

Qualtrics' Case Study

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Problem Statement

The problem statement is to analyze and identify the factors that contribute to high annual recurring sales (ARR) and higher client satisfaction.

Methods used to derive insights from the data


For our data analysis we took the following three CSV files-

1. ACCOUNT_UltimateParentAccountInfo.csv
2. SENTIMENT_2021NPS.csv
3. ACCOUNT_SpendInfo.csv



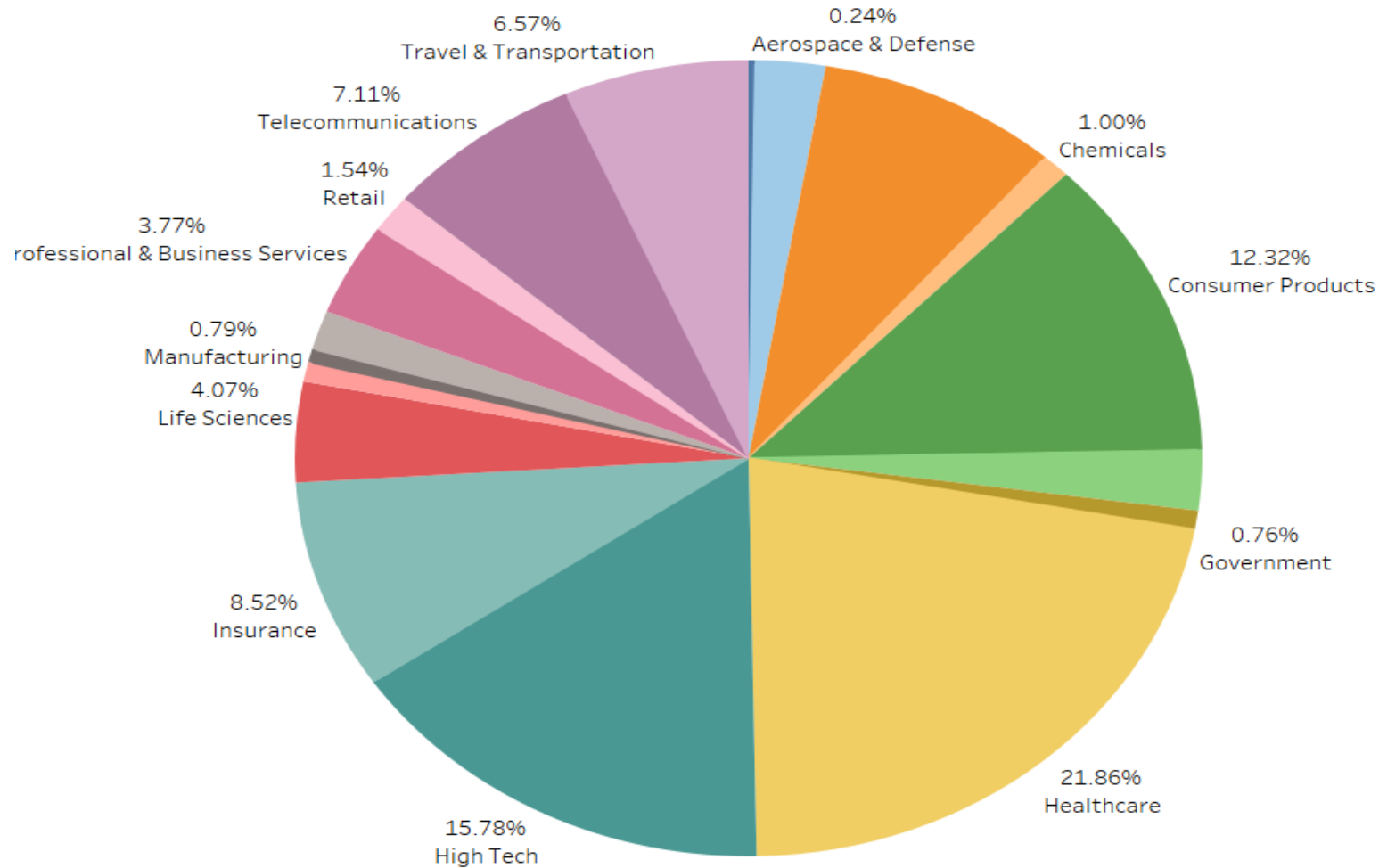
Data Preprocessing and Cleaning

For analyzing which factors impact ARR and customer satisfaction we combined the data from the account spend info and NPS sentiment and removed null rows to generate a new table with summarised info. This filtered table can be found in the `Qualtrics_filter.sql`.



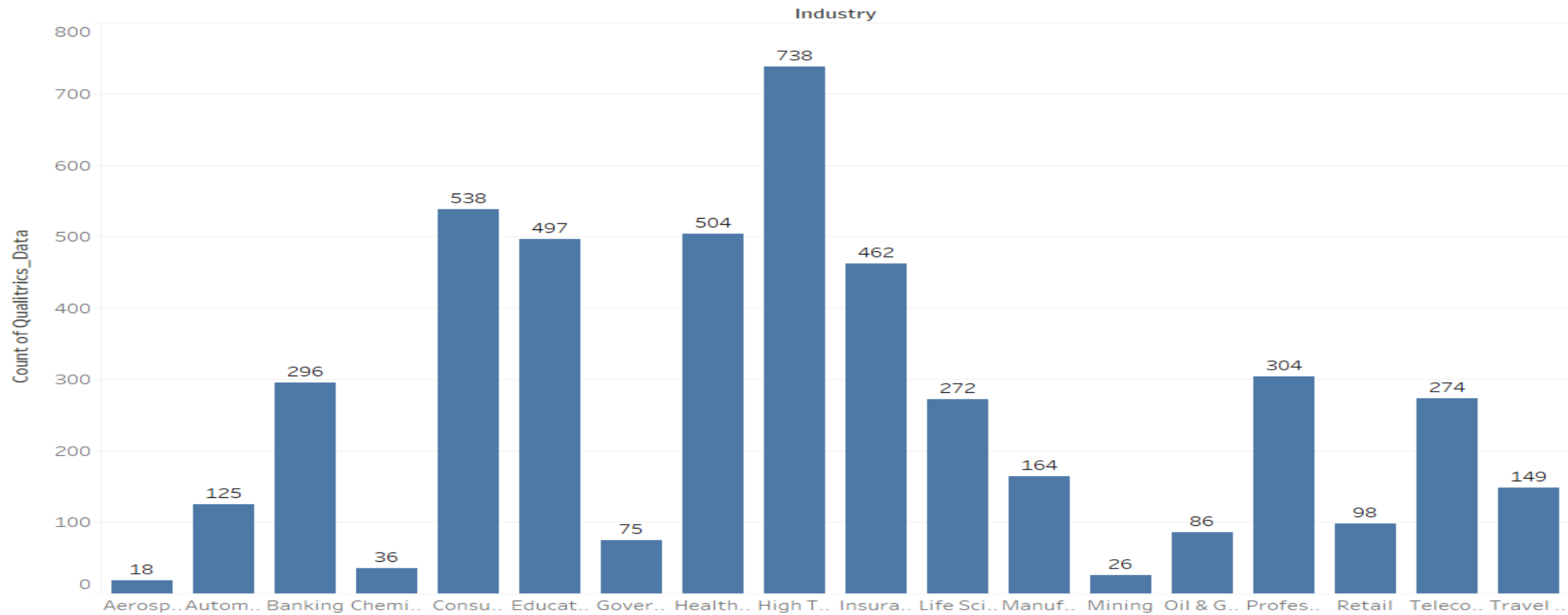
After filtering the data we created several stories in Tableau which indicates key insights from the data.

Qualtrics Industry Distribution by ARR



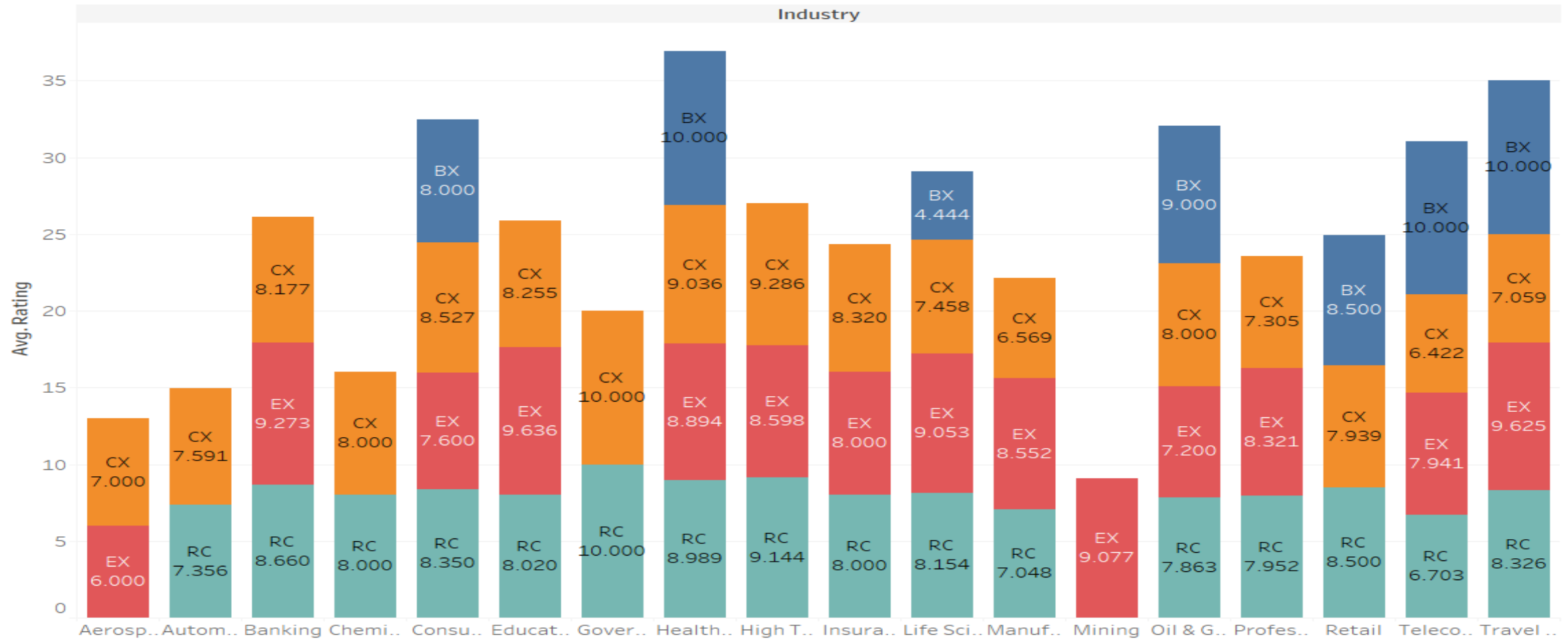
Healthcare and **High-Tech** sectors dominate the Qualtrics products usage. These 2 sectors primarily consume Qualtrics products the most compared to other sectors.

Client distribution across Industries



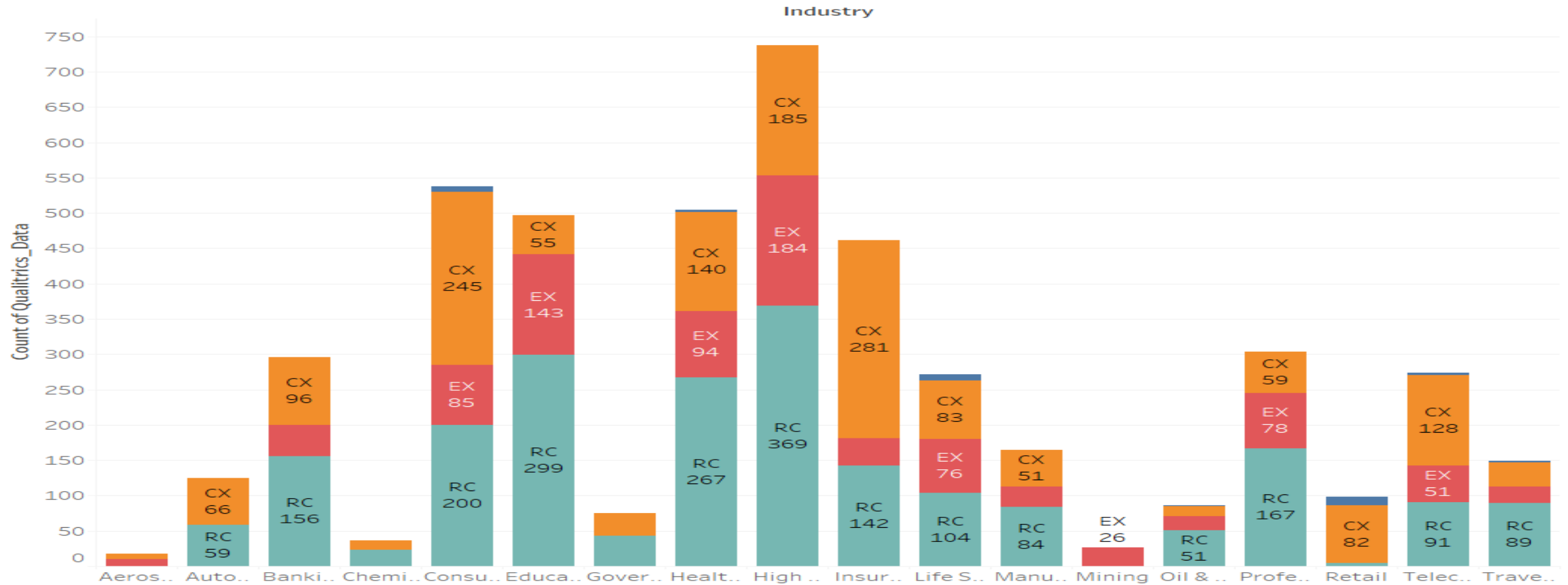
Qualtrics has the maximum presence in High Tech sector along with Consumer

Average NPS Rating for Qualtrics Products across Industries



Health Tech sector seems to have highest Customer satisfaction ratings across all products of Qualtrics followed by travel sector.

Product Distribution across Industries



The most widely used products by the clients of Qualitrics are CX and RC. EX seems to be less used by clients.

Further Strategies

- Qualtrics should focus on High Tech industry the most as major clients of Qualtrics are from the High Tech industry and they are extremely satisfied by the product as indicated by NPS score.
- Qualtrics should also focus on Industry such as Healthcare as it has highest percentage of ARR.
- Also, Qualtrics should focus on targeting Life Sciences, Manufacturing and Retail to increase their product presence in those industries.