

The background features a light beige base with large, soft-edged organic shapes in muted olive green and terracotta red. In the upper left, there is a faint, stylized pattern of leaves and branches in a darker shade of green.

Analyzing Customer Complaints and Product Performance to Improve Experience

agenda

introduction

**Cleaning &
preprocessing**

question

Visualization

Dashbaord

Insights

Recommendation

Introduction

The company wants to understand and improve customer satisfaction with its various products by analyzing customer survey data and extracting actionable insights to help teams improve products and the overall experience.

| Customer ID | Product Used | Satisfaction (1-10) | NPS Score | Comments | Product Line Tag |
|-------------|--------------|---------------------|-----------|-----------------------|------------------|
| CUST1000 | SofaX | 7 | 6 | Poor customer service | Furniture |
| CUST1001 | SofaX | 4 | 9 | Will buy again | Furniture |
| CUST1002 | GreenNest | 8 | 4 | Fast delivery | Plants |
| CUST1003 | SofaX | 5 | 2 | Great product! | Furniture |
| CUST1004 | SofaX | 7 | 6 | Poor customer service | Furniture |
| CUST1005 | SofaX | 10 | 10 | Excellent quality | Furniture |
| CUST1006 | TableTop | 3 | 10 | Excellent quality | Furniture |
| CUST1007 | TableTop | 7 | 1 | Not satisfied | Furniture |
| CUST1008 | WallArtPro | 8 | 8 | Poor customer service | Decor |
| CUST1009 | LampGlow | 5 | 9 | Too expensive | Lighting |
| CUST1010 | GreenNest | 4 | 9 | Poor customer service | Plants |
| CUST1011 | GreenNest | 8 | 0 | Fast delivery | Plants |

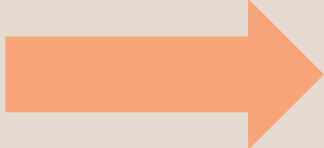
Cleaning & preprocessing

"Our customers fall into three groups: loyal promoters who recommend us, satisfied but passive customers, and unhappy detractors needing improved experiences."

Loyalty (9-10) = Recommend the product

Satisfied (7-8) = Satisfied but not enthusiastic

Unsatisfied (0-6) = Need improvement



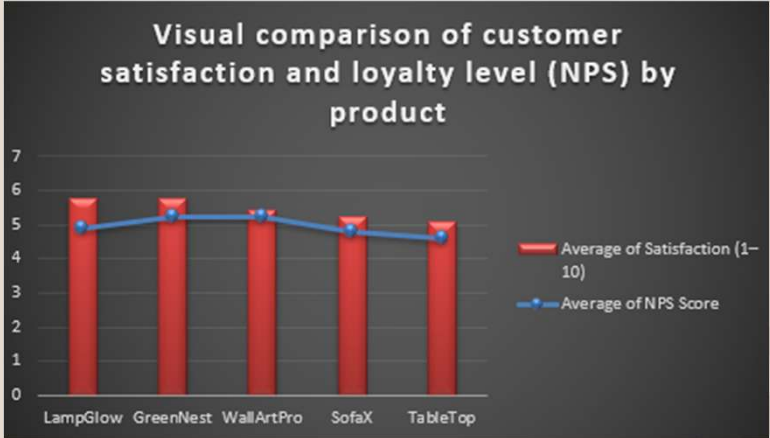
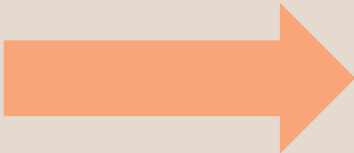
| NPS Score | NPS Category |
|-----------|--------------|
| 6 | Detractor |
| 9 | Promoter |
| 4 | Detractor |
| 2 | Detractor |
| 6 | Detractor |
| 10 | Promoter |
| 10 | Promoter |
| 1 | Detractor |
| 8 | Passive |
| 9 | Promoter |
| 9 | Promoter |
| 0 | Detractor |
| 5 | Detractor |
| 6 | Detractor |
| 7 | Passive |
| 9 | Promoter |
| 8 | Passive |
| 1 | Detractor |

Questions

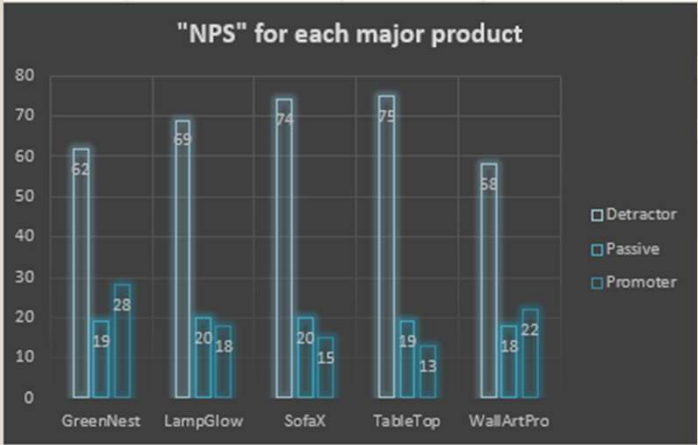
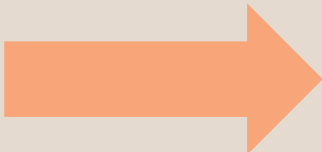
- 1-What is the most used and least used product?**
- 2-Which products have the highest/lowest satisfaction rate?**
- 3-What is the most repeated comment?**
- 4-What percentage of customers are "Detractors" for each major product?**
- 5-What is the average satisfaction level and average NPS score for each product? And how do these metrics differ between different products?**
- 6-What are the 3 products that received the most negative feedback?**

Visualization by Pivot table

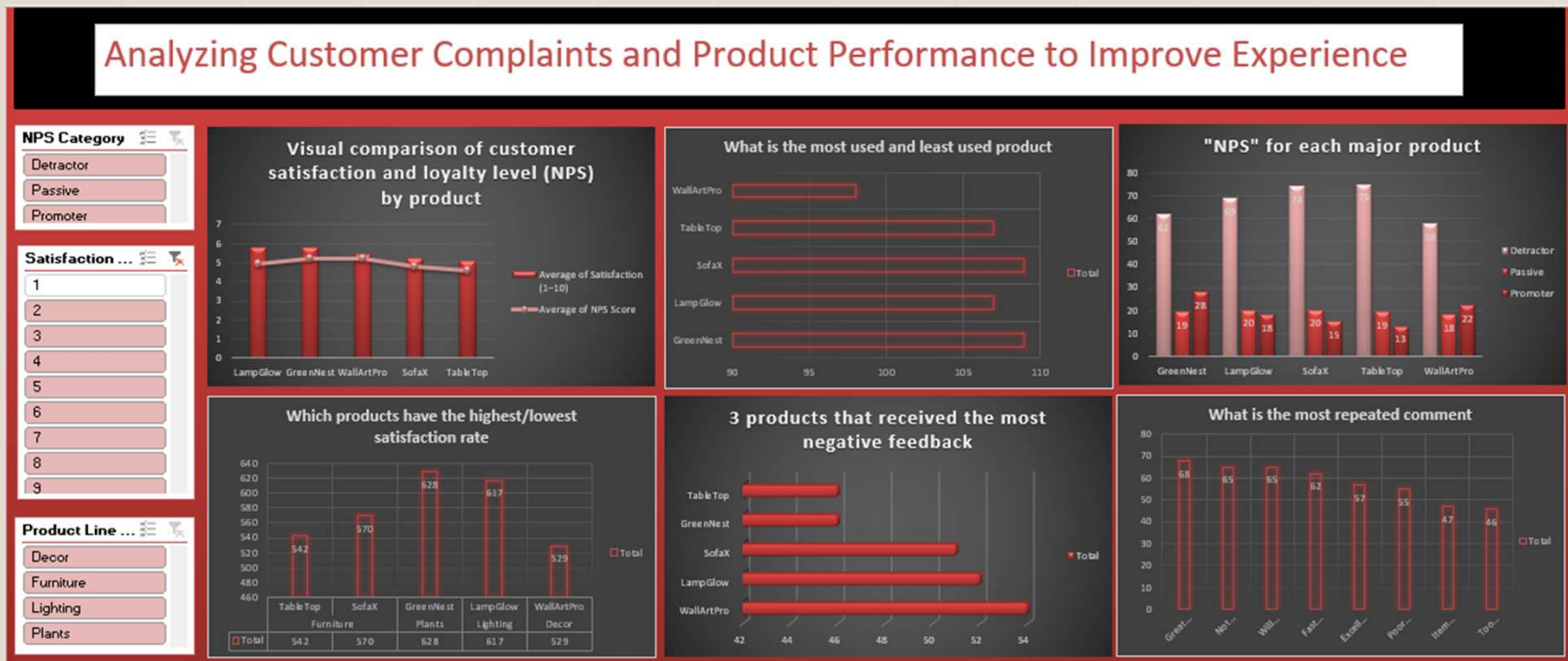
| Row Labels | Average of NPS Score | Average of Satisfaction (1-10) |
|-------------|----------------------|--------------------------------|
| LampGlow | 4.906542056 | 5.76635514 |
| GreenNest | 5.201834862 | 5.76146789 |
| WallArtPro | 5.214285714 | 5.397959184 |
| SofaX | 4.788990826 | 5.229357798 |
| TableTop | 4.579439252 | 5.065420561 |
| Grand Total | 4.933962264 | 5.445283019 |



| Count of Customer ID | Column Labels | | | |
|----------------------|---------------|---------|----------|-------------|
| Row Labels | Detractor | Passive | Promoter | Grand Total |
| GreenNest | 62 | 19 | 28 | 109 |
| LampGlow | 69 | 20 | 18 | 107 |
| SofaX | 74 | 20 | 15 | 109 |
| TableTop | 75 | 19 | 13 | 107 |
| WallArtPro | 58 | 18 | 22 | 98 |
| Grand Total | 338 | 96 | 96 | 530 |



Dashbaord



Insights & Recommendation

1. Products like GreenNest and LampGlow achieve high satisfaction and loyalty.

Recommendation: Continue supporting these products and promoting them as successful models in marketing campaigns

.2. TableTop has a low NPS despite high usage.

Recommendation: Conduct interviews with current users to understand the reasons for usage versus low satisfaction, then work on improvements.

Insights & Recommendation

3. WallArtPro is the least used, with low satisfaction

Recommendation: Reevaluate the product's viability—is the problem in the design? The value? If there is no improvement after adjustments, consider discontinuing it.

4. TableTop has a large number of promoters and detractors.

Recommendation: Segment customers by satisfaction, analyze what promoters like and what detractors dislike, and look for discrepancies in usage or expectations.

Insights & Recommendation

5. GreenNest has the highest satisfaction rate.

Recommendation: Study the GreenNest user experience and generalize best practices to other products.

6. WallArtPro and LampGlow have the highest negative reviews.

Recommendation: Form a small team to analyze all negative reviews related to them, categorize them by cause (quality, design, support, etc.), and develop an action plan to improve each aspect.

Insights & Recommendation

7. Most frequent phrases show mixed emotions — positive (e.g., 'Great product!', 'Fast delivery') and negative (e.g., 'Not satisfied', 'Too expensive')

. Recommendation: Focus on addressing your top three most frequent complaints, such as pricing or delivery, and leverage marketing strengths like 'fast delivery.' Spend 30 minutes a week monitoring feedback and improving performance, and reward teams for progress. This simple method improves customer experience and your reputation without complex tools, using only Excel and regular monitoring.



thank you

ALI MAHMOUD ALI

01278756092

[Email](#)

[LinkedIn](#)