Project Title: Customer/Client Feedback Summary

Project Category: Company Contribution

Objective: Analyze customer or client feedback and create a clear summary of patterns, themes, and suggestions. This project helps the company better understand its audience, improve services, and identify areas for growth.

Step-by-Step Instructions:

Step 1: Collect Feedback Data - Ask your supervisor for access to: - Customer reviews (Google, Yelp, surveys) - Feedback forms or client surveys - Emails or messages from clients - Any other input shared by customers or users

Step 2: Create a Data Tracker - Set up a spreadsheet (Google Sheets or Excel) with the following columns: - Date of feedback - Source (survey, review, email, etc.) - Feedback text or summary - Category (e.g., Customer Service, Product Quality, Wait Time, Cleanliness) - Sentiment (Positive / Neutral / Negative) - Suggestions / Requests

Step 3: Sort & Analyze - Look through all the data and begin organizing it by theme or pattern. - Count how often each category appears (e.g., “8 people mentioned slow response time”). - Identify what the company is doing well and what could be improved.

Step 4: Create the Summary Report - Write a one-page summary with the following sections: 1. **Overview** – Briefly explain how you collected and sorted the feedback. 2. **Key Trends** – Highlight common themes or repeated concerns. 3. **Strengths** – What customers appreciated most. 4. **Opportunities for Growth** – Key suggestions or areas for improvement. 5. **Conclusion** – Final thoughts and possible next steps.

Step 5: Visuals (Optional) - Add one or two simple charts (bar graph or pie chart) showing trends. - Use Google Sheets or Excel to create visuals and paste them into your report.

Step 6: Review and Share - Review the report with your supervisor for accuracy. - Make any necessary edits. - Share the final version via email, shared drive, or printed copy.

Deliverables: - Completed Feedback Tracker Spreadsheet - 1–2 Page Summary Report with Charts (optional) - Optional: Reflection paragraph on what you learned about customer experience

Estimated Timeline: 2–3 weeks

Skills Practiced: - Data collection and analysis - Organization and categorization - Written communication - Attention to detail - Critical thinking