

# Descriptive Statistics Report

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## Title Page

**Report Title:** Customer Satisfaction Survey Analysis

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## Abstract

This report provides a detailed analysis of customer satisfaction for the latest product released by XYZ Technology Company. The survey aimed to gather feedback on product features, usability, and overall customer satisfaction. Descriptive statistics have been employed to summarize the data and provide insights into customer perceptions.

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## Introduction

**Background:** Following the launch of our new product, a customer satisfaction survey was conducted to assess how well the product meets the needs and expectations of our users.

**Objectives:** To summarize survey responses using descriptive statistics to understand the central tendency and variability of customer satisfaction levels.

**Scope:** The survey was distributed to all customers who purchased the product within the first month of its release.

## Methodology

**Data Collection:** Online survey responses were collected from 1,000 customers who purchased the product.

**Data Analysis:** Descriptive statistical methods were applied to analyze the data. Tools such as Excel and SPSS were used for computations.

## Results

Key findings from the survey include:

- **Overall Satisfaction:** The mean satisfaction rating was 4.2 out of 5, with a mode of 4 and a median of 4.
- **Feature Usability:** The average rating for usability was 4.0, indicating generally positive feedback.
- **Variability:** The standard deviation for overall satisfaction was 0.8, suggesting moderate variability in customer satisfaction.
- **Distribution:** Histograms show a skew towards higher satisfaction ratings, with fewer outliers expressing dissatisfaction.

Tables and graphs such as pie charts for categorical data and histograms for continuous data provide a visual summary of the findings.

## **Discussion**

This section discusses the implications of the statistical findings, noting areas where the product excels and where improvements are needed. The relatively low variability in satisfaction scores suggests consistent product performance, but the skew towards higher ratings indicates potential biases in the survey population or response collection.

## **Conclusion**

The report concludes that customers are generally satisfied with the new product, as indicated by the high mean satisfaction score. Recommendations for future surveys include reaching a broader audience to minimize bias and enhance the reliability of the findings.

## **References**

- Survey Design and Analysis Textbook
- Customer Feedback Analysis Tools

## **Appendices**

A1. Survey Questionnaire

A2. Data Analysis Code and Output

A3. Detailed Statistical Tables