**Customer Satisfaction and Loyalty Analytics Challenge**

**Step into the role of a data analyst at OmniRetail**, a U.S. retail chain selling electronics and smart home products through both online and physical stores. To improve customer satisfaction and retention, the company has collected feedback throughout 2024.

You’ve been provided with a customer satisfaction dataset combining satisfaction scores, purchasing behavior, demographics, support history, and location data.

**Your mission**is to create an analytical report that identifies the key factors influencing customer satisfaction and loyalty across different regions, customer demographics, and support experiences.

**Key questions to guide your analysis:**

1. What are the main factors contributing to high vs. low satisfaction scores?
2. Are certain customer segments (by age, gender, group) more loyal than others?
3. Which locations (cities or states) report consistently high or low satisfaction scores?
4. Does contacting customer support negatively impact satisfaction?
5. How do factors like “Price” or “Product Variety” influence customer loyalty?
6. Do repeat purchasers report higher satisfaction compared to one-time buyers?
7. Are there regional clusters of highly loyal or dissatisfied customers based on location data?
8. What is the relationship between loyalty level and satisfaction score?
9. Do specific demographic groups favor certain satisfaction factors (e.g., Packaging vs. Price)?

**Use these questions as a springboard** - don’t hesitate to explore deeper relationships. Your insig

**Dataset Overview:**

| **Column Name** | **Description** |
| --- | --- |
| Customer\_ID | Unique customer identifier (for internal use only) |
| Group | Customer classification: A, B, or C • Group A: High-frequency shoppers • Group B: Moderate-frequency • Group C: New or low-frequency |
| Satisfaction\_Score | Customer’s rating of their experience (1 = very poor, 10 = excellent) |
| Age and Gender | Demographic attributes |
| Location | City and State (e.g., Austin.TX), with Latitude and Longitude for geographic mapping |
| Purchase\_History | Indicates if the customer has made purchases (Yes/No) |
| Support\_Contacted | Whether the customer interacted with support |
| Loyalty\_Level | OmniRetail’s internal rating: Low / Medium / High loyalty |
| Satisfaction\_Factor | The main reason influencing the satisfaction score (e.g., Price, Product Variety, Packaging) |