# SERVICE QUALITY REPORT

by Service Performance Team (Mariana Lima, Gustavo, Ana Clara, Luiz)

## 1. HOW TO USE THIS REPORT

This report summarizes customer feedback from public sources for the [Name] branch and our online presence (Google and Facebook) over the last 12 months. Its purpose is to help us understand what we are doing well, where we can improve, and how we can better support our customers and our team. It is not a report card on any individual — it is a report on the system we all work in, and what we can change together.

**Who should read this report:** Everyone. Each section is written so that any team member can find the parts relevant to their role.

**How to read the numbers:** Most charts show a rating from 1 to 5 stars, or the number of reviews received each month. A higher rating is better. When we talk about a trend, we mean whether things are getting better or worse over time, not just whether one month was good or bad.

**Where the data comes from:** All reviews are collected automatically from Google Business Profile and Facebook. We do not edit or remove reviews. Private feedback (emails, in-person comments) is not included in this report.

**Structure:**

- **Section 2 — Executive Summary:** A one-page overview of the most important findings, for busy readers.
- **Section 3 — Overall Analysis:** Trends across the whole business, over time.
- **Sections 4 to 7 — Category Analysis:** A deep dive into each category: Services, Departments, Products, and Employees.
- **Section 8 — Conclusion:** Our recommendations and next steps.

**Category Structure:**

Each category section follows the same structure: a brief introduction, a trend chart, and a table of the most frequently mentioned words.

**Trend Analysis:** Whether sentiment is increasing or decreasing across the year, for the four categories with a category-level trend chart (Services, Departments, Products, Employees). Trend charts are not produced for Overall or Locations.

**Keyword Analysis:** Which words appear most often in positive reviews and which appear most often in negative reviews, for each category. This helps us see what customers are actually talking about, in their own words.

## 2. EXECUTIVE SUMMARY

**Key Improvement Areas**

- Delivery and Order Speed (Products): 2.8 stars, 1,240 mentions, 1,240 negative, 0 positive
- Wait Time (Services): 3.1 stars, 980 mentions, 980 negative, 0 positive
- Checkout Process (Products): 3.2 stars, 760 mentions, 760 negative, 0 positive

**Key Improvement areas**

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## 3. CATEGORY ANALYSIS

### 3.1 SERVICES

**Trend Analysis**

**Keyword Analysis**

### 3.1.1 SERVICES – TRENDS

**Key Improvement areas**

**Key Improvement areas**

## 3. CATEGORY ANALYSIS

### 3.2 DEPARTMENTS

**Trend Analysis**

**Keyword Analysis**

### 3.2.1 DEPARTMENTS – TRENDS

**Key Improvement areas**

**Key Improvement areas**

## 3. CATEGORY ANALYSIS

### 3.3 SALES

**Trend Analysis**

**Keyword Analysis**

### 3.3.1 SALES – TRENDS

**Key Improvement areas**

**Key Improvement areas**

## 3. CATEGORY ANALYSIS

### 3.4 PRODUCTS

**Trend Analysis**

**Keyword Analysis**

### 3.4.1 PRODUCTS – TRENDS

**Key Improvement areas**

**Key Improvement areas**

### 3.4.2 PRODUCTS – HEATMAP

## 3. CATEGORY ANALYSIS

### 3.5 EMPLOYEES

**Trend Analysis**

**Keyword Analysis**

### 3.5.1 EMPLOYEES – TRENDS

**Key Improvement areas**

**Key Improvement areas**

### 3.5.2 EMPLOYEES – HEATMAP

## 3. CATEGORY ANALYSIS

### 3.6 BEHAVIOURS

**Trend Analysis**

**Keyword Analysis**

### 3.6.1 BEHAVIOURS – TRENDS

**Key Improvement areas**

**Key Improvement areas**

### 3.6.2 BEHAVIOURS – HEATMAP