

Business Data Challenge

Customer Satisfaction and Business Performance

You are a business consultancy team reviewing customer satisfaction data for a national retail company.

Dataset

Year	Customer Satisfaction (%)
2019	68
2020	71
2021	75
2022	79
2023	82
2024	84

Step 1: Describe the Data

What does the data show?

Write three observations.

1.
2.
3.

Step 2: Analyse the Data

Why might customer satisfaction have increased?

List possible explanations.

- ☐ Better customer service
- ☐ Improved products
- ☐ Faster delivery
- ☐ Improved technology
- ☐ Other:

Which explanation seems most likely and why?

Step 3: Evaluate the Evidence

What information is missing?

Tick all that apply.

- ☐ Sample size
- ☐ Customer demographics
- ☐ Survey methodology
- ☐ Competitor data
- ☐ Customer complaints data
- ☐ Regional differences

Can we conclude that the company is performing better?

Explain your answer.

Step 4: Critical Thinking

Consider an alternative viewpoint.

A manager argues:

"The increase in customer satisfaction proves our strategy has been successful."

What questions would you ask before accepting this conclusion?

1. _____
 2. _____
 3. _____
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Step 5: Recommendations

If you were a consultant, what would you recommend the company does next?

Challenge Question

Customer satisfaction increased, but sales revenue fell by 10%.

How does this change your interpretation?
