Customer Satisfaction Analysis Report

Project Title: Customer Satisfaction Dashboard Analysis

Date: August 2, 2025

Total Customers Analyzed: 120

Average Rating: 5.35

Rating Range: 1 (min) to 10 (max)

# 1. Overview Analysis

## A. Support Contact Impact

• Contacted Support (Yes): Avg. Score = 5.36  
• Did Not Contact Support (No): Avg. Score = 5.34  
Insight: Minimal difference in satisfaction, indicating support contact has a neutral impact. However, this suggests support quality is consistent.

## B. Age Group Distribution

• Highest Satisfaction: Age 46–60 (5.60)  
• Lowest Satisfaction: Age 36–45 (4.84)  
Insight: Older customers report slightly higher satisfaction, suggesting product/services resonate more with mature users.

## C. Gender Distribution

• Female: 55%  
• Male: 45%  
Insight: The customer base is slightly more female-oriented.

## D. Purchase History

• Yes (57.5%) vs No (42.5%)  
Insight: Majority of customers have made purchases before, suggesting recurring users dominate.

## E. Satisfaction by Loyalty Level

• High Loyalty: 5.65  
• Low Loyalty: 5.84  
• Medium Loyalty: 4.47  
Insight: Surprisingly, low loyalty users rated higher than medium loyalty, indicating possible dissatisfaction buildup in medium group.

## F. Satisfaction by Factor

Top Factors:  
• Product Quality (7.55)  
• Packaging (7.00)  
• Product Variety (6.10)  
  
Lowest Factors:  
• Ease of Use (4.07)  
• Features (4.08)  
• Price (4.40)  
Insight: Customers value tangible product aspects more than usability or feature diversity. Price and features need improvement.

# 2. Regional Analysis

## A. Top Regions by Satisfaction

• Chicago, IL: 6.36  
• Austin, TX: 6.25  
• New York, NY: 6.00  
Lowest: San Antonio, TX (3.50)

## B. Customer Distribution by Location

Top Contributors:  
• Phoenix, AZ (19 customers)  
• Chicago, IL / Houston, TX (14 each)  
Least: San Antonio, TX (6 customers)  
Insight: High-volume cities aren't always the most satisfied; e.g., Phoenix has most users but mid-level satisfaction.

## C. Satisfaction by Region and Loyalty

Insight: San Antonio customers are least satisfied regardless of loyalty level—indicates a critical area for review.

# 3. Key Insights

• Product Quality and Packaging are the strongest satisfaction drivers.  
• Medium-loyalty customers show lower satisfaction—possible growing disengagement.  
• Features, pricing, and usability are weak points across customer feedback.  
• Regional satisfaction varies widely; San Antonio and Dallas need urgent service or engagement improvement.  
• Gender and support interactions have minimal influence on satisfaction scores.

# 4. Recommendations

1. Feature and Usability Improvement  
- Invest in UX research to enhance ease of use and feature relevance.  
- Survey medium-loyalty users to identify pain points before churn.  
  
2. Location-Based Engagement  
- Conduct root-cause analysis in San Antonio and Dallas.  
- Pilot localized improvements in these cities (e.g., faster delivery, better support).  
  
3. Customer Retention Strategy  
- Target medium-loyalty customers with special offers or personalized communication.  
- Encourage product feedback loops to keep these users engaged.  
  
4. Marketing Emphasis  
- Highlight strong product quality and packaging in campaigns.  
- Address feature and price concerns transparently in promotional messaging.  
  
5. Age-Based Segmentation  
- Consider tailored offerings for younger segments (age 20–35) where satisfaction is slightly lower.