

# UNVEILING INSIGHTS: COMP\_X CUSTOMER SURVEY ANALYSIS

Revealing key findings from the customer survey

By

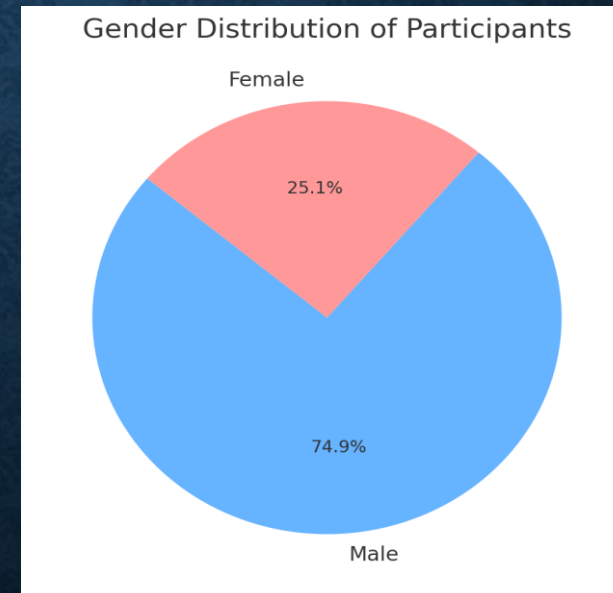
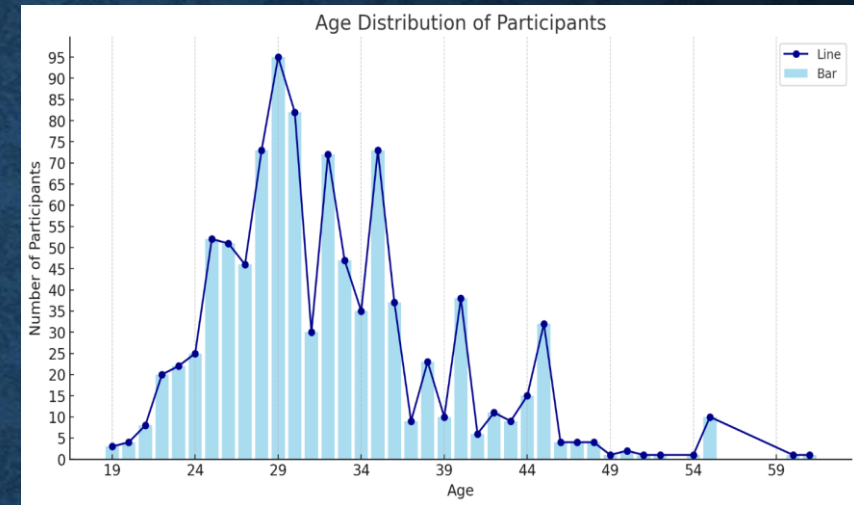
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# AGE AND GENDER DISTRIBUTION: KEY INSIGHTS

## Insights into Participant Demographics

- **Gender Disparity in Participation:** Only 25.1% female.
- **Data Analysis Needed:** Identify causes of low female engagement.
- **Potential Growth Area:** Increase female participation for broader impact.

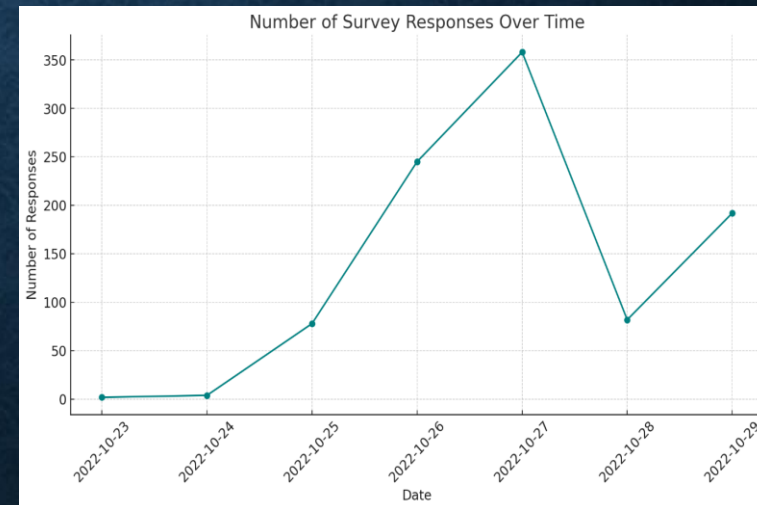
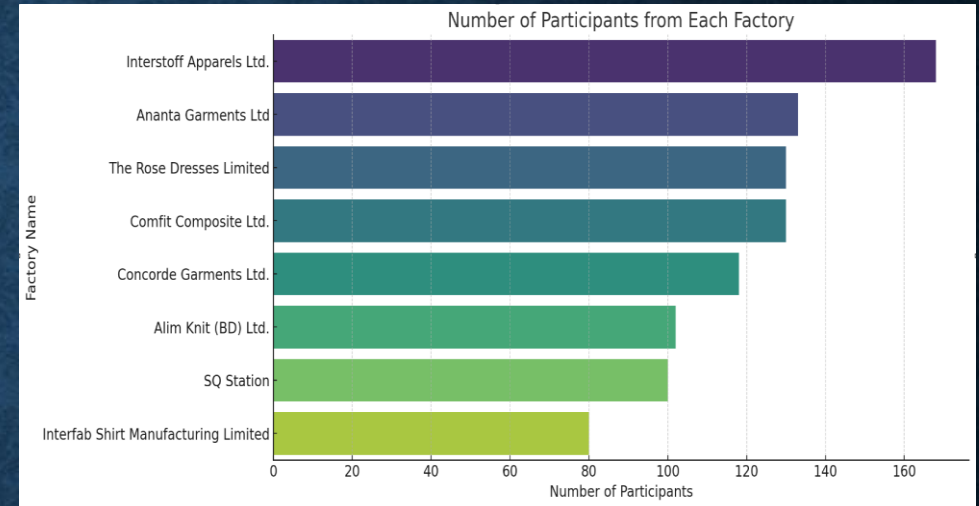




# Participant Engagement Analysis

## Factory-Wise Distribution and Participation Trends

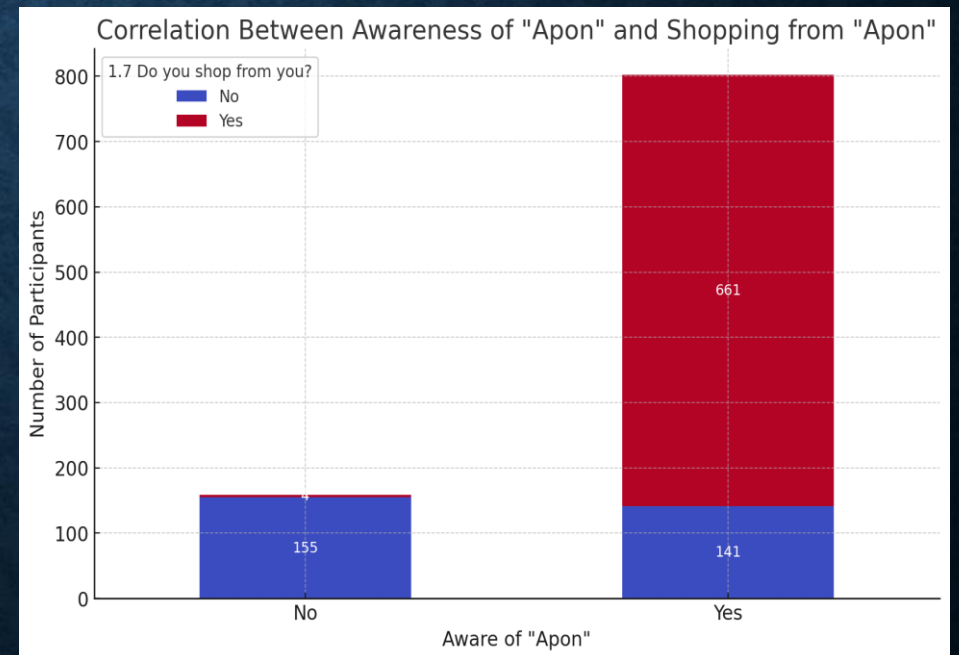
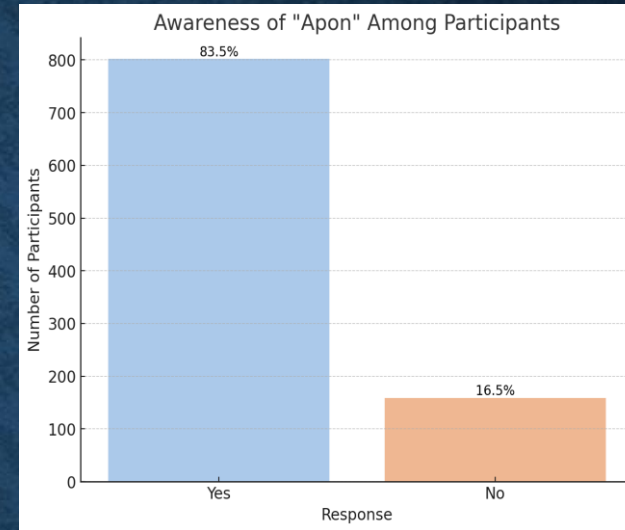
- **Significant Participation Disparity:** The top-engaging factory has nearly double the participants compared to the least-engaging factory.
- **Peak Participation Pre-Weekend:** Majority of responses recorded the day before the weekend (Thursday), indicating heightened engagement during pre-weekend workdays in Bangladesh.



# Do participants know COMP\_X

How many participants know COMP\_X but don't but from COMP\_X

- **Majority of participant knows:** Most of the participants know about COMP\_X
- **17.58% don't buy from COMP\_X:** Even though who knows about COMP\_X uses COMP\_X 17.58% does not but from COMP\_X
- **Implement strategies to address this 17.58%**

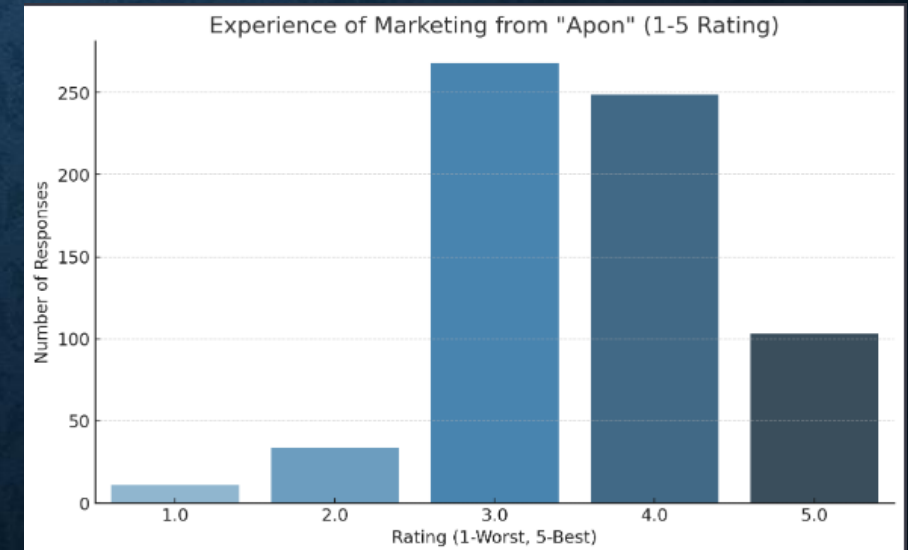
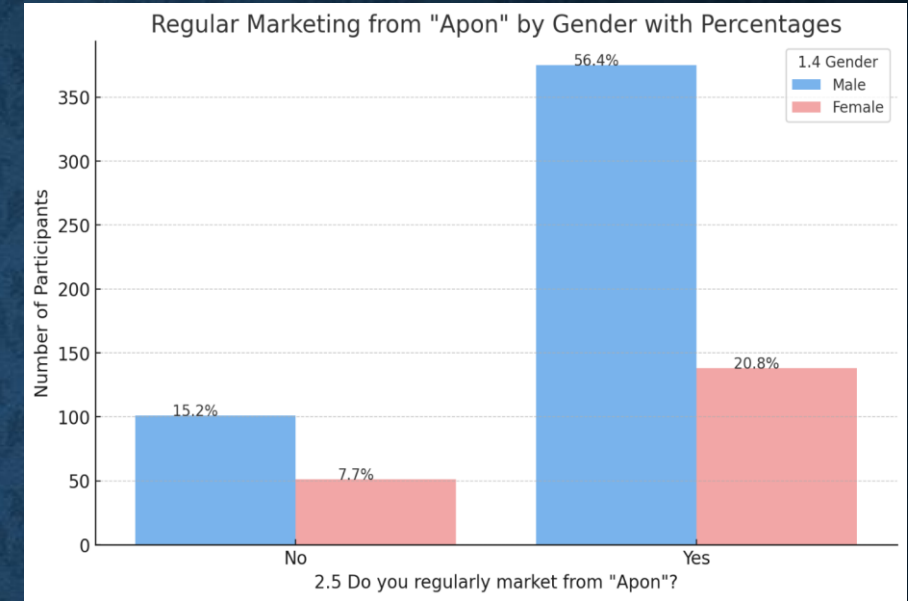




# How many participant shops from COMP\_X and what are their rating?

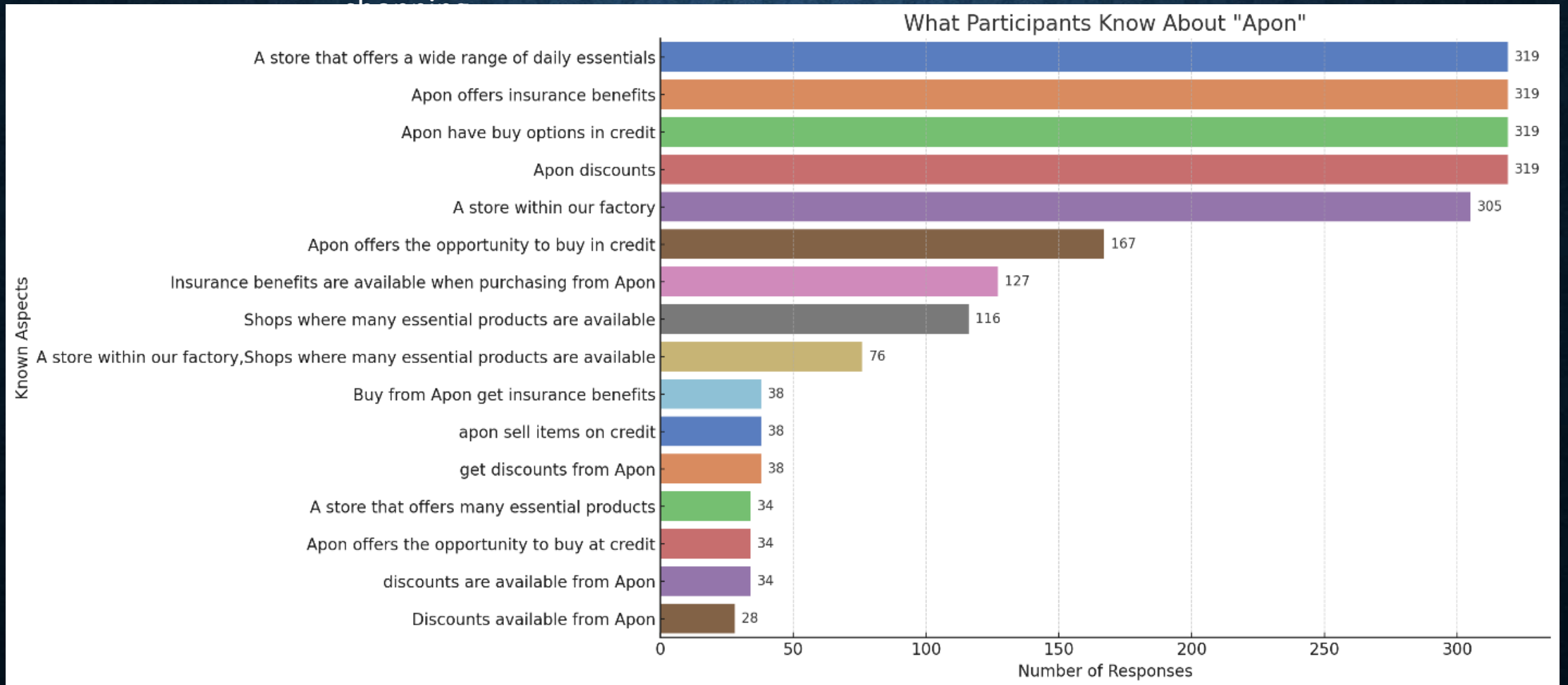
Is experience of participants good?

- Majority of regular shoppers from participants are male
- Majority of participant have 3 or higher rating

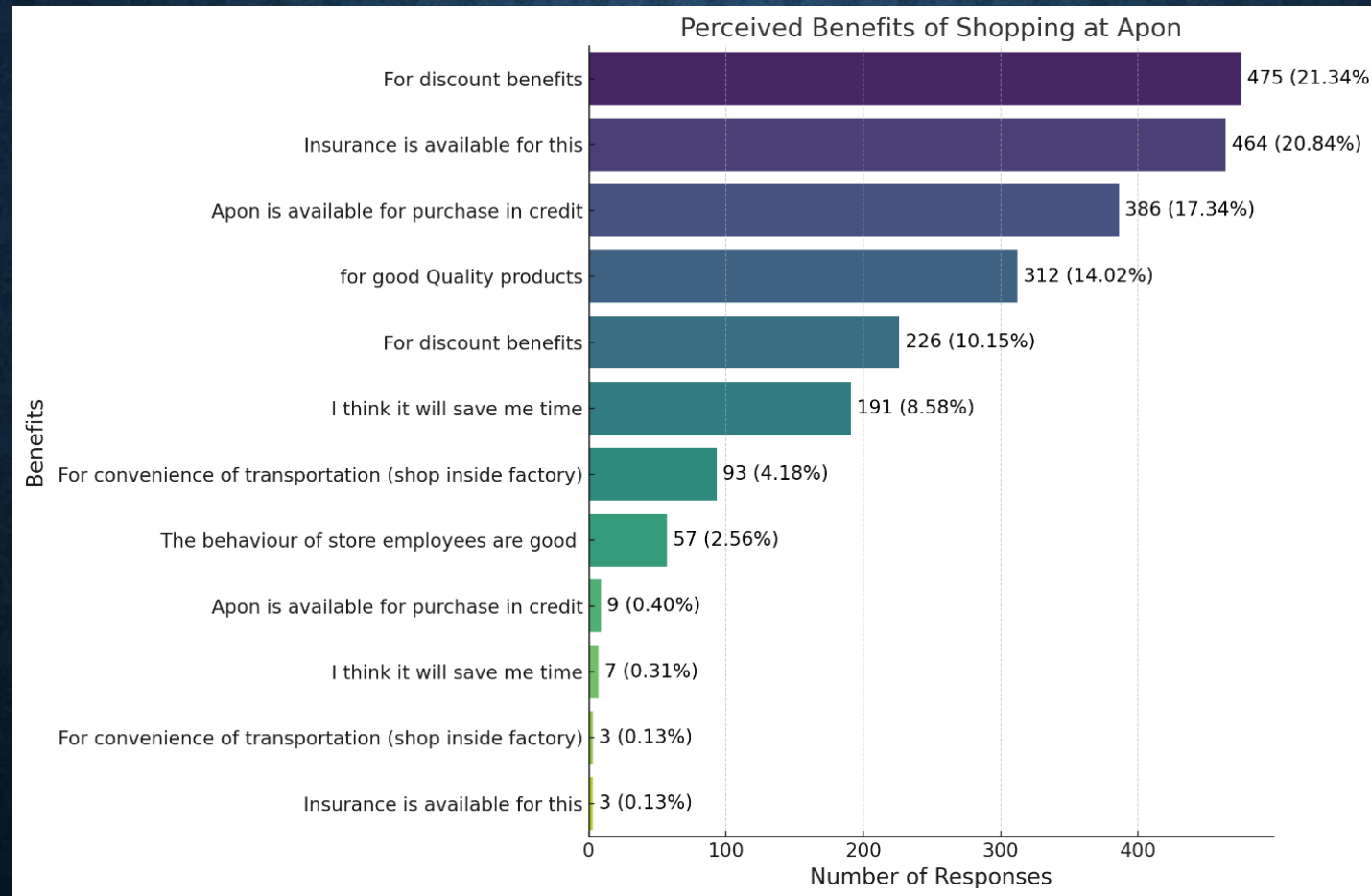


# What do the participants knows about COMP\_X

Participants knows about parks of using COMP\_X for

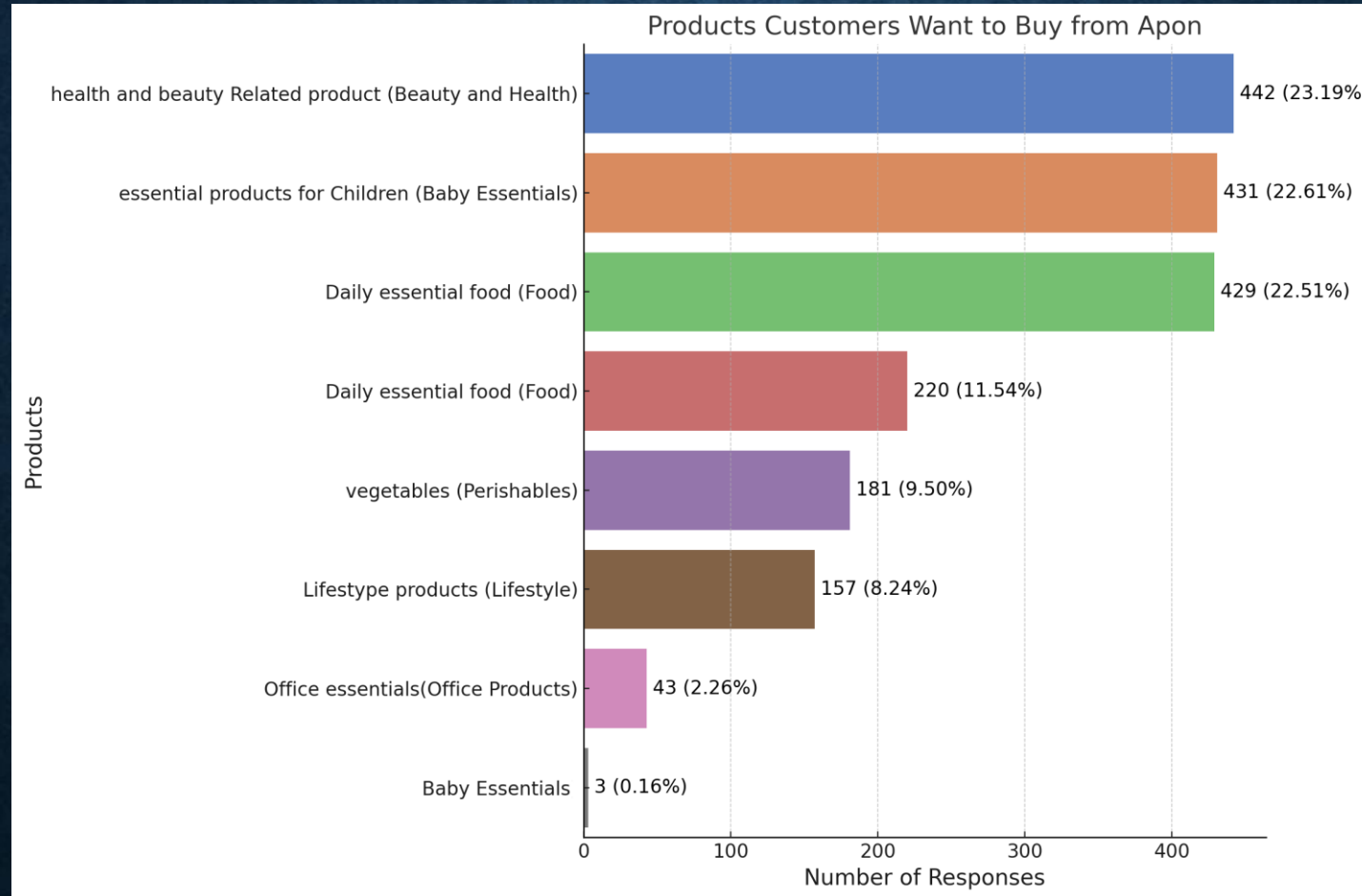


# What makes the participants shop in COMP\_X



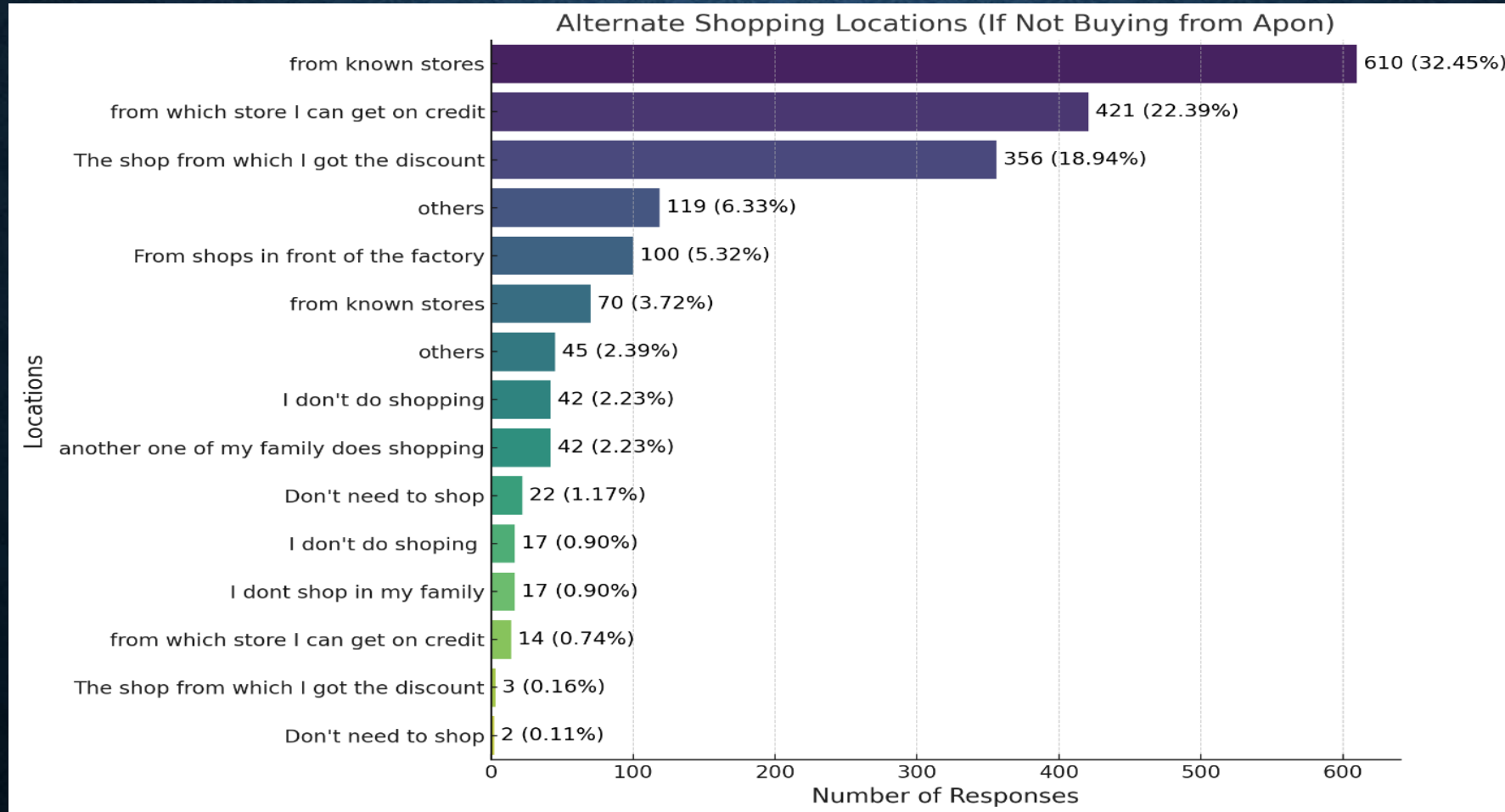


# What product participants wants in COMP\_X





# What do participants use as replacement of COMP\_X for shopping



# Final insights from all the participants responses

- Those who shops from COMP\_X knows most of their parks
- Most of the participants knows about COMP\_X's benefits
- Most said reason of using other shop is “shopping from known shops”
- Most demanded items are “health and beauty”, “daily essential food” and “essential products for children”

## Suggestions depending on survey data

- Add reward perks for regular customers
- Adding items that can't be found in surrounding area in good price
- Gathering knowledge why won't they switch from other shops or what might interest them to switch them
- Gathering more data about why some people gave less than 3 rating
- Adding items they want
- Sales and selling some items without profit for more foot traffic so that more people wants to know about COMP\_X.