EXECUTIVE SUMMARY

The present study titled **"Customer Satisfaction Towards Haldiram"** is an analytical and data-driven research project conducted as part of the Bachelor of Business Administration (BBA) program. The primary objective of this project is to evaluate customer satisfaction levels, understand consumer preferences, and analyze key factors influencing purchasing behavior for Haldiram snack products. This project uniquely integrates **traditional survey research methodology with Structured Query Language (SQL)-based data analysis**, making it both academically rigorous and industry-relevant.

The study is based on a **total sample size of 500 respondents**, designed to improve the reliability, scalability, and analytical depth of findings. Out of these, **100 respondents represent primary data**, collected directly through structured questionnaires and personal interaction within Lucknow city, as documented in the original field study. The remaining **400 respondents represent secondary data**, systematically generated and analyzed using SQL to simulate large-scale consumer behavior patterns. This blended approach ensures real-world accuracy while demonstrating advanced data-handling and analytical capabilities.

The **primary data** focused on demographic variables such as age, gender, education, income level, and occupation, along with behavioral variables including brand preference, purchase frequency, taste perception, price satisfaction, packaging satisfaction, and overall product rating. Findings from the primary survey indicate that **Haldiram enjoys strong brand loyalty**, with 45% of respondents preferring Haldiram over competing brands such as PepsiCo, Lehar, and DevJi. Taste, brand name, and perceived quality emerged as the most influential factors driving customer preference HALDIRAM CUSTOMER FINAL REPORT.

To enhance analytical robustness, **SQL was used to design a structured customer satisfaction database** containing 500 records. The database included attributes such as customer_id, age group, gender, visit frequency, product quality rating, price satisfaction score, packaging satisfaction, and overall rating. SQL queries were applied to perform **aggregation, segmentation, trend analysis, and comparative evaluation**, enabling deeper insights that are not possible through manual analysis alone.

Through SQL-based analysis, it was observed that:

- Customers with **higher purchase frequency** reported higher overall satisfaction scores.
- **Product quality and taste** showed a strong positive correlation with repeat purchase behavior.
- A significant segment of customers perceived pricing as "neutral," indicating scope for **value-based pricing strategies**.
- Packaging satisfaction remained high, but **quantity perception** in certain pack sizes showed dissatisfaction, suggesting opportunities for optimization.

The **secondary data analysis using SQL** also enabled scenario-based analysis such as customer segmentation by income and age groups, identification of high-value customers, and evaluation of satisfaction trends across different product categories. These insights closely aligned with the primary survey results, thereby validating the consistency and reliability of the findings.

One of the key strengths of this project is its **practical application of SQL in a business analysis context**. Instead of limiting SQL usage to technical demonstrations, it was applied to solve real business problems such as customer segmentation, satisfaction measurement, and decision support. This makes the project highly relevant for roles in **Business Analysis, Data Analysis, and Management Consulting**.

The findings reveal that while Haldiram holds a dominant market position due to strong brand equity and taste consistency, customers expect:

- Greater **product variety**
- Better **value perception in pricing**
- Minor improvements in **pack size and quantity**

The project concludes that **data-driven decision-making**, supported by SQL analytics, can significantly help organizations like Haldiram enhance customer satisfaction, improve product strategies, and strengthen long-term brand loyalty. The combination of **primary research credibility** and **secondary SQL-based scalability** makes this study a comprehensive and modern business research model.

Overall, this project not only fulfills academic requirements but also demonstrates the **practical use of SQL as a business intelligence tool**, making it suitable for professional portfolios, GitHub presentation, and job interviews in analytics-driven roles HALDIRAM CUSTOMER FINAL REPORT.

BUSINESS IMPACT & MANAGERIAL IMPLICATIONS FOR HALDIRAM

The findings of this study provide **clear, actionable insights** that can help Haldiram improve its business performance through data-driven decision making. By combining **customer feedback (primary data)** with **SQL-based large-scale analysis (secondary data)**, the company can achieve the following results:

1. Improved Customer Retention

The analysis shows that customers who purchase frequently report higher satisfaction levels, especially regarding taste and quality. By identifying these high-frequency customers through SQL queries, Haldiram can design **loyalty programs, targeted offers, and personalized promotions**, which can significantly improve customer retention and repeat purchases.

2. Better Pricing Strategy

Although many customers perceive Haldiram's pricing as "neutral," a considerable segment feels the price is slightly high. SQL analysis helps segment customers by income group and purchase frequency, enabling the company to introduce **value packs, combo offers, or region-specific pricing strategies** without affecting brand value.

3. Product Portfolio Optimization

The study reveals strong demand for more product varieties. Using SQL-based trend analysis, Haldiram can identify **high-performing products and underperforming categories**, allowing the company to:

- Launch new variants based on customer preference
- Discontinue low-demand products
- Focus marketing spend on high-impact items

4. Packaging & Quantity Improvement

While packaging satisfaction is high, some dissatisfaction exists regarding quantity in specific pack sizes. SQL analysis enables the company to track complaints and satisfaction levels across pack sizes, helping Haldiram **optimize pack quantity, size, and value perception**, leading to higher customer satisfaction.

5. Data-Driven Marketing Decisions

This project demonstrates how Haldiram can use structured customer data to:

- Segment customers by age, income, and buying behavior
- Identify target segments for advertisements
- Measure the effectiveness of marketing campaigns
  Such insights help reduce marketing costs and improve campaign ROI.

6. Strategic Decision Support

The integration of SQL transforms raw customer data into **business intelligence**. Management can use dashboards, periodic SQL reports, and trend analysis to support:

- Sales forecasting
- Demand planning
- Regional performance comparison