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Marketing Portfolio



Project : Sales & Satisfaction

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PROBLEM CONTEXT

The company has introduced a new strategy (treatment) with the objective of:

- Driving sales growth
- Enhancing customer satisfaction
- Improving purchase conversion rates

ANALYSIS OBJECTIVES:

- To measure the effectiveness of the treatment in increasing sales per customer
- To analyze its impact on the average customer satisfaction after the treatment
- To examine the relationship between customer satisfaction and purchase conversion
- To identify which customer segments responded most positively to the treatment

1

Data Gathering

Source : Kaggle

Purpose of Using This Data:

The objective of using this data is to illustrate how raw data can be transformed into **strategic insights** about customers.

2

Analysis

Transforming raw data into meaningful metrics, including: Average Change in Sales, Average Increase in Customer Satisfaction, and Percentage of Customer Satisfaction

Key processing steps:

Data Cleaning, Data Formatting, Data Consolidation, Data Extraction, Data Analysis

Tools Used :

Microsoft Excel – Power Query, Power Pivot, PivotTables, and formula-based logic.

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Tools Commonly Used



Note

basic formulas, table, filter, conditional format, PivotTable, Chart, IF, XLOOKUP, VLOOKUP, HLOOKUP, INDEX and MATCH, Power Query, Power Pivot

Core Skills

Problem-solving

Critical thinking

Data interpretation

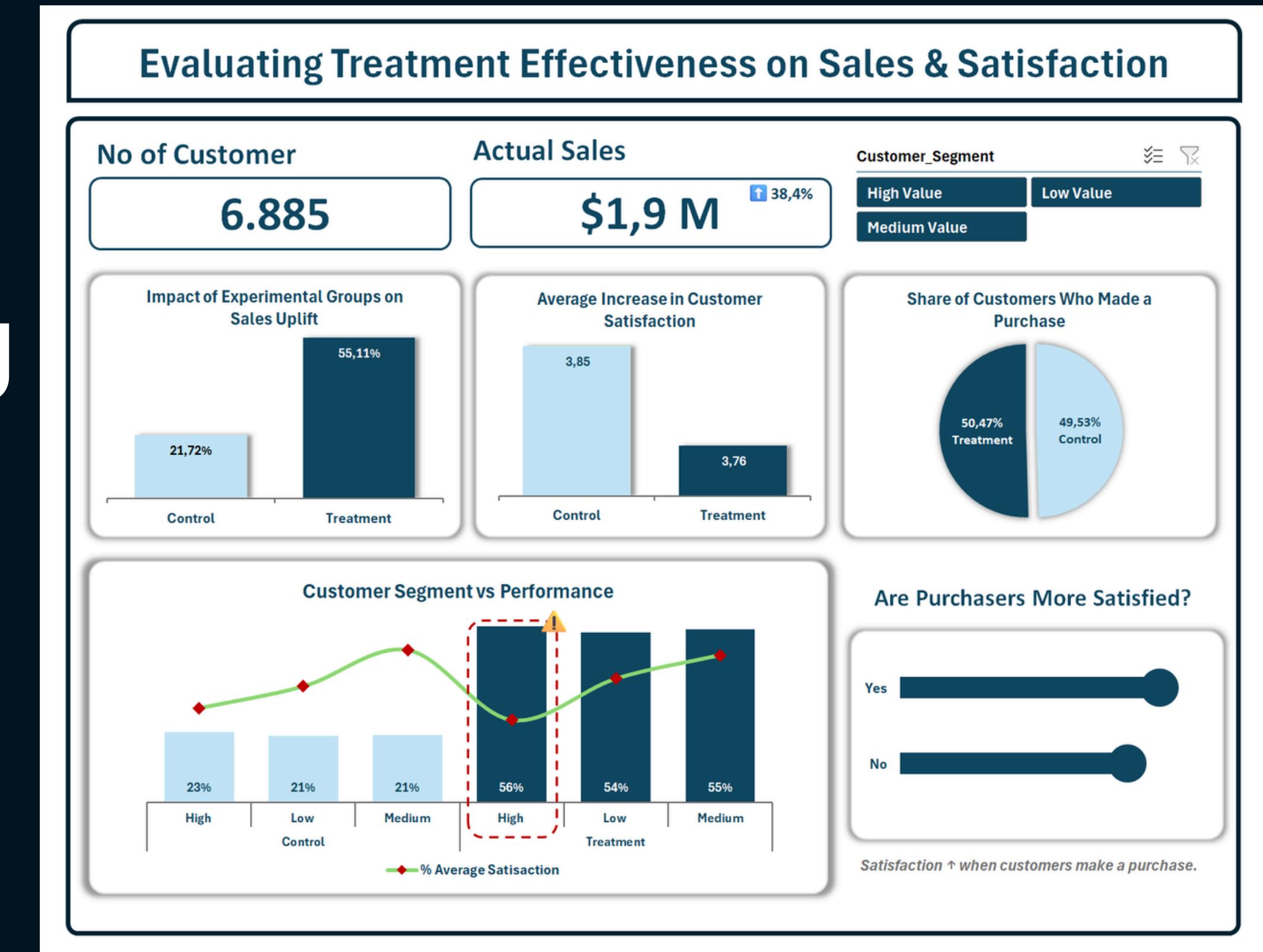
Role in Data Collection and Preparation

How I gather and clean data?

- **Identify missing values** in key dimensions such as Group and Customer Segment, and decide whether to retain them (e.g., label as “Unknown”) or remove them, depending on their impact on segmentation clarity.
- Handle missing values in Sales Before and Sales After **by imputing the average**. The use of average ensures that overall sales patterns remain interpretable.
- **Use the median** to fill in missing values for Customer Satisfaction Before and After, since median better reflects the central tendency of customer sentiment, especially in skewed or non-normal distributions

Group	Customer_Segment	Sales_Before	Sales_After	Customer_Satisfaction_Before	Customer_Satisfaction_After	Purchase_Made
Control	High Value	240,55	300,01	74,7		No
Treatment	High Value	246,86	381,34	100,0	100,00	Yes
Control	High Value	156,98	179,33	98,8	100,00	No
Control	Medium Value	192,13	229,28	49,3	39,81	Yes
	High Value	229,69		84,0	87,74	Yes
Treatment		135,57	218,56	58,1	69,40	No
Control	High Value	191,71	222,41	90,0	85,12	Yes
Control	Low Value	173,75	213,17	67,0	67,88	
	High Value	208,31	248,18	95,4	84,79	Yes
Treatment	High Value	235,07	352,76	72,9	70,75	No
Control	Low Value	139,93	170,24	59,8		Yes
Control	High Value		333,06	74,4	67,94	
Control		211,83	254,84		87,60	Yes
Control	High Value	217,78	259,99	100,0	100,00	Yes
	Medium Value	173,18	284,92	81,9		No
Control	Low Value	188,34	232,58	53,5	63,47	Yes
Treatment		306,70	485,14	77,4	78,36	
Treatment	Low Value	164,64	242,32	50,6	63,48	No
Treatment		151,73	231,62	51,6		Yes
Control	Low Value	136,64	162,72	50,3	46,96	Yes
Treatment	High Value	225,16	355,21		95,05	No
Control	High Value	215,28	264,30	83,3	100,00	Yes
Treatment	Low Value	182,99	277,89	51,4	64,40	No
Treatment	Medium Value	216,75	342,64		68,34	Yes
Treatment	Low Value	193,37	293,18	57,8	62,88	No
Treatment	Medium Value	199,90	317,39	74,9	75,33	No
Treatment	Low Value	263,20		56,3	45,34	Yes

Data Visualization and Reporting





Challenges and Solutions

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Challenges

1. Customer Satisfaction Disparity in **Treatment** Group
2. Segment Distribution Influences Aggregate Satisfaction
3. Sales Increase Without Satisfaction Parity May Undermine Loyalty



Solutions

1. Conduct a **customer feedback analysis** for this segment to identify the root causes of customer dissatisfaction.
2. Utilize the **Customer Lifetime Value (CLV)** metric.



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Thank You.