

## Customer Satisfaction Analysis

### Objective

The aim of this project is to understand how satisfied customers are at a retail store. We used Excel to explore the data, find patterns, and suggest ways to improve customer experience.

### About the Data

- **Total entries:** 555 customers
- **Details included:**
  - Age, Gender, Visit Frequency
  - Amount Spent
  - Ratings for Product Quality, Staff Service, and Cleanliness (1–5 scale)
  - Overall Satisfaction (1–10 scale)
  - Branch (A or B)

### What I Did

1. **Cleaned the data** – fixed any missing or odd values
2. **Calculated stats** – like averages, max, min, and standard deviation
3. **Created visuals:**
  - Bar chart for gender distribution
  - Pie chart for visit frequency
  - Histogram for satisfaction scores
  - Box plot to compare satisfaction between branches

### Key Insights

- Most customers visit weekly and rate satisfaction between **7 and 9**
- **Branch B** had slightly better and more consistent satisfaction than Branch A
- **Cleanliness** and **staff service** had a strong link to satisfaction
- Male and female customers showed similar satisfaction levels

---

### Conclusion

Overall, the store is doing well, but **Branch A could improve service consistency**. Weekly visitors are the biggest group — a great target for loyalty rewards. Improving cleanliness and training staff further can push satisfaction even higher.

---

## **Tools Used**

- Excel functions (AVERAGE, COUNTIF, STDEV)
- Charts (Bar, Pie, Histogram, Box Plot)
- PivotTables for quick summaries