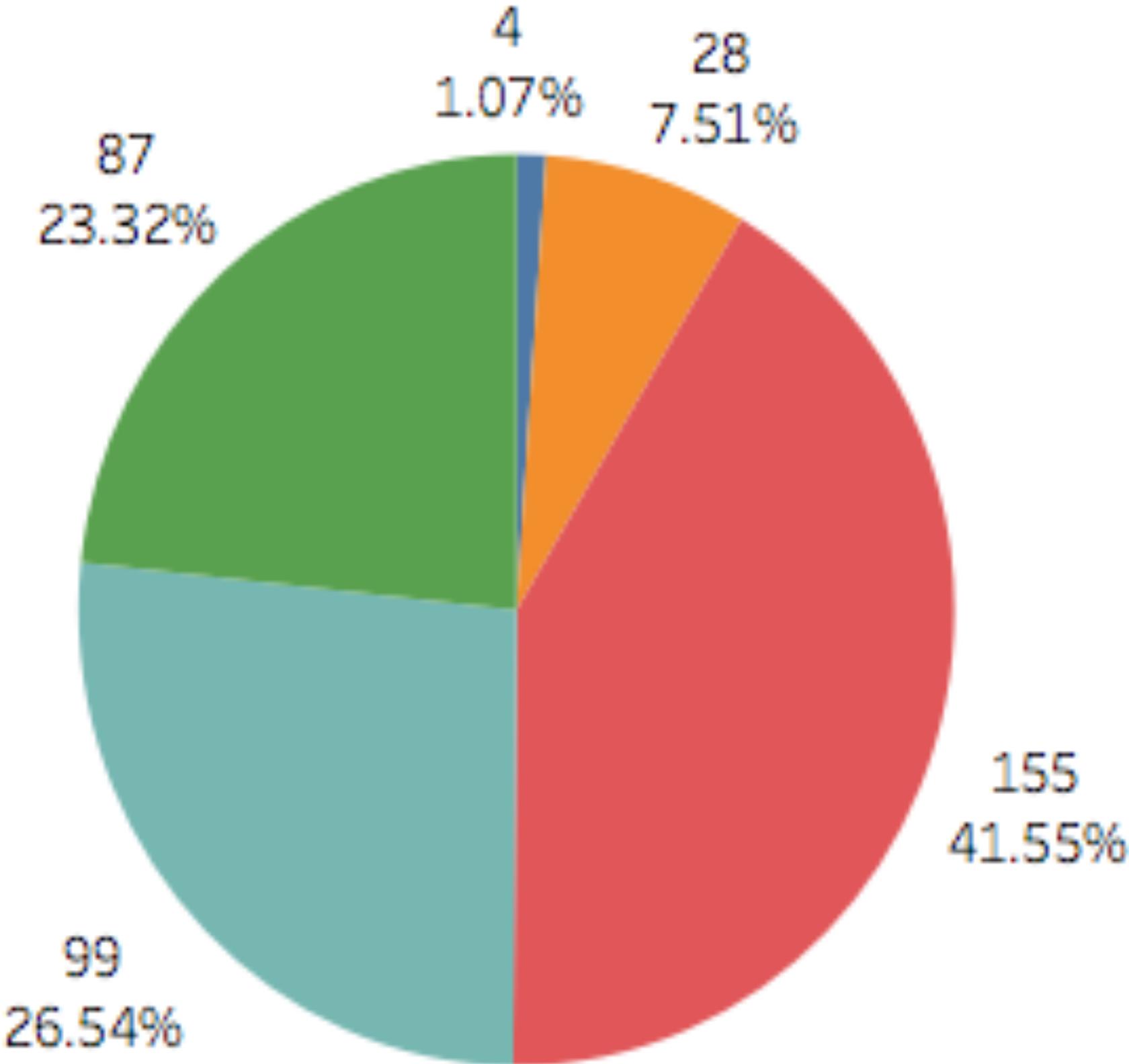
### Insights:

1. The distribution of California compared to the distribution of all other states is also very similar (difference is less than 4% of each type), except that California doesn't have Moonlighting Practice.
2. California has a very large number of Others Types of Practice compare to the sum of Other Type of Practice in other states (15 vs 14).

Notice: Some of the Others Practice type in California are XX dentist office involved all types of surgery that we should take different marketing strategies.

# 05

## FLORIDA

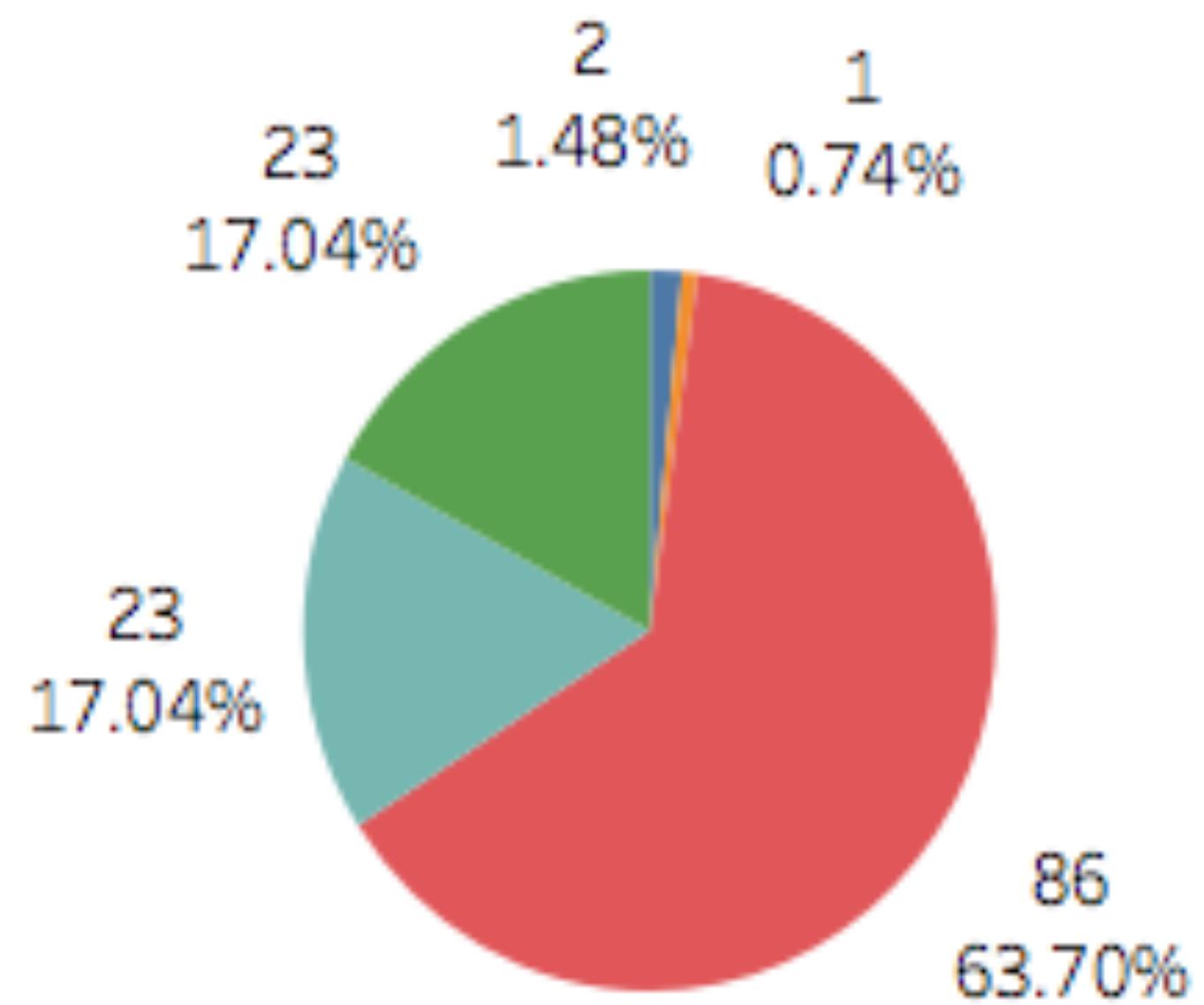


# Pie Chart Comparation Florida vs. Others

## OTHERS

Type of Practice

- Moonlighting
- Single
- Three or More
- Two



### Insights:

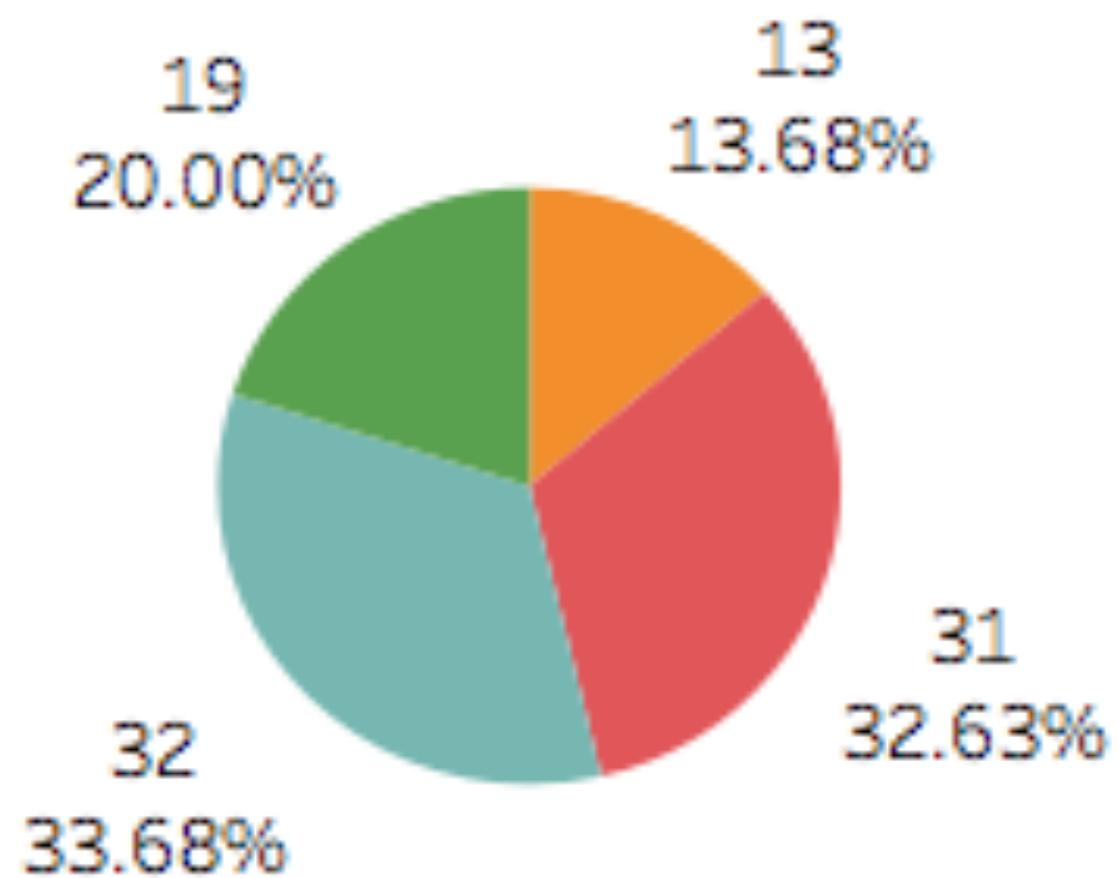
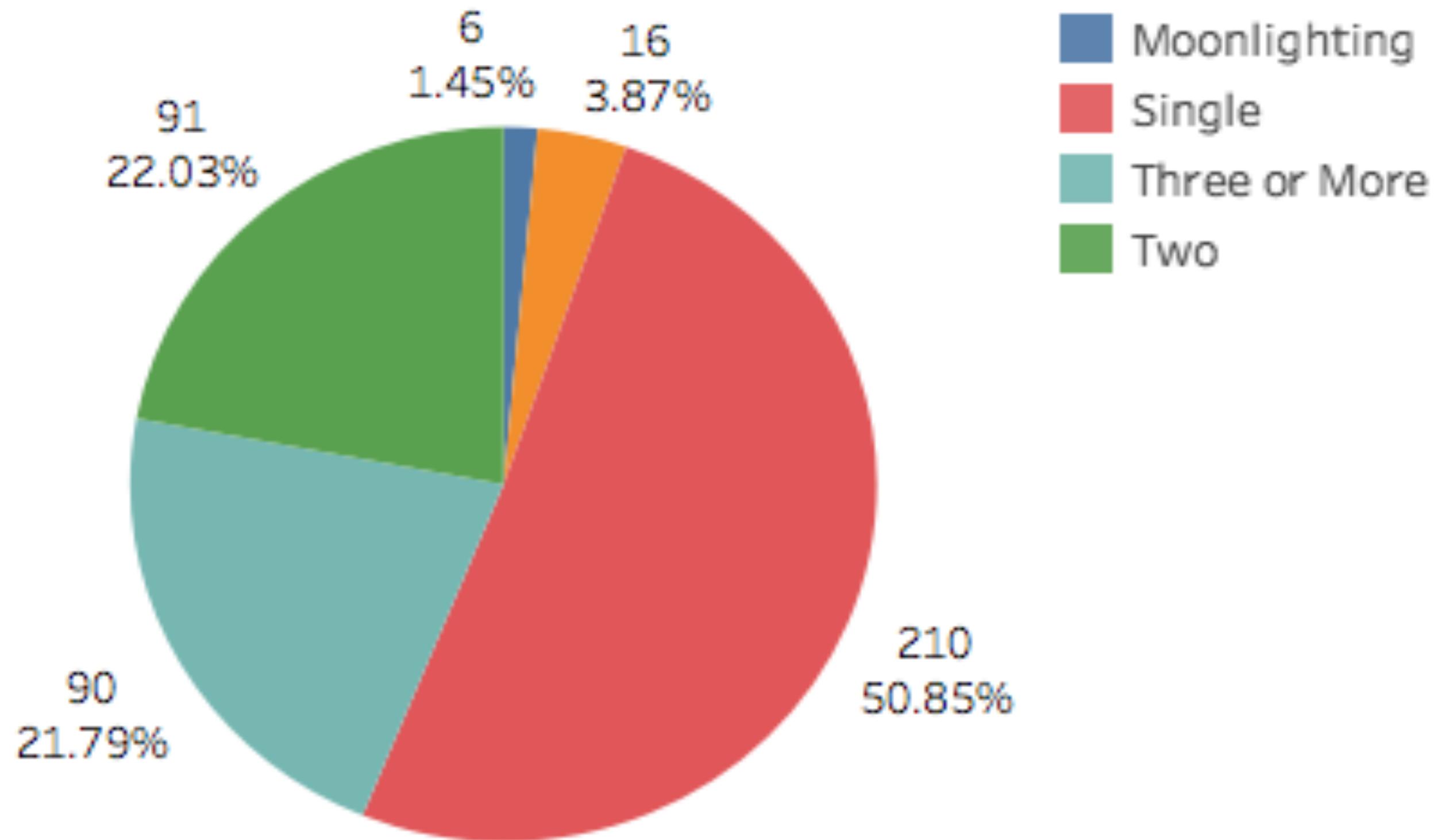
1. There are total 6 Moonlighting Types of Practice in our data while Florida counted almost 2/3 of them.
2. It's very obvious that the distribution of Florida has a large percentage of Single Practice compare to the distribution of all other states.

# 05

WASHINGTON

## Pie Chart Comparation Washington vs. Others

OTHERS



### Insights:

1. The distribution of Washington compared to the distribution of all other states is dissimilar (difference is more than 10% of each type), except the Two Practice.
2. Washington has a very large number of Others Types of Practice compare to the sum of Other Type of Practice in other states (13 vs 16).

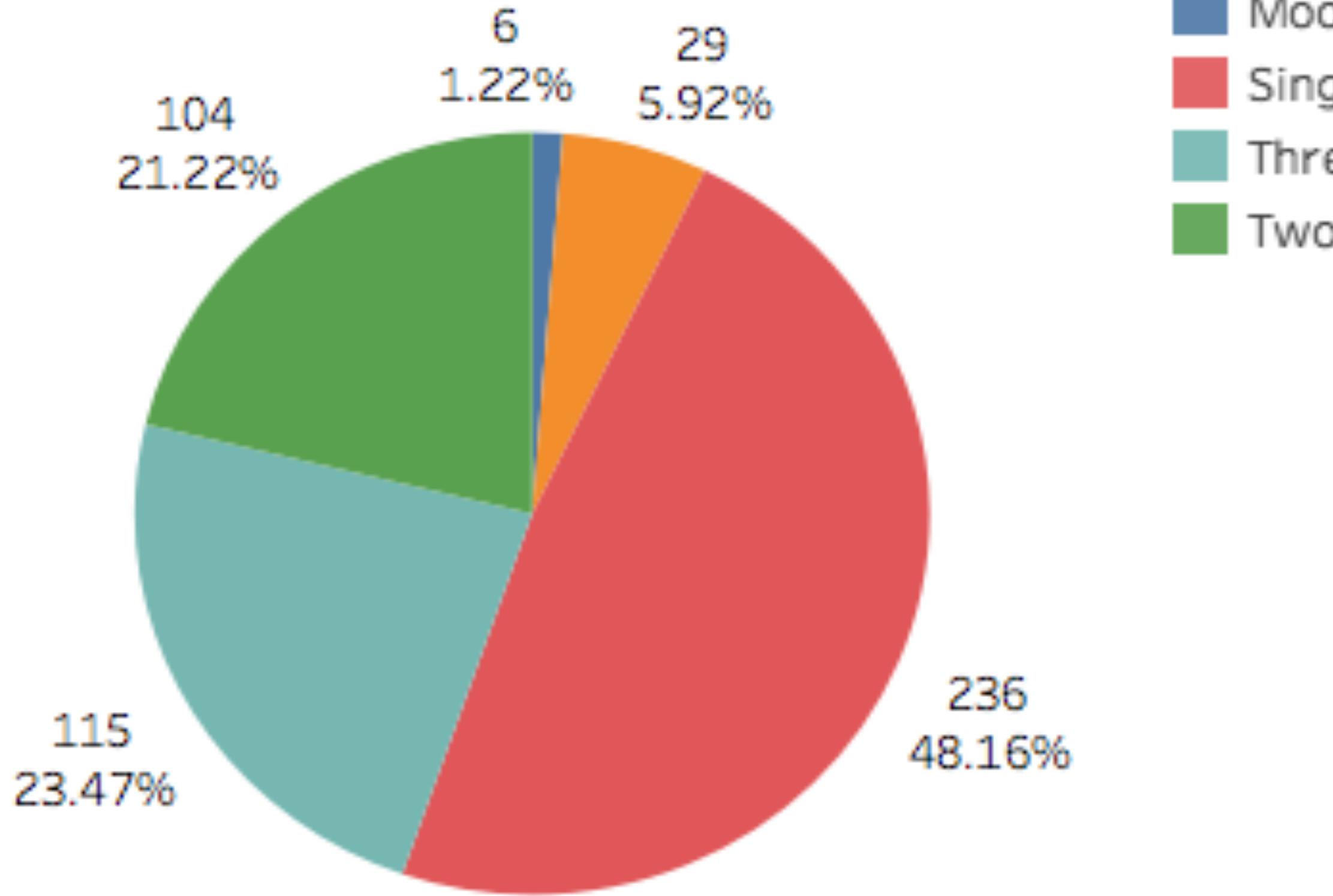
Notice: Most of the Others Practice in Washington are XX dentist office involved all types of surgery that we should take different marketing strategies.

# 05

OREGON

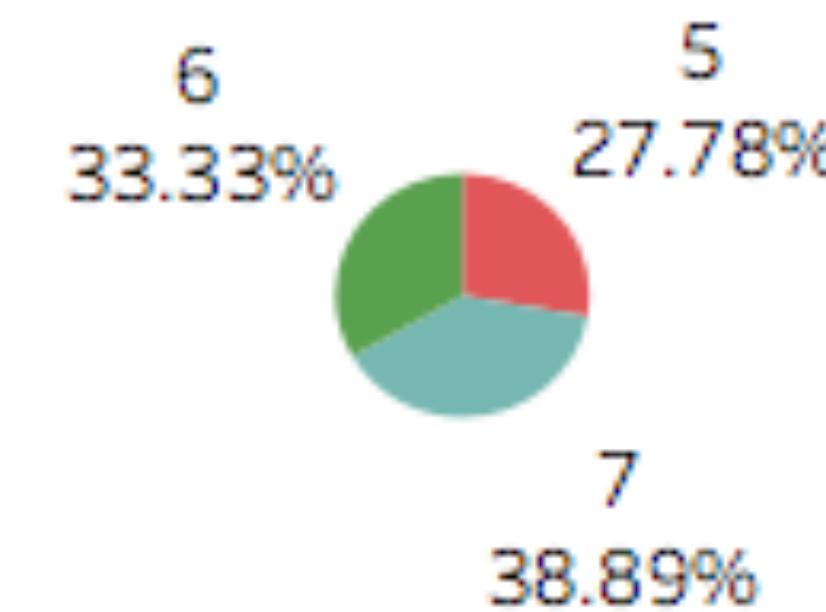
## Pie Chart Comparation Oregon vs. Others

OTHERS



Type of Practice

- Moonlighting
- Single
- Three or More
- Two



### Insights:

1. The distribution of Oregon is very simple, only three types of practice and each type is almost 1/3 of the total.
2. Compare to the distribution of all other states, the distribution of Oregon has more Two Practice and Three or More Practice, but less Single Practice.

# 06

## Oral Surgery vs. Population

State



## Percentage Oral Surgery/State (Per 10,000 People)

State / Population/State

CA

FL

WA

DMV

OR

350

335  
8.37%

300

Total Number of Oral Surgeon/State

250

200

150

100

50

217  
10.03%

124  
16.19%

116  
16.43%

42  
9.86%

40020000

21640000

7660000

7058209

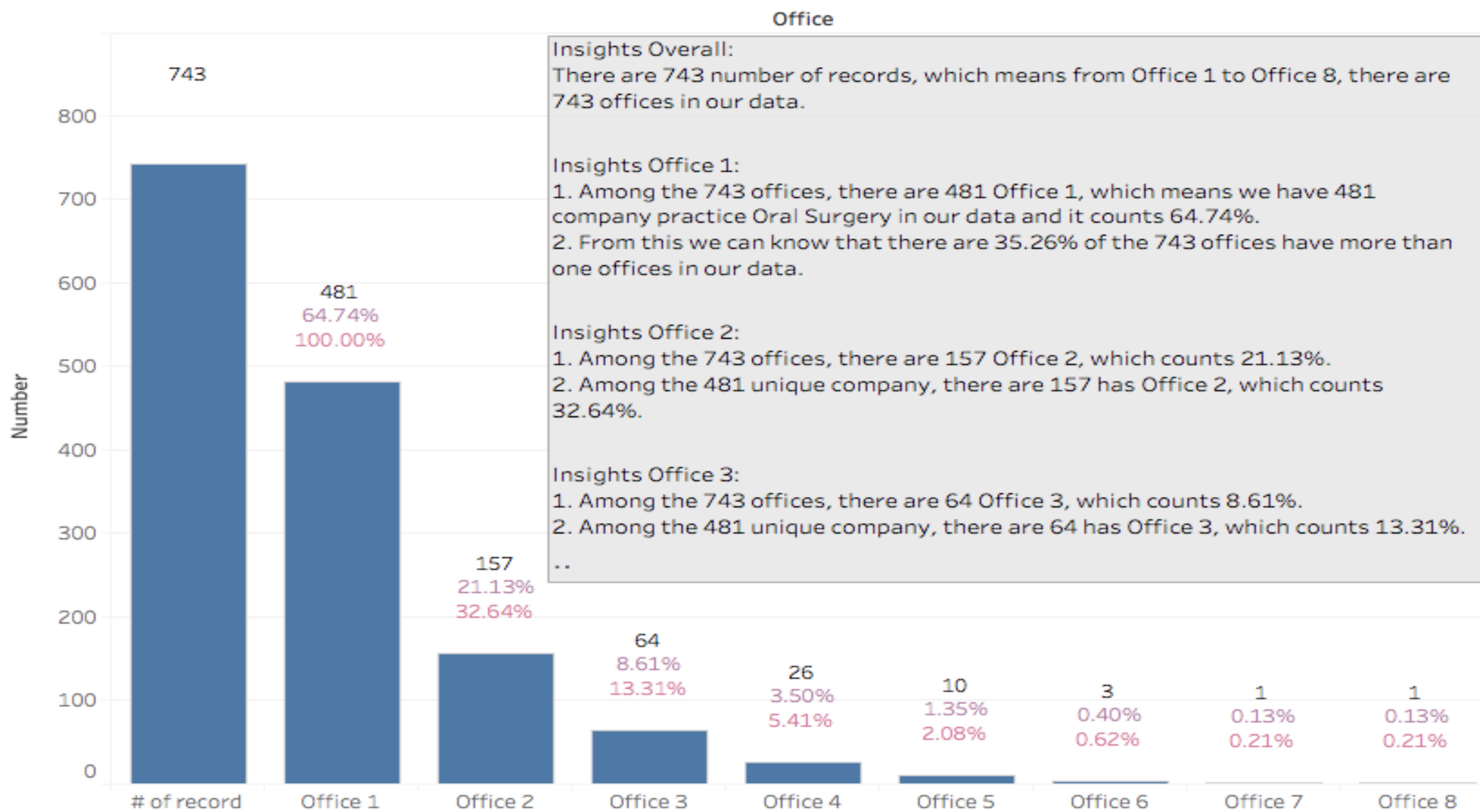
4260000

For example: 335 people practice oral surgery out of 4002 ten thousand people in California.

Washington State and DMV area have comparely high percentage of people who practice Oral Surgeon while California has lowest percentage of people who practice Oral Surgeon.

# 07 Office

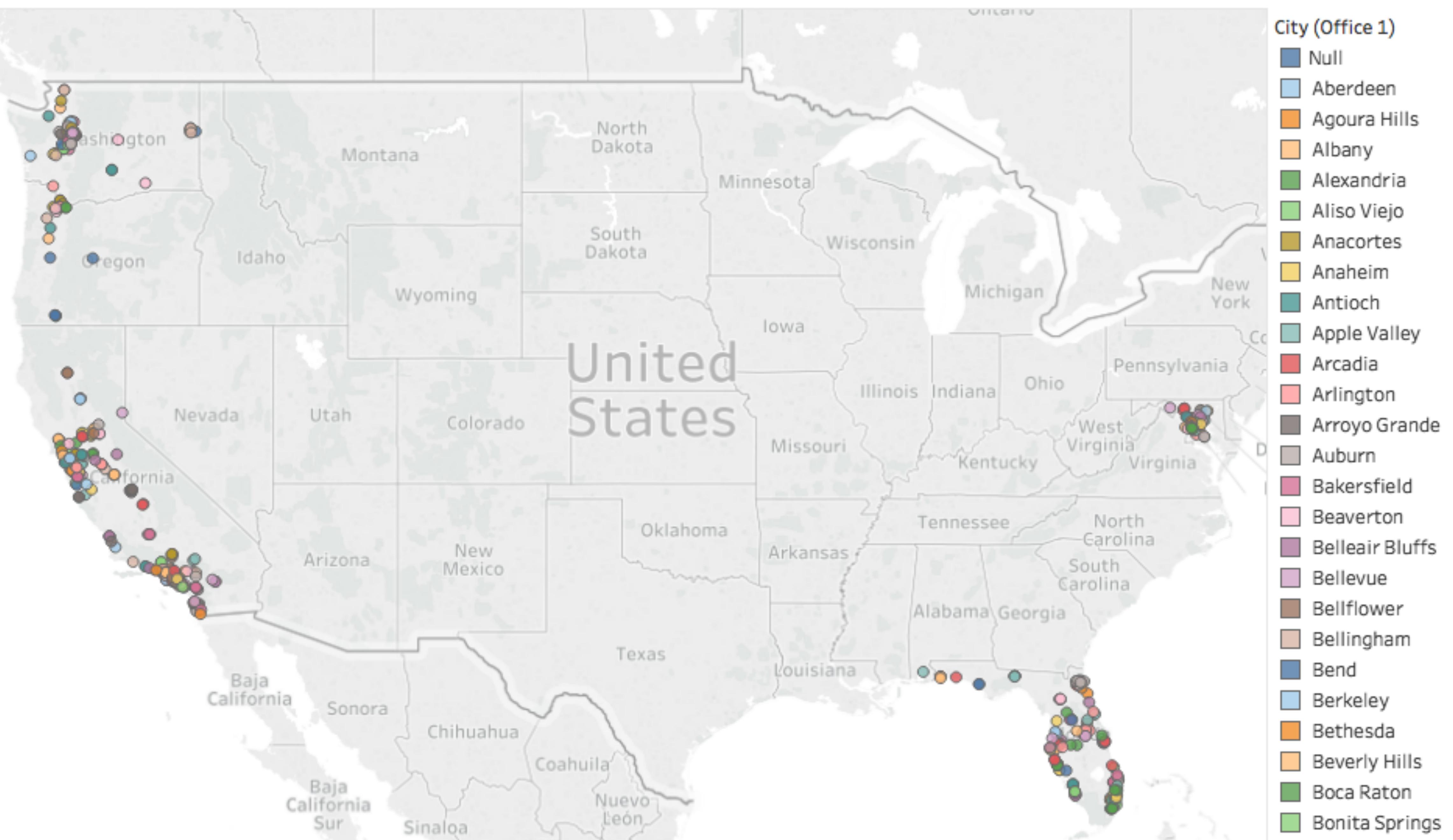
Number Percentage of Office 1 to Office 8



# 08

# Map

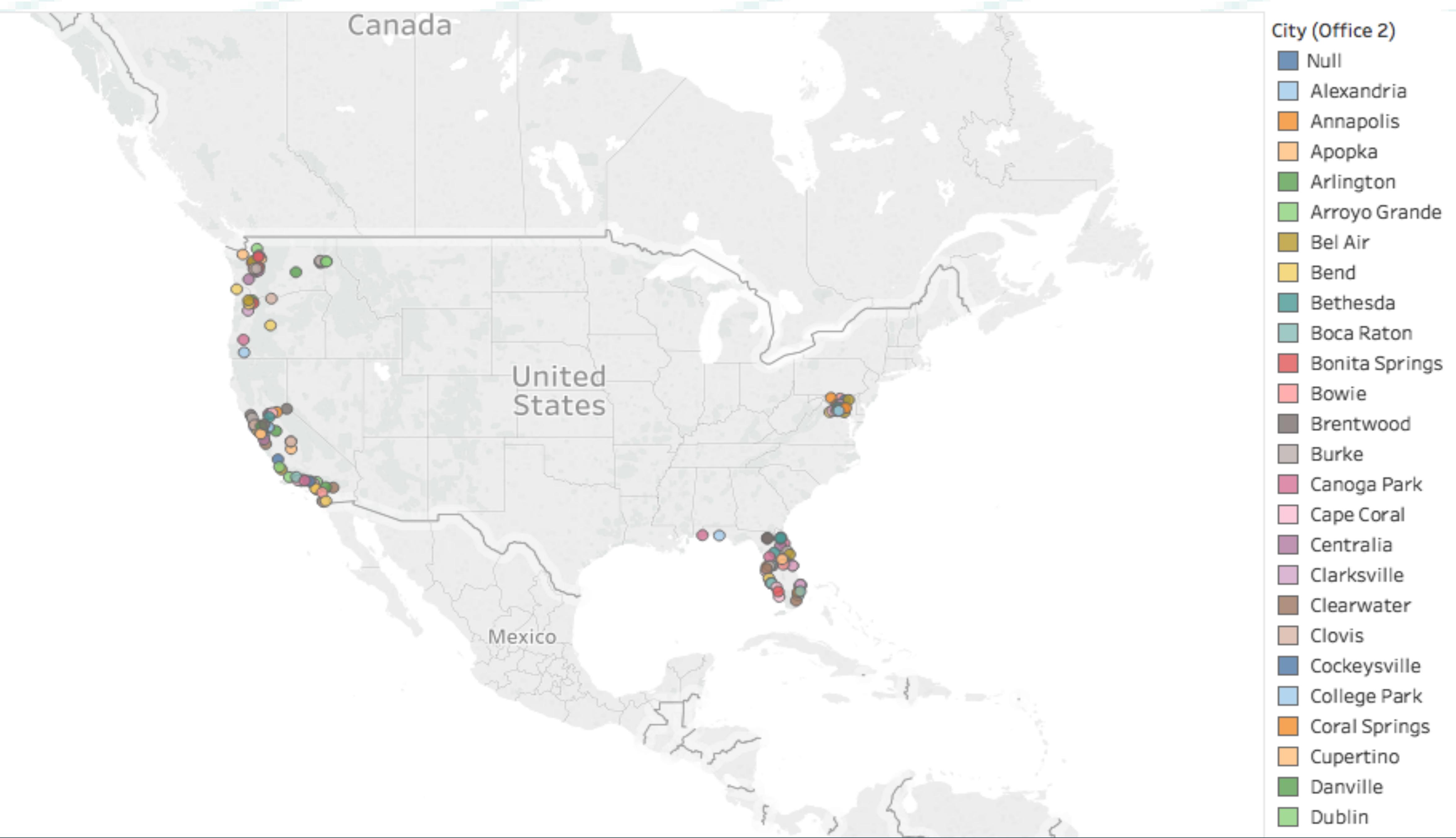
Map Office 1



# 08

# Map

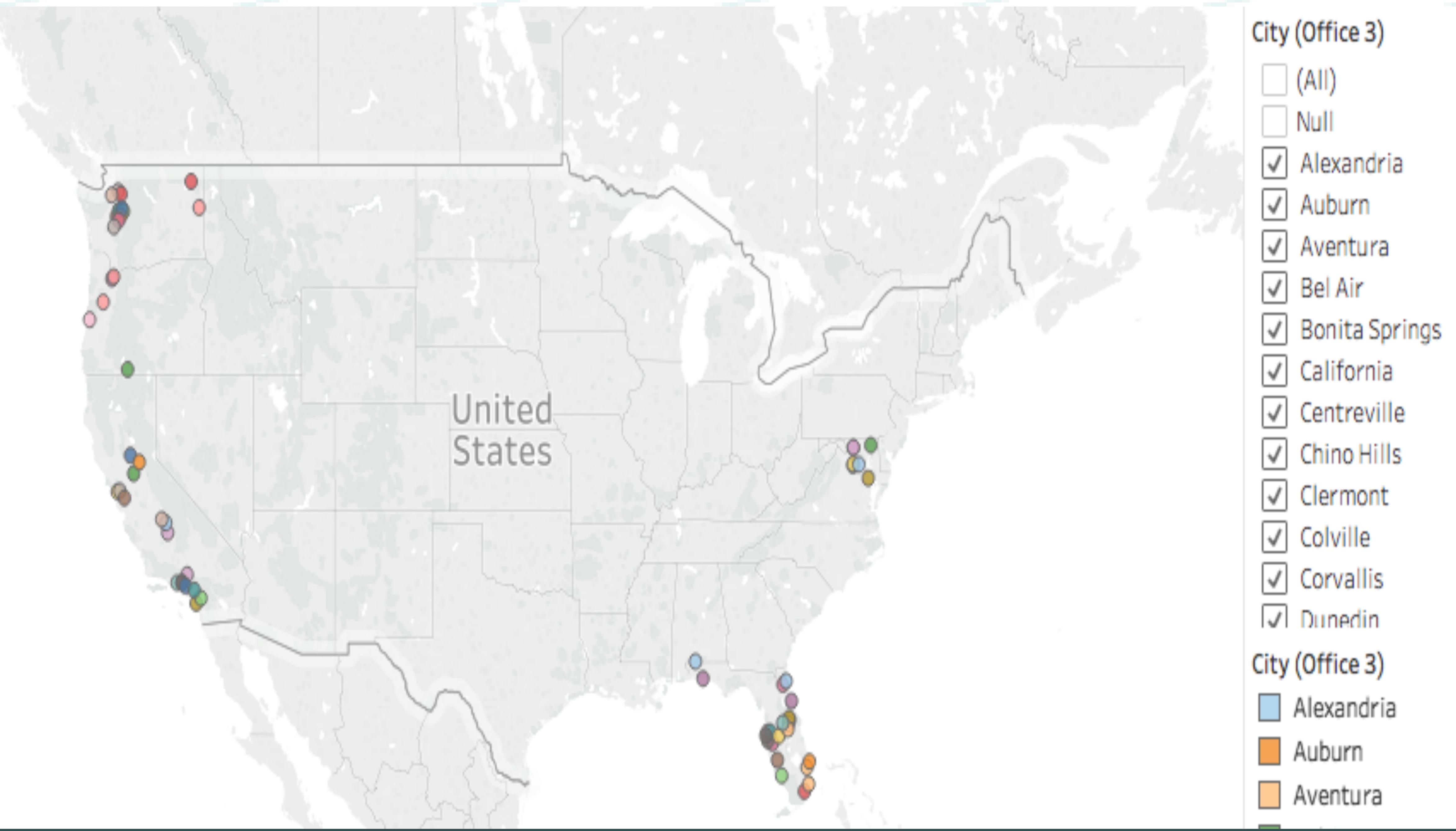
Map Office 2



# 08

# Map

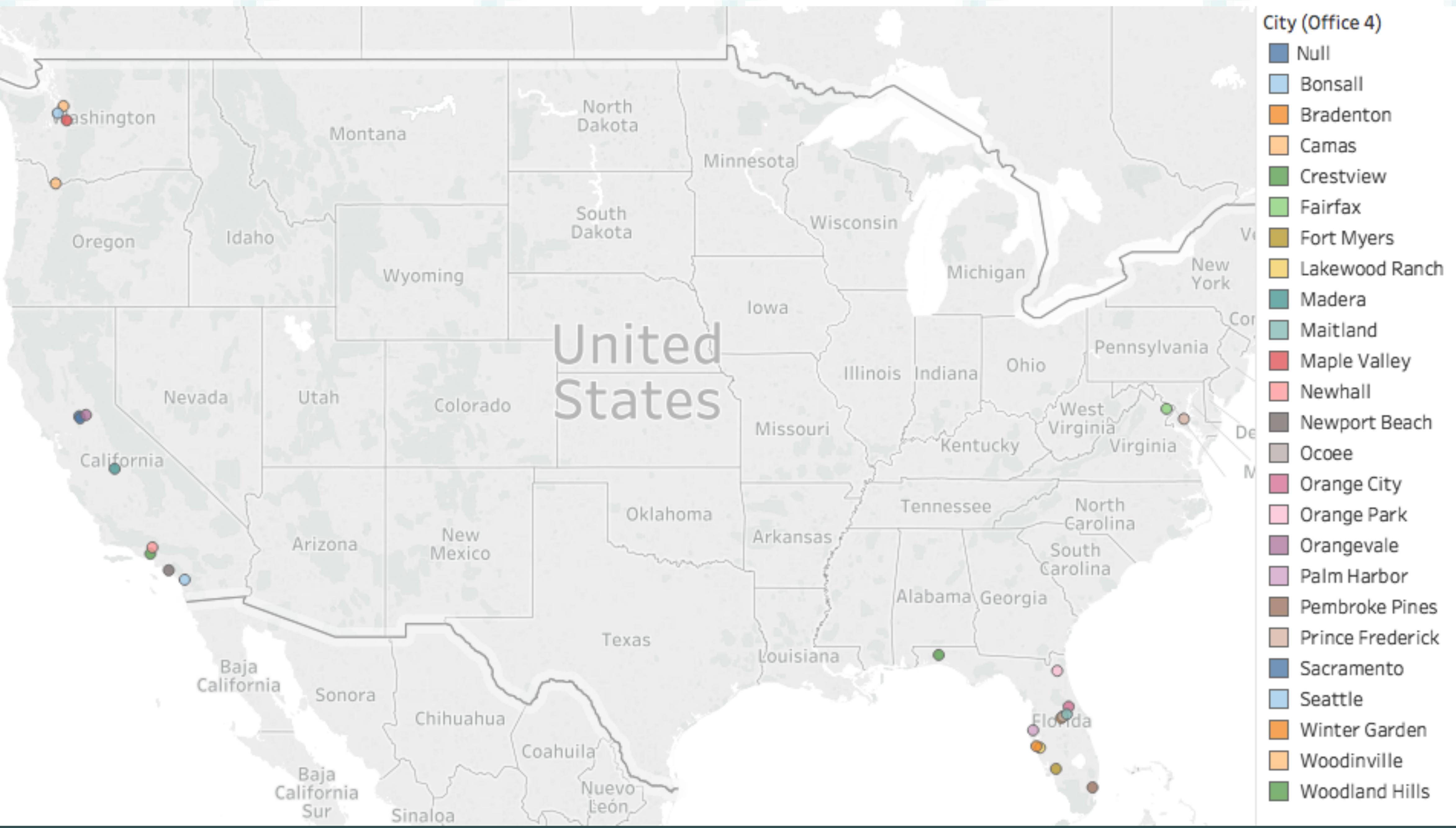
Map Office 3



# 08

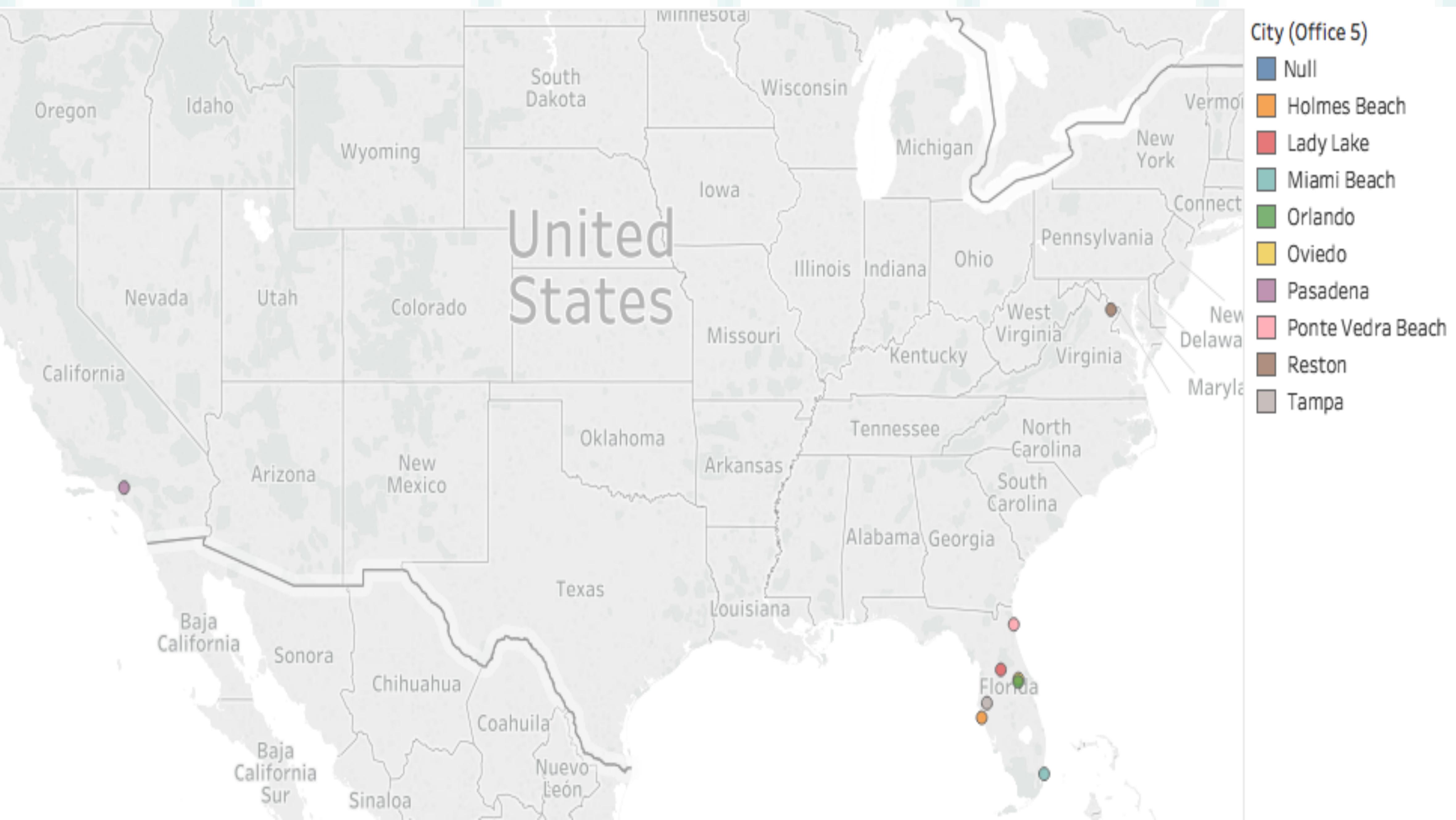
# Map

Map Office 4



# 08 Map

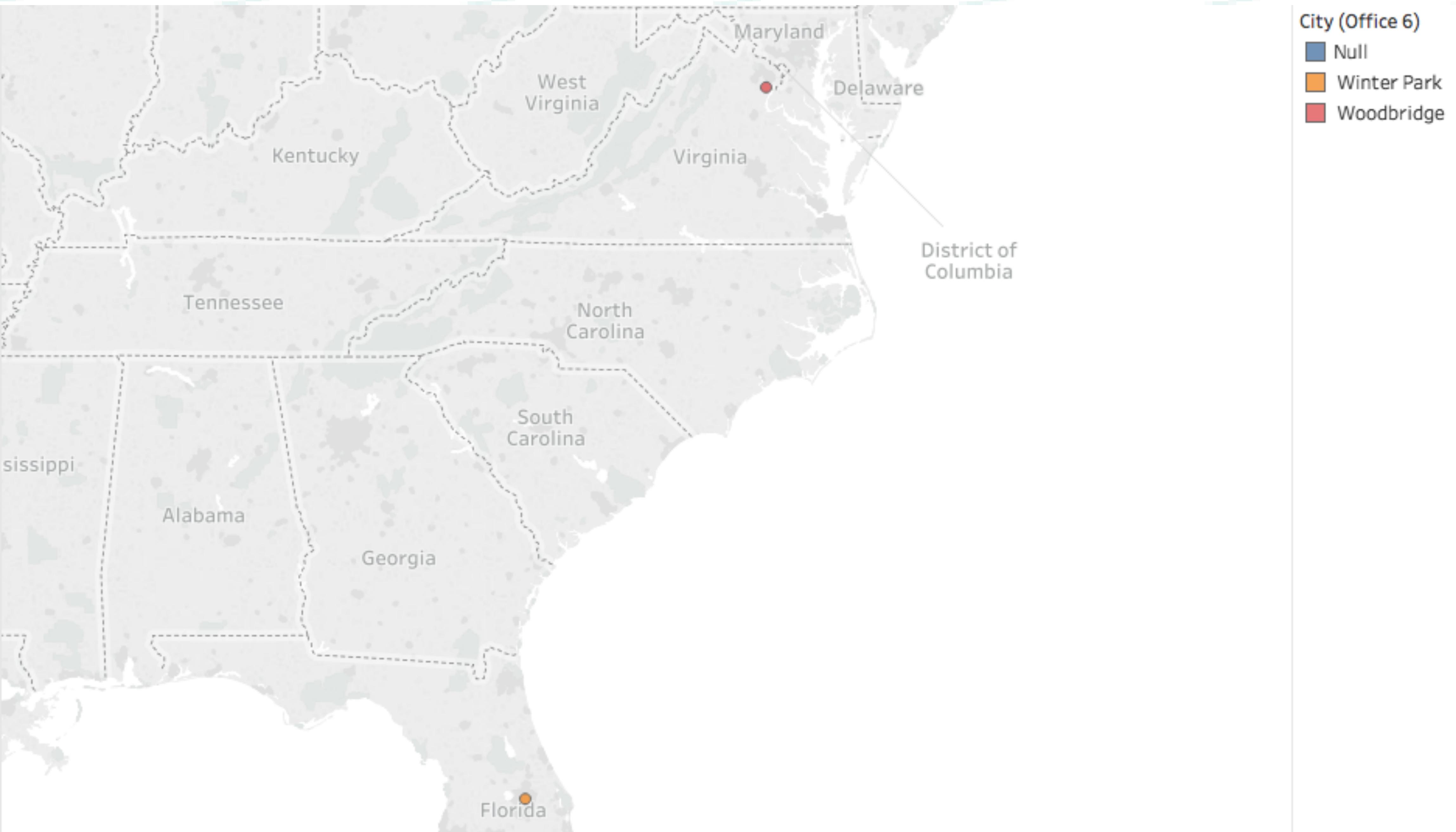
## Map Office 5



# 08

# Map

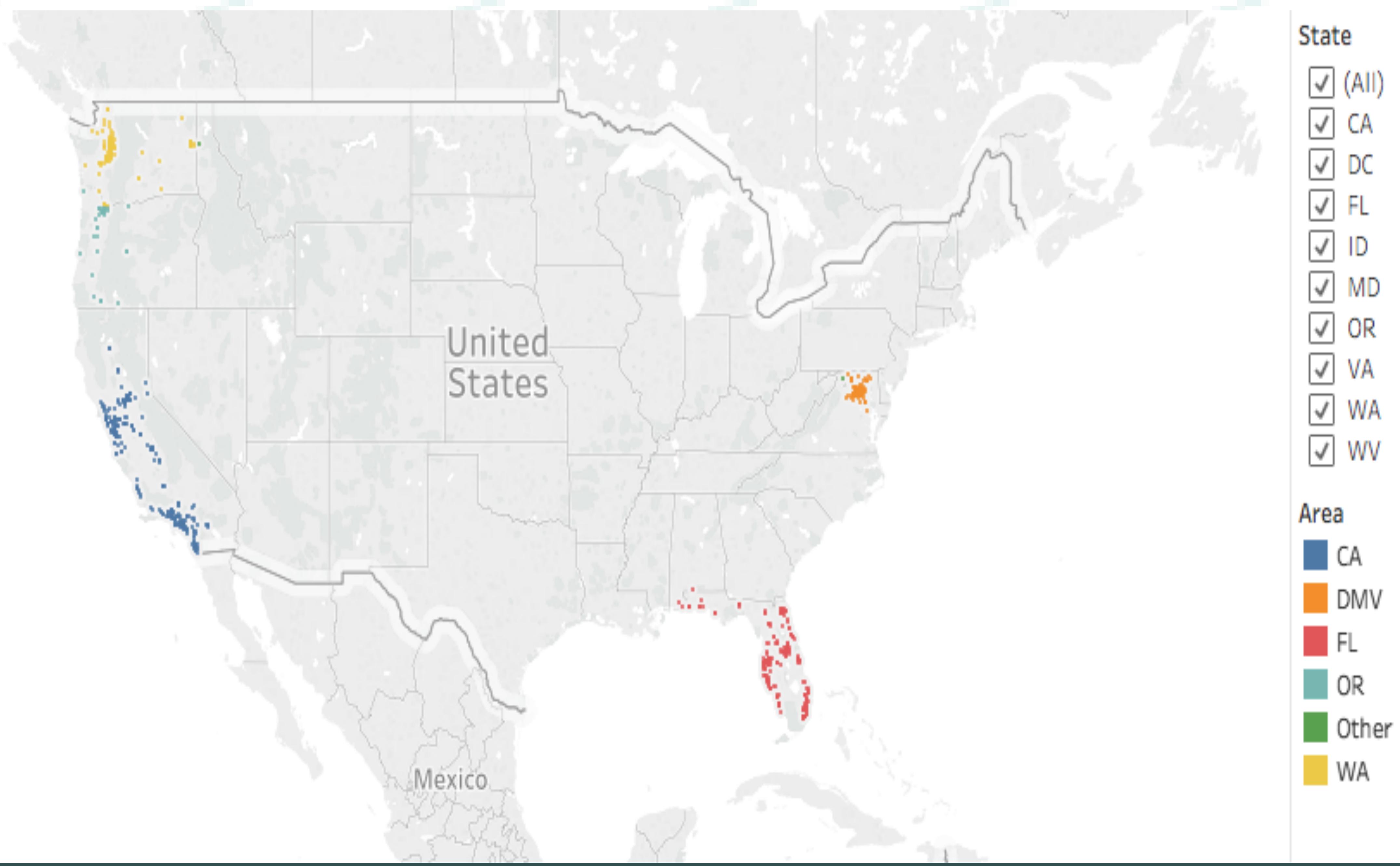
Map Office 6



# 08

# Map

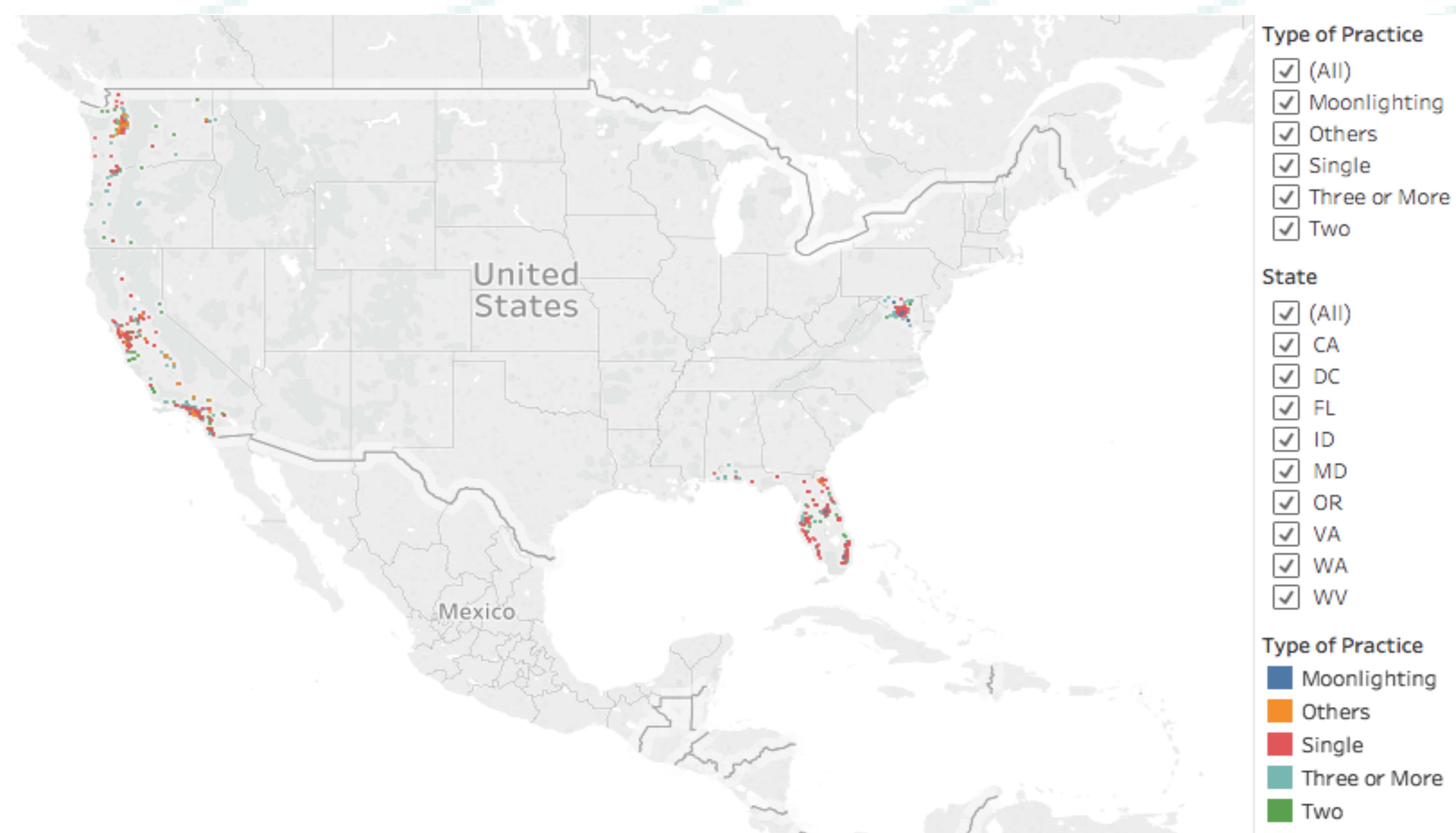
Color Based on Area



# 08

# Map

Color Based on Type of Practice/State



# Site Stats & Net Promoter Score

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Period: 70 days

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Total Number User  
= 509

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Average visitors per day  
= 7.27

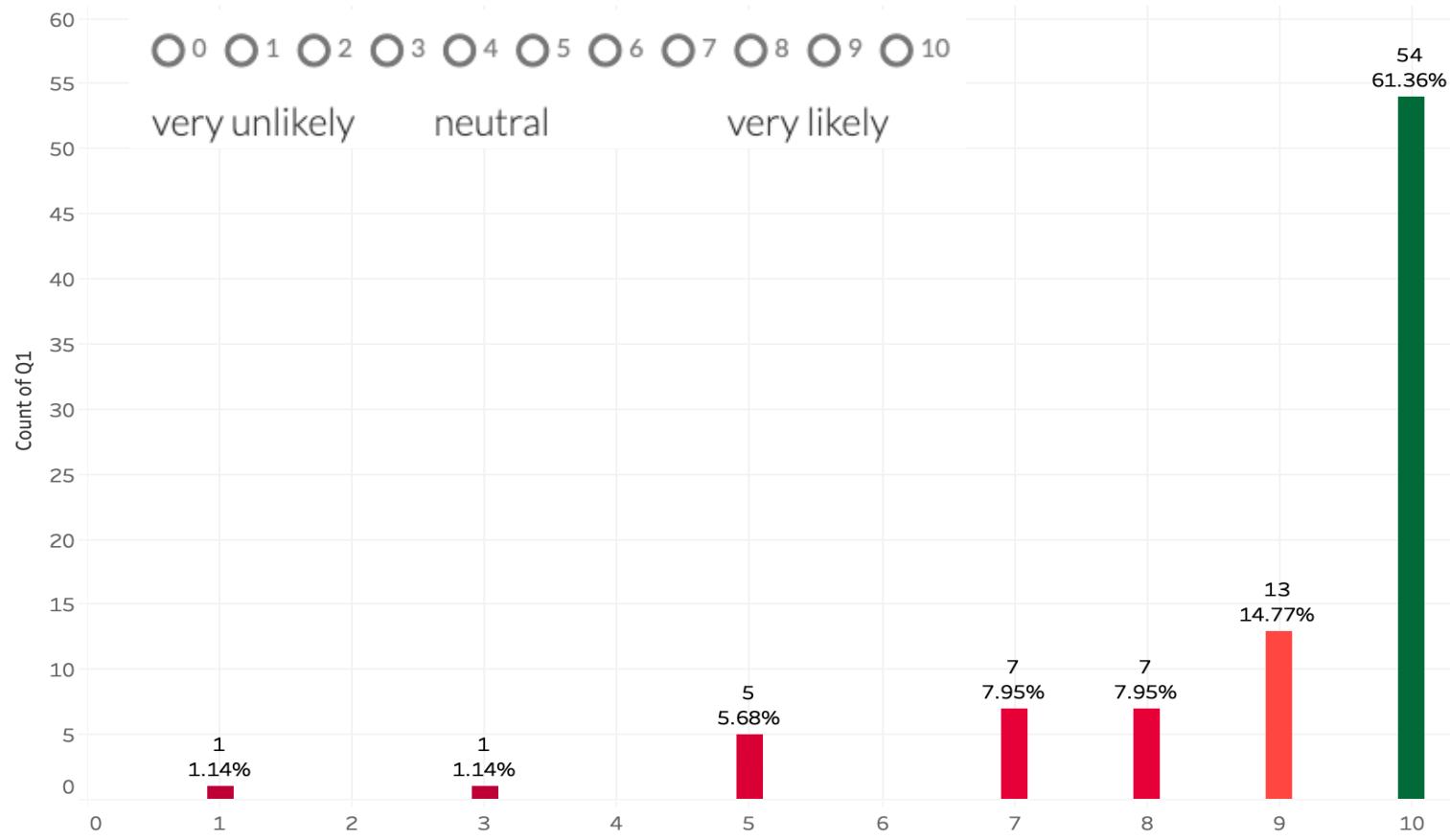
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No. of people who chose to take survey  
= 88

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No. of people who declined to take survey  
= 299

# **Survey Q1: How likely are you to recommend our products to a friend?**



Note: This chart is based on the 88 people who took the survey

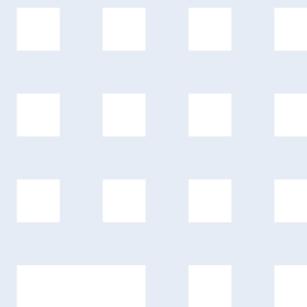


# Net Promoter Score

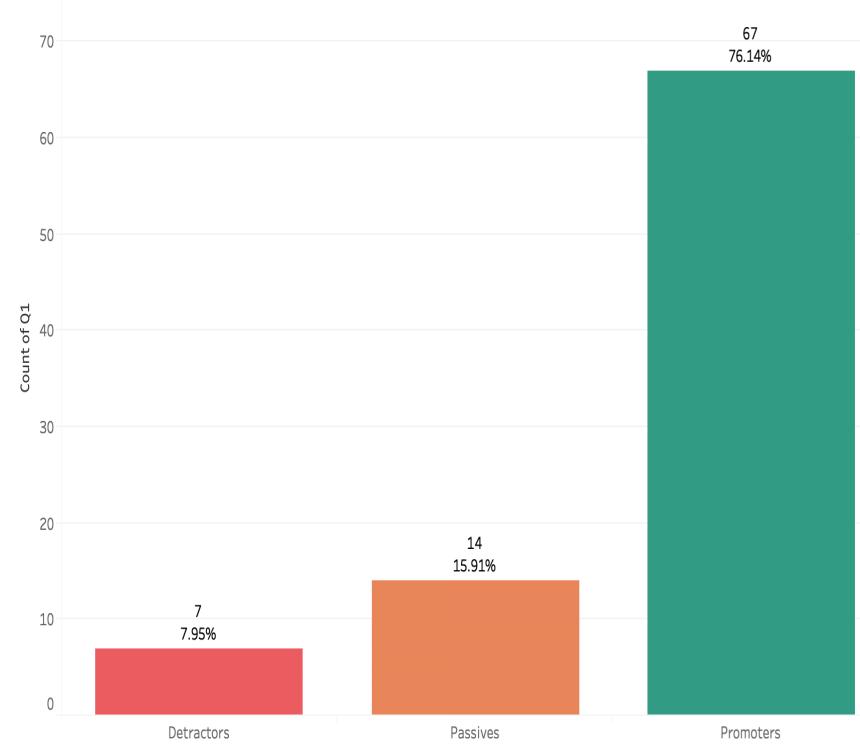
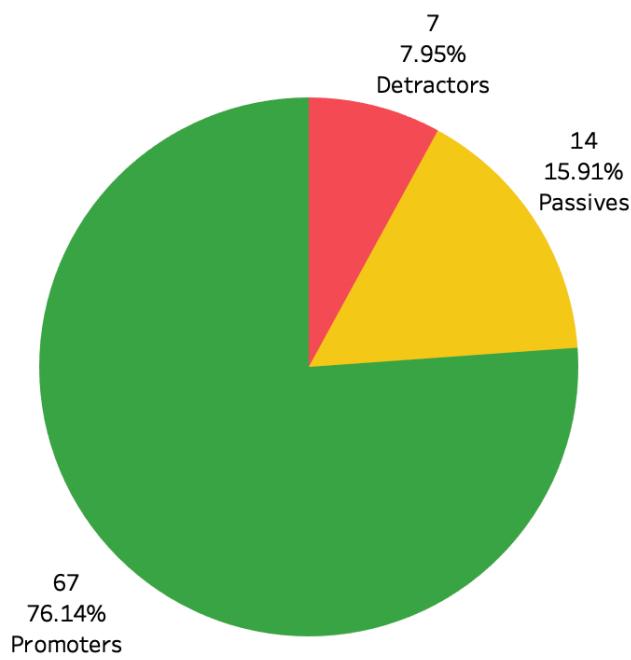
Total number of respondents = 88

- Total number of Detractors = 7
- Total number of Passives = 14
- Total number of Promoters = 67

NPS Score  
68.18



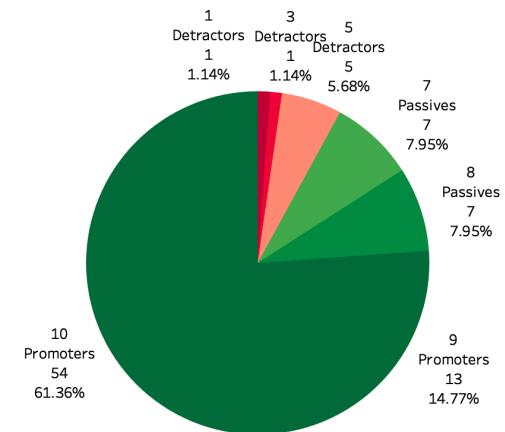
# NPS Charts



# Survey Q2: What is the main reason you provided the above score?



- Great
- Good
- Quality
- Service
- Friendly
- Helpful
- Customer Service
- Etc.



## Insight & Recommendation 1

- This chart is about what respondents mention most in Q2. (except those put nothing, n/a and none)
- Most of people score above 6, so most of the comments are positive
- HOWEVER, We need to focus on those people who score below 6 (those in red color pie chart)

## **Q3: What improvements would you like to see in products?**



## Insights:

- Cost repair is 1<sup>st</sup> challenge, customers mentioned they want
    - Lower repair cost
    - Lower the product cost
    - Loaners during repair
  - Warrant is the least challenge, **but** here a lot of customers mention they want
    - Long term warranties
    - Better warranties
  - Other things customers mentioned:
    - Local repair/onsite service
    - Sell replacement parts

## **Overall & Recommendation 2:**

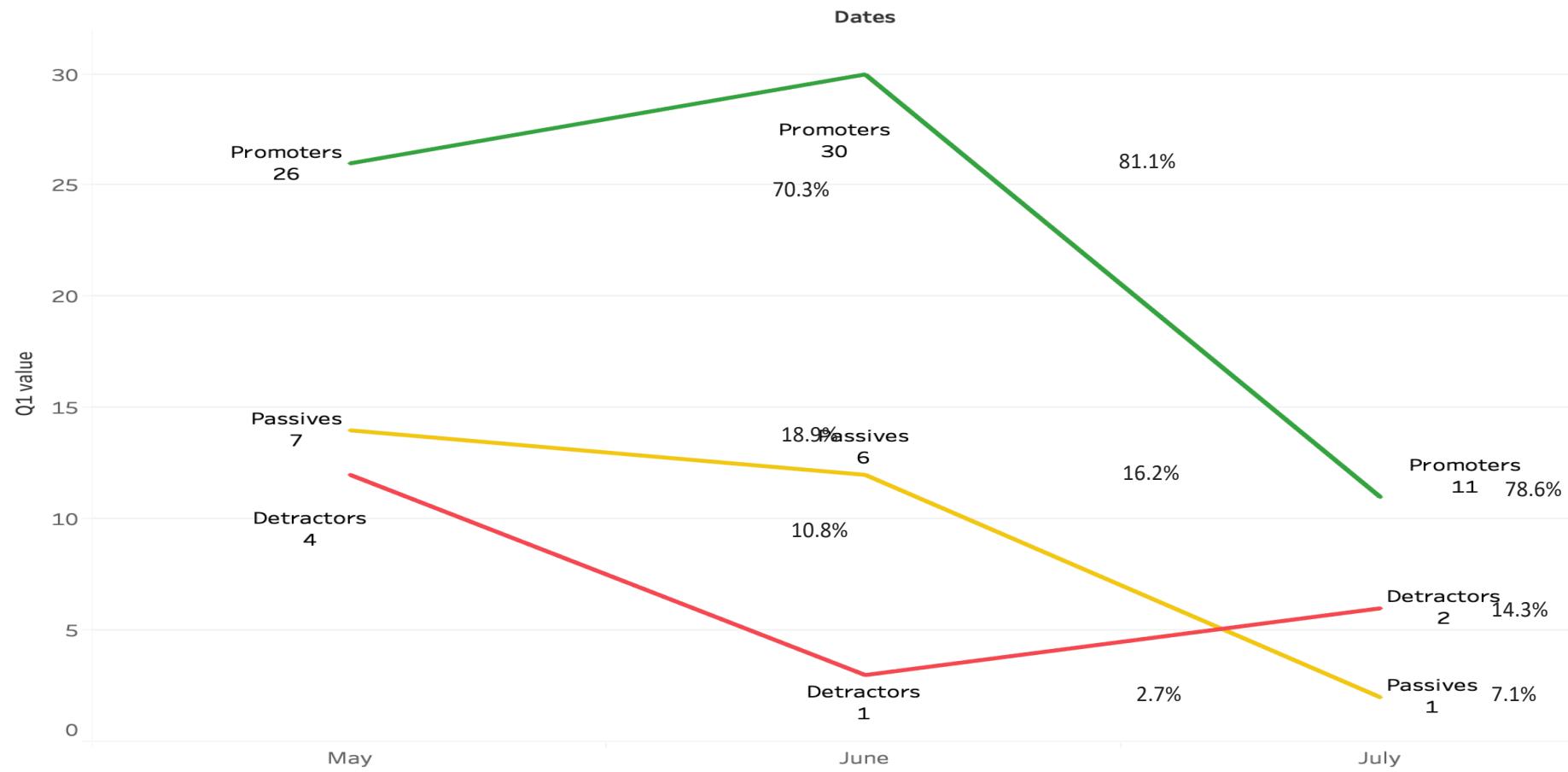
- Product: Longer durable and better quality with lower cost and longer warranty
  - Service: Provide faster and more convenience service if possible

# Trend

- Detractors
- Passives
- Promoters

## Current Data

- No. people took survey in May: 37
- No. people took survey in June: 37
- No. people took survey in July (for the period we calculated): 14



# CONCLUSION BLOCK

