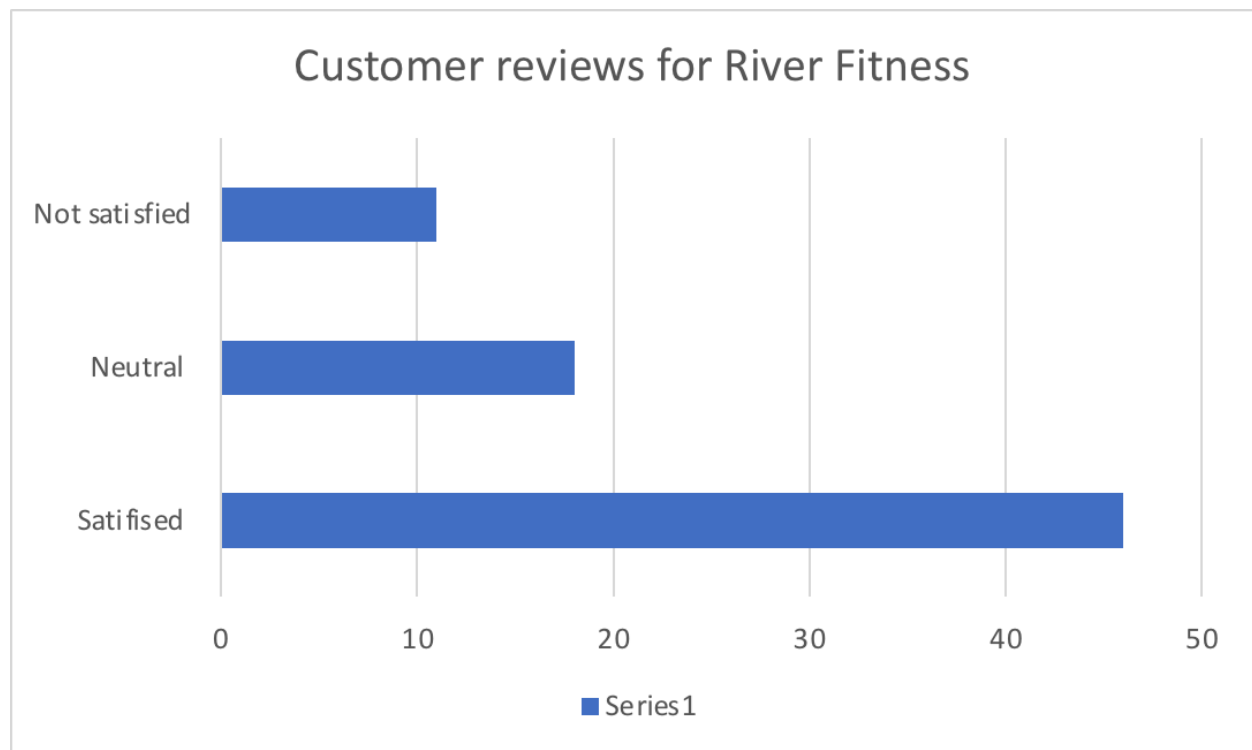




I chose Microsoft Excel because it is useful for me to organise data and creating charts. It allowed me to present the customer feedback results clearly using a bar chart, making it easy to compare the number of satisfied, neutral, and not satisfied responses. This made it easy to differentiate each and spot every result. Whenever the gym manager looks at the data and information it will be very easy and clear for him to spot the results at the blink of an eye and pick up out the key information that he needs. Excel provided me the professional tools to input all the information that was given to me and organise then in a fashion that was presentable at a high level.

I used customer feedback survey results collected by the gym. The information showed the number of customers who were satisfied (46 people), neutral (18 people), and not satisfied (11 people ). I organised this information into a bar chart to make it easier to compare the responses. Also I made sure I showed the total amount of reviews. There was no addition information I needed to input as the chart was solely made to input the number of customer responses in each category.

I typed the customer feedback results into Excel using one column for the feedback categories and another for the number of responses. Then I highlighted the data, clicked insert, and selected a bar chart . Once the chart was created, I gave it a title and made sure the labels were clear so it was easy to read and compare the results. This made it easier for anyone viewing the chart to understand the gym's customer feedback at a glance.

The first change I made was doing a pie chart on Microsoft Excel instead of Word. I did this because I could not get the right format I was looking for on Microsoft Word whereas Excel had many templates I could work off and adapt into my own style. After scrolling through many of the templates, next change I decided to do a bar chart instead of the pie chart as I thought the information would be more visible and clear. I believe this was a much better choice visually looking and the colours presented weren't too vibrant making it easier on the eye for readers to see. On the other hand if I decided to do a pie chart there would be too many colours which could make it hard for key information to be spotted by the gym manager. In this case the simpler option would be better for handling the sensitive number of responses from the customers.

My tutor told me to make sure my bar chart was clear and easy to read. I used that advice by giving it a clear title, making sure I was labelling the categories properly, and making sure the information was simple to understand at face value. I also chose suitable colours and made sure the chart was easy to read, allowing anyone looking at it to quickly compare the gym's customer feedback and identify which responses were the most common.

Overall I chose to use a bar chart because it clearly shows the gym's customer feedback and makes it easy to compare. I had a few hiccups getting the right format and colours I wanted, however I was able to overcome them and make the chart easily visible for use. I produced a clear, professional looking chart that effectively presents the gym's customer feedback and makes the information easy for others to understand and analyse which can lead to the gym making informative decisions based on the clear results I have given.