Customer Satisfaction Survey Data

Introduction

This report explores customer satisfaction based on survey responses from people of different backgrounds, including their age, job status, and income levels. The survey covers various aspects of their experience, from how easy it was to make a purchase to the quality of the product or service they received. It also looks at how well the company responds to customer concerns, whether issues are resolved efficiently, and if customers feel valued. The goal is to understand what makes customers happy, what could be improved, and what factors influence their overall satisfaction. Using charts and analysis, this report will highlight key trends and provide insights into how the company can enhance the customer experience.

1. **Customer Satisfaction Analysis**

This chart shows how customers feel about their experience with the company. The responses are grouped into five categories: **Extremely Satisfied, Satisfied, Neutral (Neither Satisfied nor Dissatisfied), Dissatisfied, and Extremely Dissatisfied**.

The highest number of people (636) gave a **neutral** response, meaning they didn't feel strongly positive or negative. Around **1,197 customers** were **happy** with their experience, either being satisfied or extremely satisfied. However, dissatisfaction is also a concern, with **548 people feeling unhappy** and **619 extremely unhappy**.

This means while many customers are satisfied, there is still a significant number who are not happy. The company should look into what's causing dissatisfaction and work on improving those areas to make more customers happy.
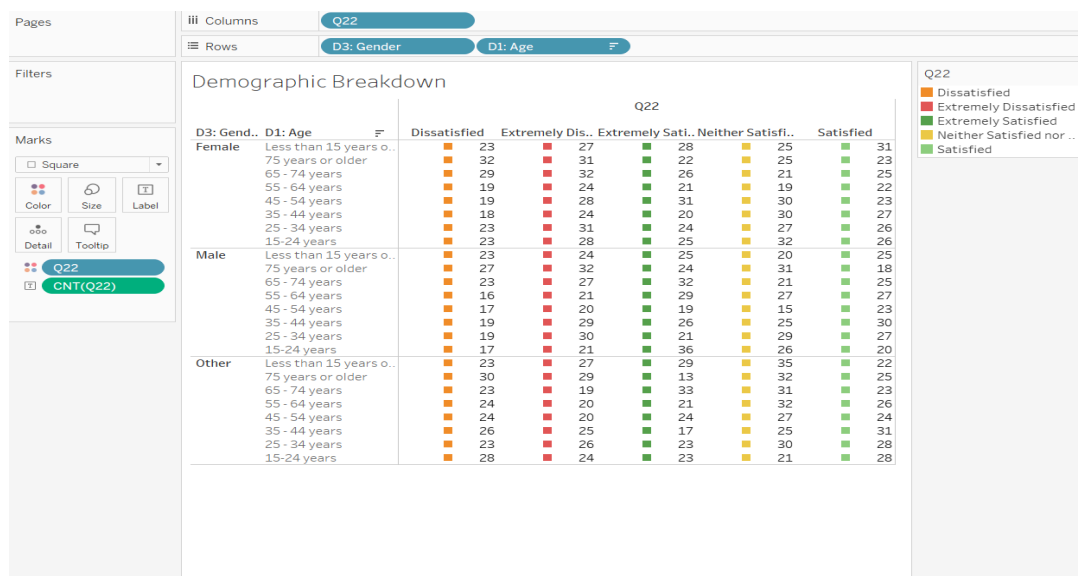
2. Net Promoter Score (NPS)
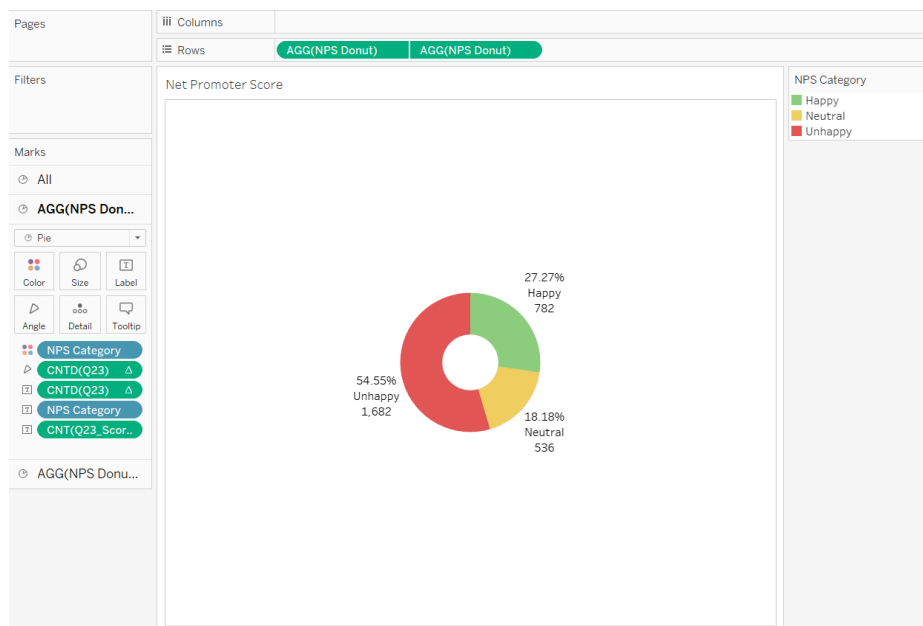
This donut chart represents the **Net Promoter Score (NPS)**, which measures customer loyalty and satisfaction. The responses are divided into three categories:

- **Promoters (Green - 782 responses)**: These are highly satisfied customers who are likely to recommend the company.
- **Passives (Yellow - 536 responses)**: These customers are neutral. They are neither highly satisfied nor dissatisfied, meaning they might not actively promote or criticize the company.
- **Detractors (Red - 1,682 responses)**: These customers are dissatisfied and may share negative feedback, impacting the company's reputation.

Since the number of **detractors is much higher than the promoters**, this suggests that many customers are unhappy, which could harm the company's brand image. To improve the NPS, the company should focus on addressing concerns and enhancing the overall customer experience.

3. Demographic Breakdown

Demographic Breakdown

D3: Gend..	D1: Age	Dissatisfied	Extremely Dis..	Extremely Sati..	Neither Satisfi..	Satisfied
Female	Less than 15 years o..	23	27	28	25	31
	75 years or older	32	31	22	25	23
	65 - 74 years	29	32	26	21	25
	55 - 64 years	19	24	21	19	22
	45 - 54 years	19	28	31	30	23
	35 - 44 years	18	24	20	30	27
	25 - 34 years	23	31	24	27	26
	15-24 years	23	28	25	32	26
Male	Less than 15 years o..	23	24	25	20	25
	75 years or older	27	32	24	31	18
	65 - 74 years	23	27	32	21	25
	55 - 64 years	16	21	29	27	27
	45 - 54 years	17	20	19	15	23
	35 - 44 years	19	29	26	25	30
	25 - 34 years	19	30	21	29	27
	15-24 years	17	21	36	26	20
Other	Less than 15 years o..	23	27	29	35	22
	75 years or older	30	29	13	32	25
	65 - 74 years	23	19	33	31	23
	55 - 64 years	24	20	21	32	26
	45 - 54 years	24	20	24	27	24
	35 - 44 years	26	25	17	25	31
	25 - 34 years	23	26	23	30	28
	15-24 years	28	24	23	21	28

Q22
- Dissatisfied
- Extremely Dissatisfied
- Extremely Satisfied
- Neither Satisfied nor ..
- Satisfied

This demographic breakdown chart shows customer satisfaction levels based on **gender and age groups**. The responses are divided into five categories: **Dissatisfied, Extremely Dissatisfied, Extremely Satisfied, Neither Satisfied nor Dissatisfied, and Satisfied**.

From the visualization, we can see that **customer satisfaction varies across different age groups and genders**. Some key takeaways include:

- **Satisfaction levels** seem to be **evenly spread** across all age groups, with a mix of satisfied and dissatisfied responses.
- **Older age groups (65+ years)** tend to have a slightly higher proportion of dissatisfaction compared to younger groups.
- **Younger customers (15-24 years)** have a relatively balanced spread across all categories, meaning their opinions are more varied.
- The distribution is **similar for males, females, and other gender categories**, indicating no significant gender-based variation in satisfaction.

Overall, this data suggests that **customer experience is mixed across all demographics**, with room for improvement in reducing dissatisfaction and increasing positive experiences.

4. **Correlation**
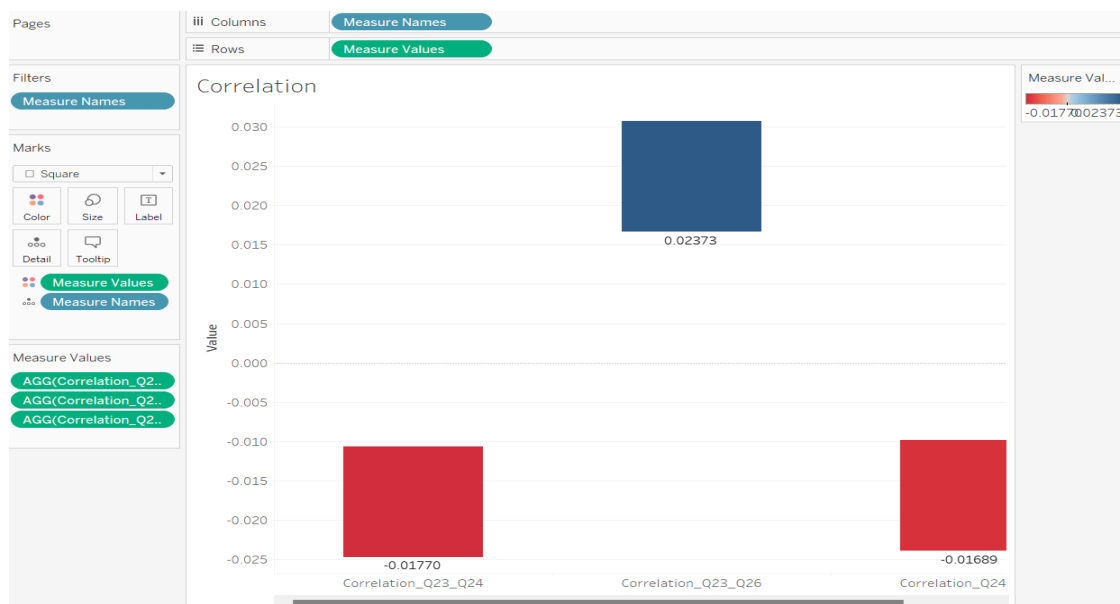
This visualization represents the **correlation** between different survey questions (Q23, Q24, and Q26). Correlation values range between **-1 and 1**, where:

- **Positive values** (closer to 1) indicate a strong positive relationship, meaning when one variable increases, the other also increases.

- **Negative values** (closer to -1) indicate a strong negative relationship, meaning when one variable increases, the other decreases.
- **Values near 0** suggest little to no relationship between the variables.

From the chart:

- The correlation between **Q23 and Q26 is 0.02373**, which is a very weak positive correlation. This suggests a **very slight** connection between these two responses, but it is not strong enough to draw significant conclusions.
- The correlation between **Q23 and Q24 is -0.01770**, and between **Q24 and another variable is -0.01689**, both indicating **very weak negative correlations**. This means there is **almost no relationship** between these variables, and changes in one do not significantly affect the other.

The correlations in this analysis are quite weak, meaning there is **no strong connection** between the surveyed questions. This suggests that the responses to these questions are mostly **independent of each other**, and analyzing them separately might be more useful.

5. Issue Resolution
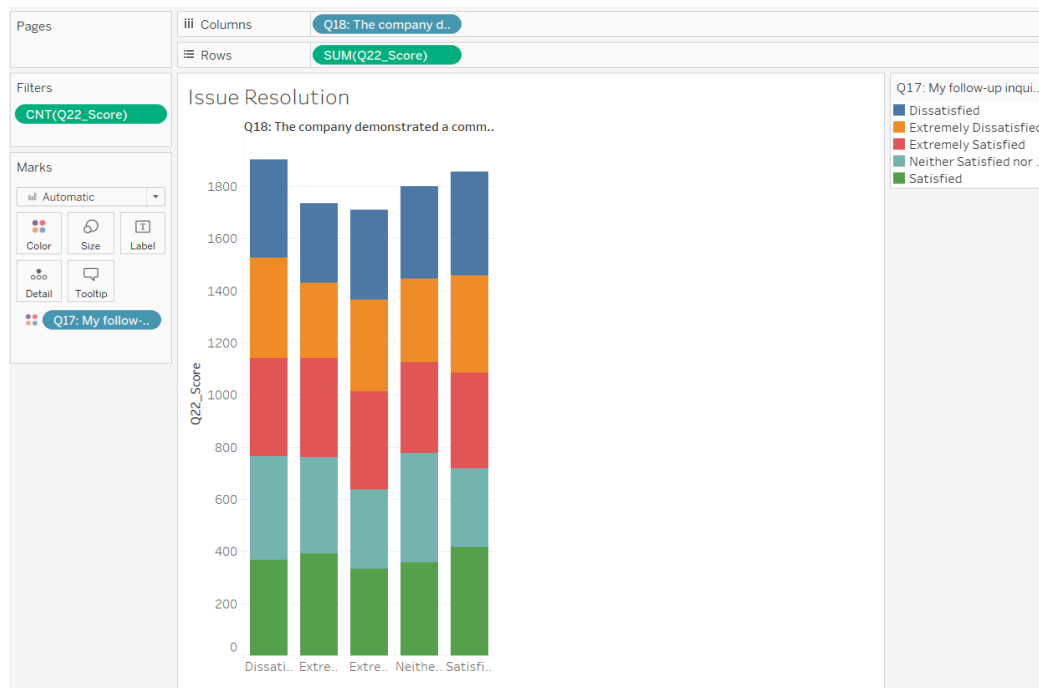
The visualization represents **customer feedback** on the company's issue resolution efforts and follow-up inquiries. It categorizes responses into different satisfaction levels, ranging from **"Extremely Satisfied"** to **"Extremely Dissatisfied."** The data reveals a significant portion of customers expressing dissatisfaction, which highlights gaps in the issue resolution and follow-up processes. While some customers have reported positive experiences, the presence of dissatisfaction suggests inconsistencies in service quality.

A noticeable trend in the chart is the varying satisfaction levels, indicating that **not all customers receive the same level of service**. The dissatisfaction levels **suggest inefficiencies in addressing customer concerns**, which could be due to delays, lack of proper communication, or ineffective resolution strategies. Customers who feel unheard or experience prolonged resolution times are more likely to express dissatisfaction. On the other hand, the presence of satisfied customers indicates that in some cases, the company is able to resolve issues effectively.

To improve customer satisfaction, the **company should focus on enhancing communication and ensuring that customers are kept informed throughout the resolution process**. Streamlining issue resolution procedures can help reduce waiting times and create a more efficient complaint-handling system. Additionally, improving follow-up interactions by proactively engaging with customers after issue resolution can enhance overall satisfaction. It is also essential to analyze dissatisfaction trends to identify recurring problems and address them strategically. By implementing these improvements, the company can provide a more consistent and positive experience for its customers.

6. Money vs Satisfaction
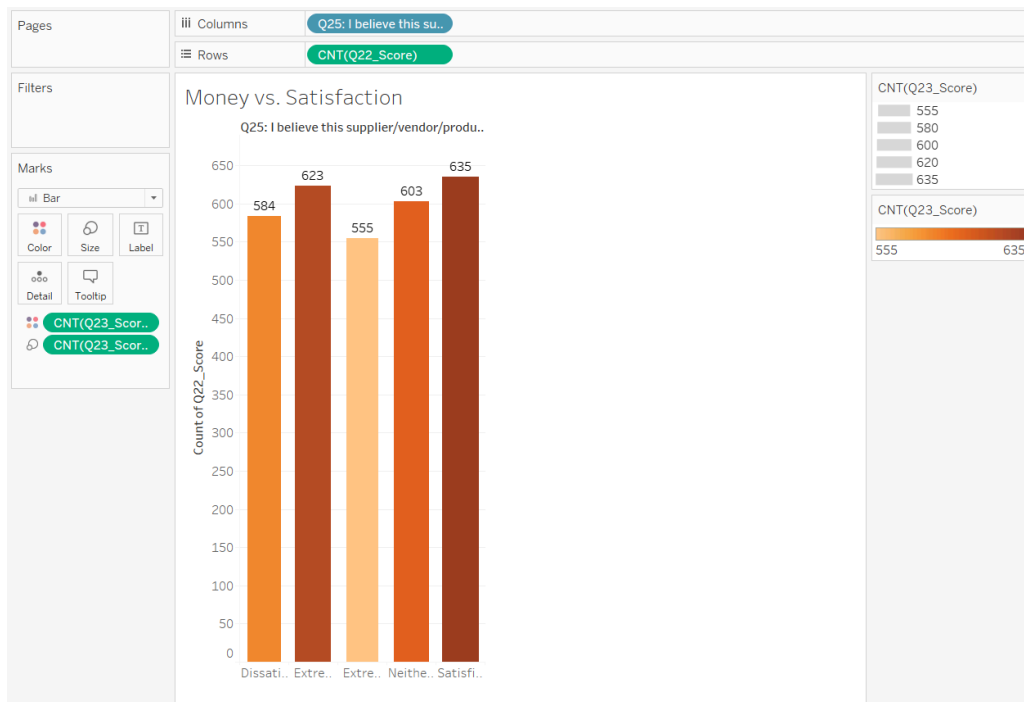
The visualization explores the relationship between **customer satisfaction and their perception of the supplier/vendor's value**. It categorizes responses into different satisfaction levels, ranging from "Dissatisfied" to "Satisfied," with each category showing the count of responses. The color intensity indicates the frequency, where darker shades represent higher response counts.

- The highest number of responses is found in the "Satisfied" and "Extremely Satisfied" categories, suggesting that most customers believe the supplier provides good value.
- A noticeable proportion of respondents fall into the "Dissatisfied" and "Extremely Dissatisfied" categories, indicating some dissatisfaction with the supplier's offerings.
- The "Neither Satisfied nor Dissatisfied" group also holds a significant share, reflecting mixed customer opinions about the value they receive.

This distribution highlights the importance of addressing concerns raised by dissatisfied customers while reinforcing positive aspects that drive satisfaction. By analyzing what contributes to extreme satisfaction, businesses can refine their strategies to improve overall customer experience and strengthen loyalty.

Dashboard
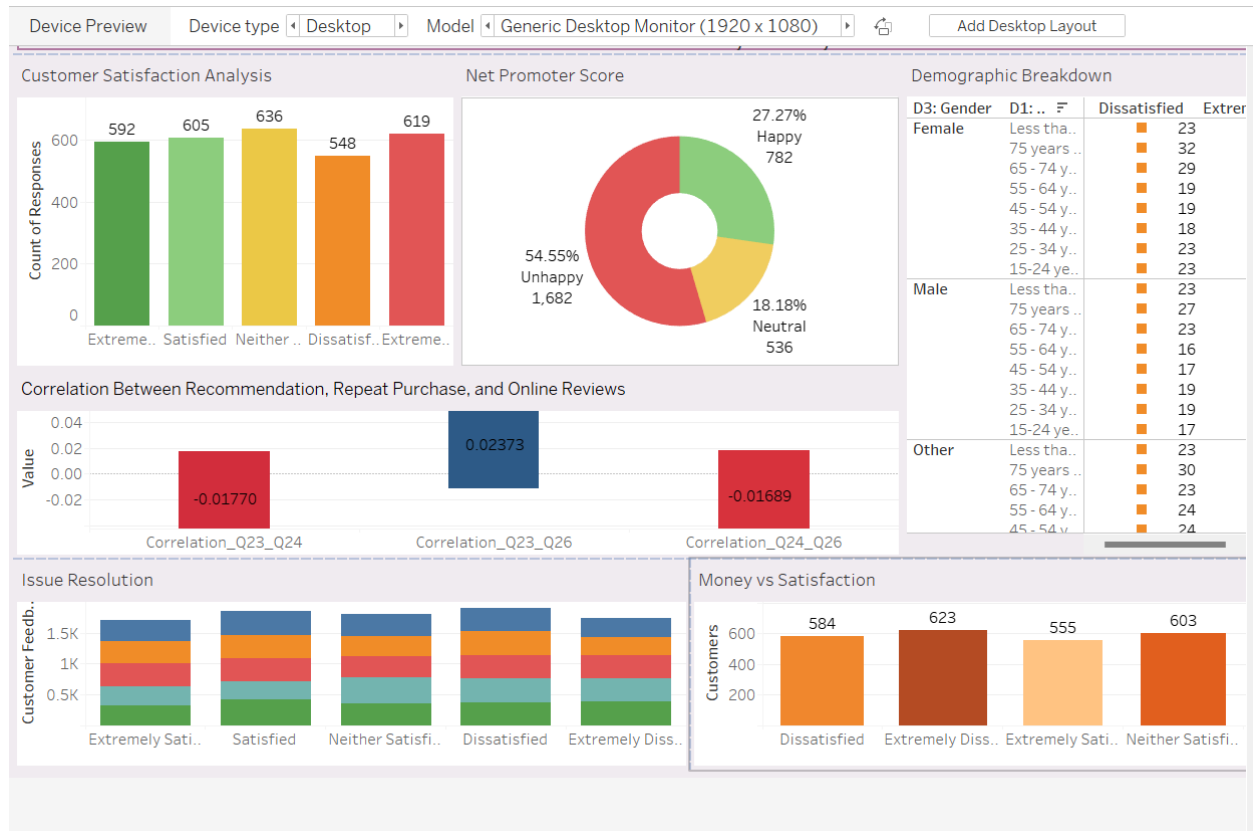
The dashboard provides a comprehensive analysis of customer satisfaction, net promoter scores, issue resolution, demographic breakdown, and the correlation between recommendations, repeat purchases, and online reviews.

- The **Customer Satisfaction Analysis** reveals that a significant portion of respondents fall into the "Neither Satisfied nor Dissatisfied" category, followed closely by "Extremely Satisfied" and "Satisfied" groups. However, a notable number of customers are also in the "Dissatisfied" and "Extremely Dissatisfied" categories, suggesting areas for improvement in customer experience.
- The **Net Promoter Score (NPS)** section indicates that 54.55% of customers are unhappy, 27.27% are happy, and 18.18% remain neutral. This suggests that there is a high level of dissatisfaction, and efforts should be made to enhance customer satisfaction and retention.

- The **Correlation Between Recommendation, Repeat Purchase, and Online Reviews** shows a weak positive correlation between some aspects, while others indicate a slight negative correlation. This suggests that customer recommendations and repeat purchases are not strongly linked, highlighting the need to build better loyalty and referral strategies.
- The **Demographic Breakdown** showcases customer satisfaction across different age groups and genders. It provides insights into which demographics are more likely to be dissatisfied, helping businesses target improvements for specific customer segments.
- The **Issue Resolution** section presents how different satisfaction levels correlate with customer feedback, giving insights into how well customer complaints or concerns are being addressed.
- Finally, the **Money vs Satisfaction** chart illustrates how financial considerations impact customer satisfaction levels, revealing a balance between spending and perceived value.

Overall, the dashboard highlights key areas where customer experience can be improved, particularly in addressing dissatisfaction and strengthening the link between positive experiences and customer loyalty.