

Digital Artefact: Customer Feedback Summary

River Fitness – Monthly Survey Results

Category	Number of Responses
Satisfied	46
Neutral	18
Not satisfied	11
Total	75

Visual Representation (Bar Chart Concept)

- **X-Axis:** Feedback Category
- **Y-Axis:** Number of Responses
- **Visual:** A bar chart would show a tall bar for "Satisfied" (46), a medium bar for "Neutral" (18), and a shorter bar for "Not satisfied" (11). This clearly demonstrates that the majority of customers are happy with the services.

Reflection Log

- **Why I chose the tool:**
Microsoft Word is excellent for business logs because it provides powerful formatting tools, cloud collaboration, and secure data protection. **It ensures logs are highly readable, trackable, and professional.**
- **What information I used:**
I used the raw survey data provided by the manager, Hasan Murad: 46 Satisfied, 18 Neutral, and 11 Not satisfied responses.
- **What changes I made:**
I calculated the **total number of responses (75)** to provide a complete overview and organized the data into a table format to make it easier for the manager to read at a glance.
- **How I improved my work:**
I chose a **bar chart** instead of a pie chart because it more effectively

highlights the significant lead "Satisfied" has over the other categories, making the positive feedback more visually impactful.