

DS2: Business Digital Artefact Rework

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Business Scenario

Last month we collected customer feedback about our gym services. Please create a simple digital summary that shows:

- ❖ how many responses were Satisfied, Neutral, or Not satisfied
- ❖ one clear chart (bar chart or pie chart)

Here are the results from the customer survey.

Customer Feedback Survey Results

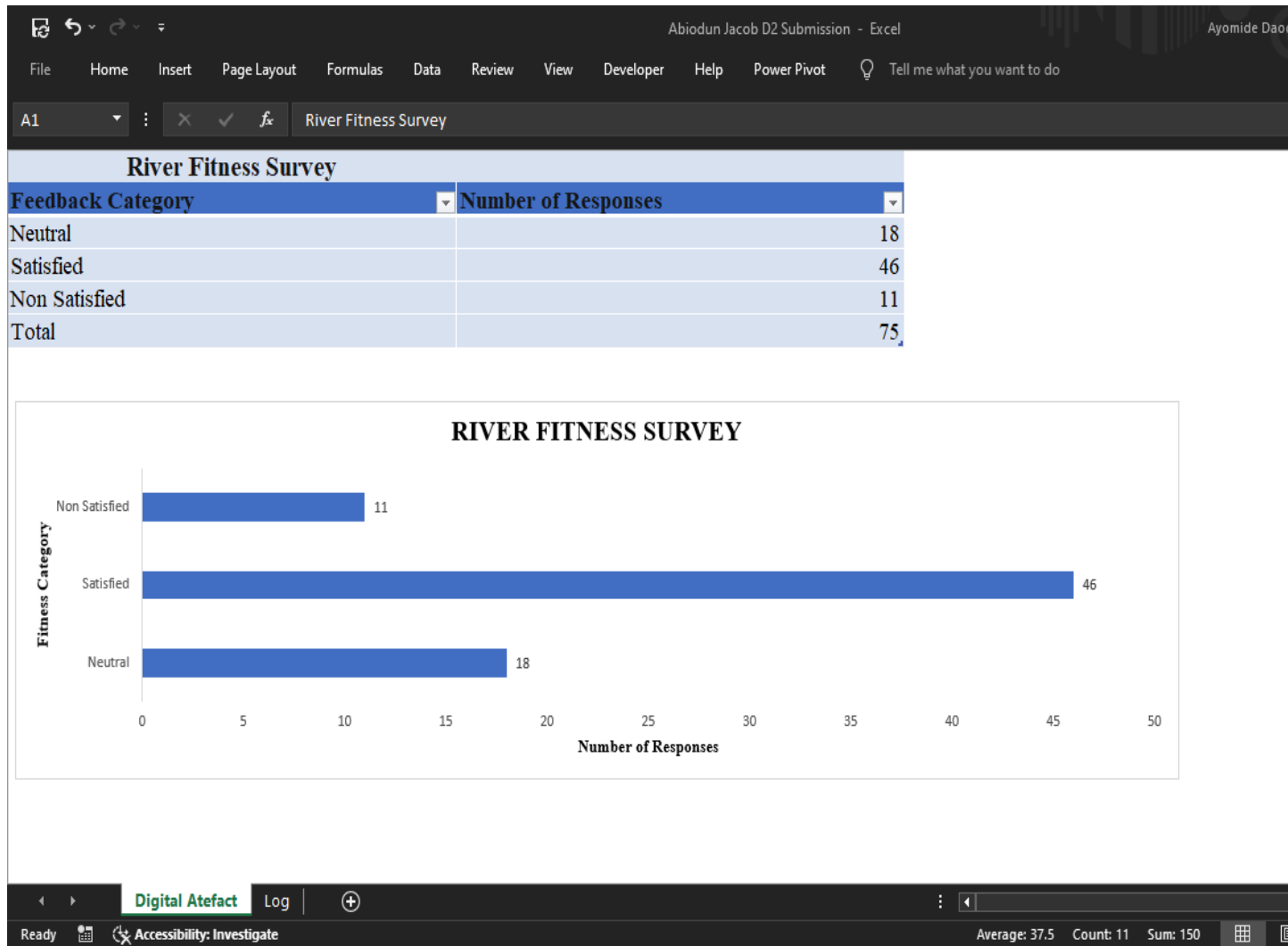
Responses

- ❖ Satisfied 46
- ❖ Neutral 18
- ❖ Not satisfied 11

Digital Artefact

This report shows the digital summary of the customer feedback on the **River's gym services** collected during the previous month. A total of **75 responses** were recorded across the three response categories: Satisfied, Neutral and Not satisfied.

Chart (Figure 1: River Fitness Survey)



Explanation: The chart shows the survey of 75 customer responses of the river gym services.

- 11 Respondents were not satisfied with the gym services as shown by the record.
- 46 respondents reported being satisfied, representing the majority of the survey participants. This may indicate that the customer services are positive.
- 18 respondents showed neutral opinions. They were neither satisfied or non satisfied with the gym opinions

Decision and Iteration log

1. Why did I choose my tool?

Microsoft Excel was appropriate because I am confident using it. It is easy to use for results involving numbers and text and also to create charts. It makes it easy to count the number of responses in each category and organize the information clearly. I used Google Docs because it helps with the clear documentation for my final digital artefact.

2. What information did I use?

I used the River's gym customer feedback survey results which consisted of 75 responses with 3 feedback categories. It contained 11 not satisfied, 46 satisfied and 18 neutral responses.

3. How did I create my artefact?

- I compiled the survey results in Excel tool, summarized and tabulated the response counts with their respective feedback categories.
- I created a horizontal bar chart to compare the three feedback categories.
- I reviewed the chart to ensure that there are no corrections before inserting the bar chart into Google Docs with explanation of the results.
- I selected the bar chart because it is best used when comparing or showing differences in categories.

4. What changes have I made?

I improved the chart size for easy reading and adjusted the title and labels because they were too small. I added a brief interpretation of the survey results to make the report more understandable.

5. Feedback I used?

I reviewed my initial artefact and identified that my Instructor wrote I should try to be critical rather than being descriptive in academic writing. I used this feedback to improve my academic writing.

6. Final explanation

This final artefact summarizes the customer satisfaction with the gym services. 11 respondents were not satisfied, 46 respondents reported being satisfied, 18 respondents showed neutral opinions. To Mr Hasan Murad, Manager, River Fitness, the result suggests that the gym should maintain its service quality but also identify customers concerns for improved satisfaction.