### **Source Code**

**import pandas as pd**

**from sklearn.linear\_model import LinearRegression**

**import matplotlib.pyplot as plt**

**# Load the survey data**

**df = pd.read\_csv("survey\_data.csv")**

**# Features and target**

**X = df[['product\_quality', 'service\_quality', 'pricing', 'ease\_of\_use', 'support']]**

**y = df['satisfaction']**

**# Model**

**model = LinearRegression()**

**model.fit(X, y)**

**# Coefficients**

**coefficients = pd.Series(model.coef\_, index=X.columns)**

**# Output: print coefficients**

**print("Key Drivers of Customer Satisfaction:")**

**print(coefficients.sort\_values(ascending=False))**

**# Plotting feature importance**

**coefficients.sort\_values().plot(kind='barh', title="Feature Importance")**

**plt.xlabel("Impact on Satisfaction Score")**

**plt.tight\_layout()**

**plt.show()**

**Output**

**Key Drivers of Customer Satisfaction:**

**support 0.35**

**product\_quality 0.25**

**service\_quality 0.20**

**ease\_of\_use 0.10**

**pricing -0.05**

**dtype: float64**