

APRIL 26, 2024

PROJECT PROPOSAL

DATA SCIENCE - CONSULTING APPROACH

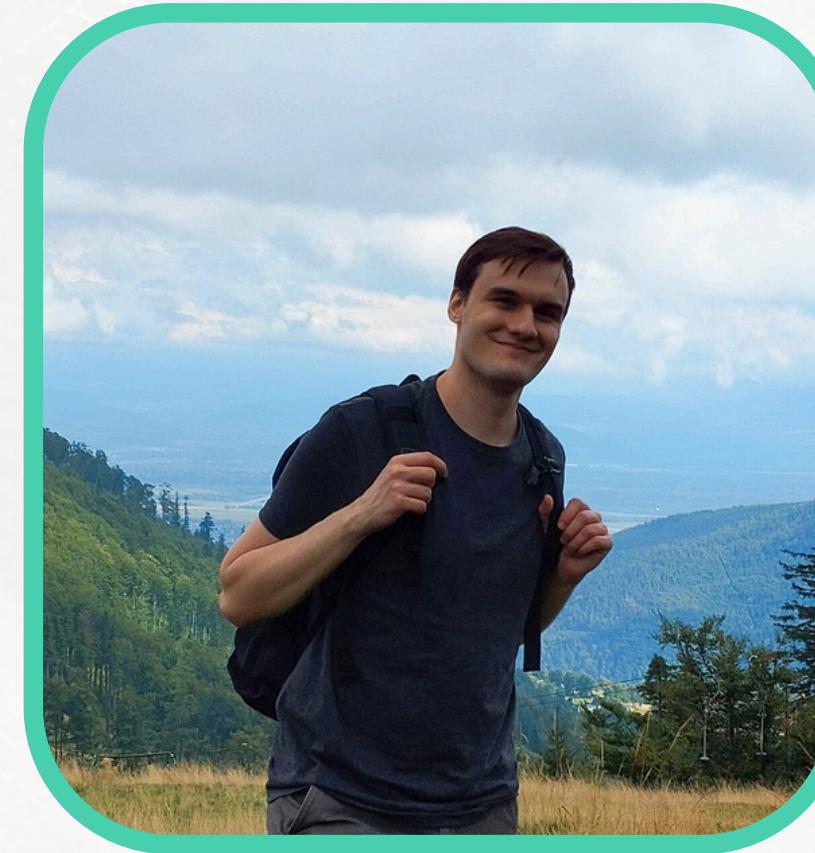
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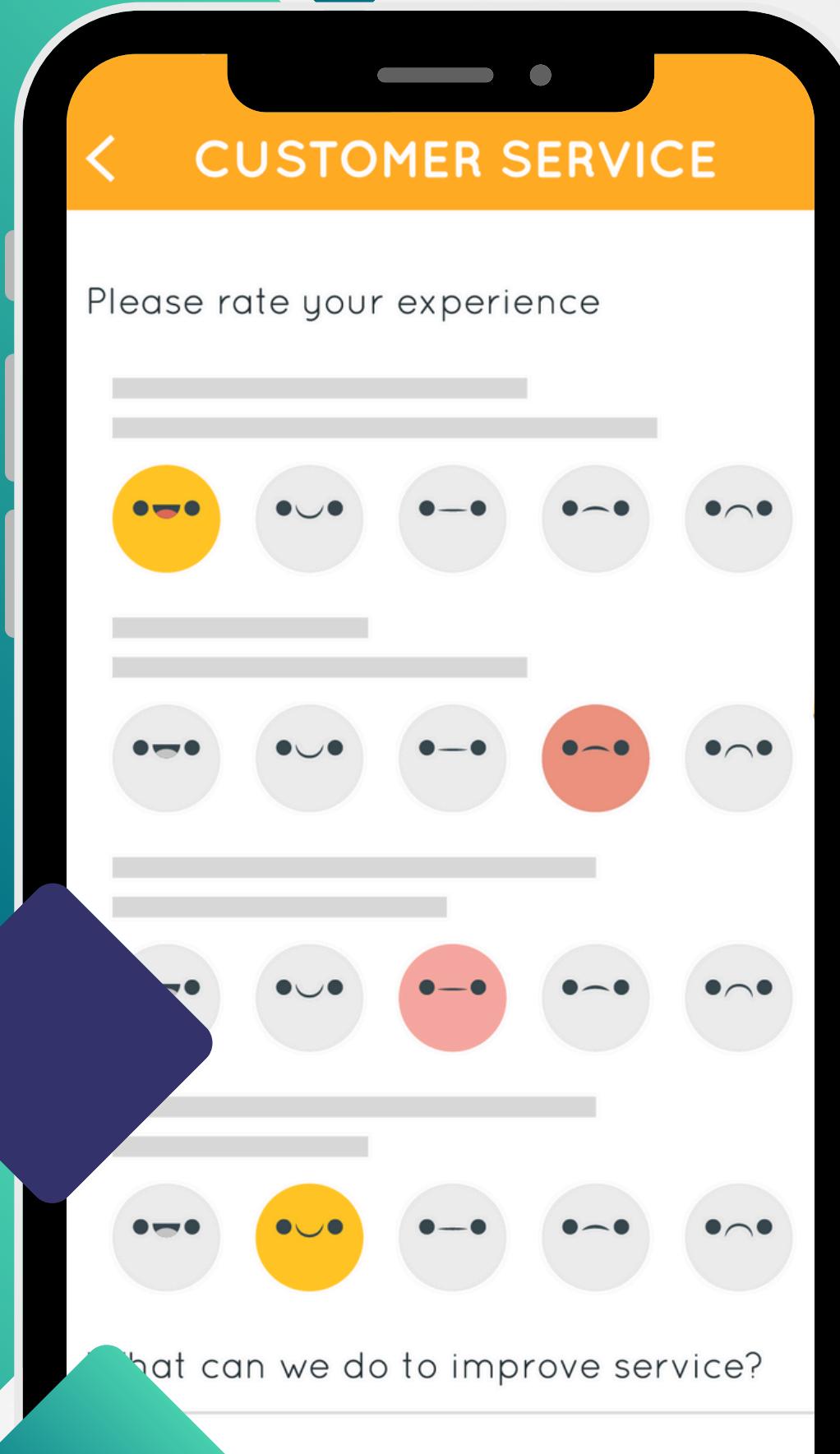
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PROJECT OBJECTIVES

The primary aim of this project is to conduct an in-depth analysis of customer satisfaction surveys to understand the **customer service experience at Shopzilla**. We will examine both qualitative and quantitative aspects of customer feedback to determine the factors that impact customer satisfaction. The insights derived from this analysis will enable us to identify improvement areas and provide actionable recommendations to enhance the overall customer experience.

CUSTOMER SATISFACTION SCORE



WHAT IS CSAT?

- The CSAT score, or Customer Satisfaction Score, is a key performance indicator used in customer service to measure how satisfied customers are with a service, product, or experience.
- A CSAT survey is a tool used to measure CSAT. Typically, it consists of one or more questions that ask customers to rate their experience on a scale. Commonly, this scale ranges from 1 to 5, where higher numbers indicate greater satisfaction.

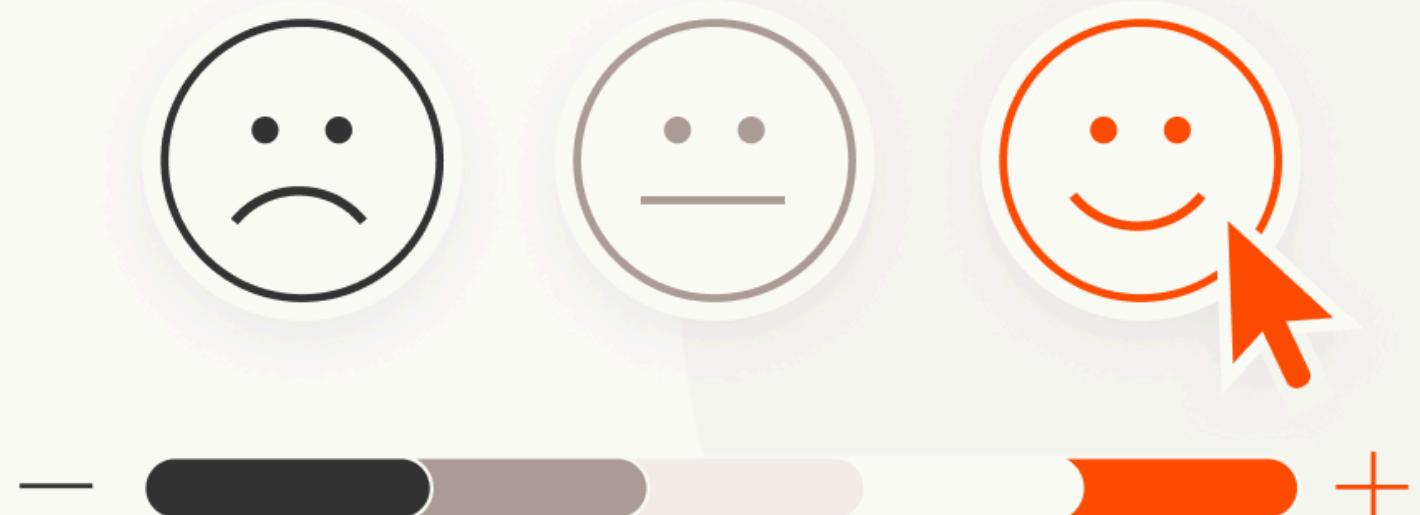
WHY IS IT IMPORTANT?

- CSAT surveys directly assess the quality of customer service, revealing how well service teams meet or exceed customer expectations.
- Feedback from CSAT surveys can pinpoint specific areas where customer service staff might need additional training or resources to improve interaction quality.
- These surveys can help identify issues in real-time, allowing for quick resolutions and preventing further customer dissatisfaction.

DATASET

eCommerce Customer Service Satisfaction

<https://www.kaggle.com/datasets/ddosad/e-commerce-customer-service-satisfaction/data>



The dataset captures customer satisfaction scores for a one-month period at an e-commerce platform called Shopzilla. It includes various features such as category and sub-category of interaction, customer remarks, survey response date, category, item price, agent details (name, supervisor, manager), and CSAT score etc.

20
VARIABLES

18.9K
RECORDS

%33
TEXT BASED REVIEWS

PROJECT STEPS



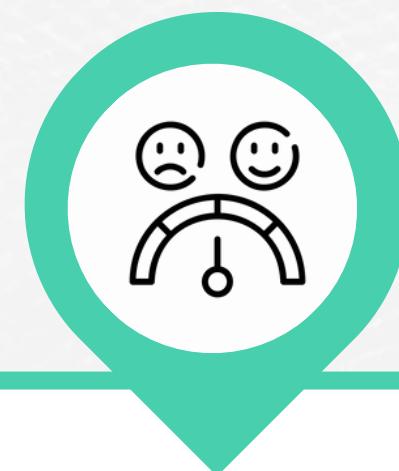
01. SENTIMENT ANALYSIS

- NLP will be used to analyze the sentiment (positive, negative, neutral) of customer remark.



02. DEEP-DIVE ANALYSIS

- Category and Sub-category Analysis
- Channel Analysis
- Agent Shifts
- Sentiment Result of Customer Remarks



03. CSAT ANALYSIS

- By Agent, Manager and Supervisor
- By Response Time
- By Sentiment Result of Customer Remarks



04. VISUALIZATION AND REPORTING

- Patterns and insights from analysis
- Recommendations based on data-driven insights
- Visualization of data

WE WILL USE

GITHUB

Project Collaboration



PYTHON

Data Preprocessing,
Sentiment and Deep Dive
Analysis



POWER BI

Visualization and Deep-Dive
Analysis



CANVA

Presentation of Project
Details, Findings and
Recommendations



THANK YOU
