

# Feefo Essential Analytics

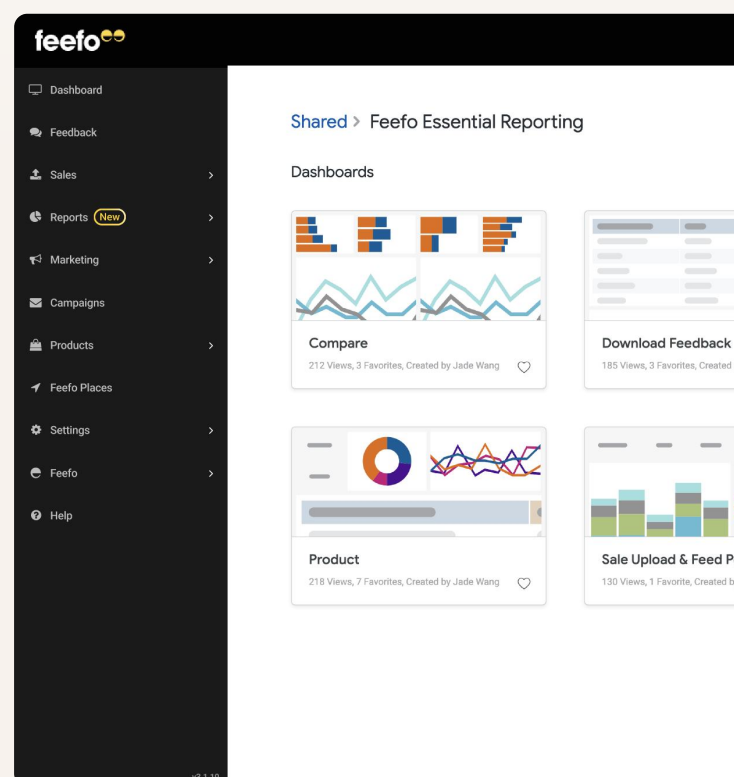


## Your reviews contain so much more than just a star rating.

If you want to get a real insight into your customer experience and discover what your customers really think of your business, analytics is the key.

The Feefo suite contains lots of tools which are designed to get the most out of your reviews. With a little help from our analytics, you can find out more about your customers' shopping experience, the quality of your products, what they thought of your service – the list goes on!

Everything you need to start uncovering all this data can be found in the **'Reports'** tab of the Hub and then switching to Analytics.



# Before we get started...

The Feefo dashboard provides users with a comprehensive overview of their feedback and review data, allowing for intuitive analysis and actionable insights. The layout of the Feefo dashboard is designed to facilitate ease of navigation and interpretation, featuring tiles, charts, and data tables to accommodate varying levels of detail and analytical depth.

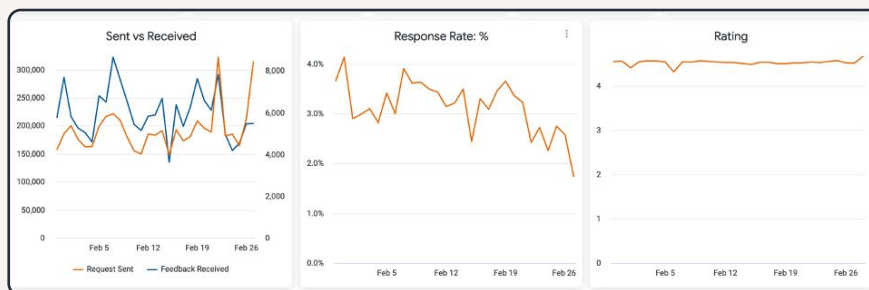
## Tiles for Top-Level Detail

The Feefo dashboard features tiles that provide a concise summary of key metrics and performance indicators, offering users a quick overview of their feedback and review data. These tiles display top-level details such as overall rating scores, review counts, sentiment analysis summaries, and other pertinent metrics. Some tiles are interactive, allowing users to click and drill down for deeper insights, such as exploring rating distributions across different product categories or time periods.



## Charts to Visualise Patterns and Trends

Complementing the tile summaries, the dashboard includes various charts and visualisations—like line graphs, bar charts, pie charts, and scatter plots—that elucidate patterns and trends within the feedback data. These visual tools help users identify emerging trends, track performance fluctuations over time, and compare feedback metrics across different dimensions, such as visualising rating score trajectories over consecutive months or analysing sentiment trends for specific product features or services.



## Data Tables for Detailed Analysis

Beyond summarising data through tiles and charts, the Feefo dashboard offers comprehensive data tables for granular analysis. These tables provide a structured view of individual feedback entries, including reviewer comments, ratings, timestamps, and product/service identifiers. Users can refine their analysis with various filtering options and sorting mechanisms, and export data tables in common file formats (e.g., CSV, Excel) for further analysis or archival purposes.

To find out more, contact a consultant

[Book a demo](#)

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Email: [sales@feefo.com](mailto:sales@feefo.com)

# Functions

Feefo offers a robust a reporting suite designed to empower businesses with comprehensive analytics and insights. Here's a breakdown of its key functionalities:

## Alerts

Feefo's Analytics Dashboards feature an alert system denoted by a 'bell' icon. Users can set up conditions to receive email alerts based on specific metrics or thresholds within tiles and charts.

'Any Product Feedback' is greater than ...

Condition: Any Product Feedba | Is greater than | Enter a value

Where to send it: Email | kim.meaker@feefo.com

Frequency: Daily | Time: 05:00

Permissions: Public: Visible to everyone in your organization

Buttons: Cancel, Save Alert

Schedule Delivery

Settings | Filters | Advanced options

Schedule Name: Overview

Recurrence: Daily | Time: 06:00

Destination: Email

Email addresses: kim.meaker@feefo.com

Format: PDF

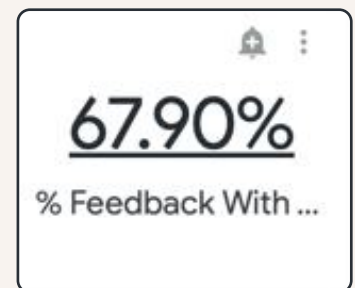
Buttons: Test now, Cancel, Save

## Scheduling

Users can schedule dashboard reports to be delivered directly to their inbox. By clicking on the icon located at the top right-hand corner of the screen (3 x vertical dots), users can set up regular delivery schedules for reports.

## Drill downs from Tiles and Charts

Feefo's reporting suite allows users to drill down into data directly from tiles and charts. Hovering over elements reveals underlined areas that users can click to access more detailed information.



Merchant Name	Campaign Name	% Feedback with Comments
1 Charles Tyrwhitt_UK	Custom Shirts	76.92%
2 Charles Tyrwhitt_UK	Product and Service	73.12%
3 Charles Tyrwhitt_UK	Retail	57.75%

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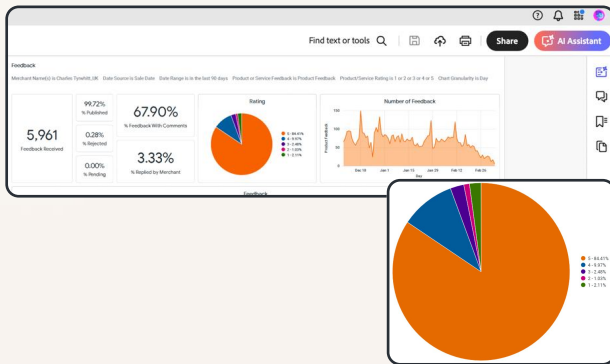


# Functions

## Downloading Raw Data

Users have the ability to download raw data from tables included in the dashboards. By clicking the icon with 3 x vertical dots on the data table, users can access and export the underlying data for further analysis.

Description	Rating	Comment	Moderation Status	Rejected Reason	
SF Dark ...	★★★★	Nice fitti...	PUBLIS...	⊗	<ul style="list-style-type: none"> <li>Explore from here</li> <li>Download data</li> <li>Autosize all columns</li> <li>Reset all column widths</li> <li>View</li> <li>Clear cache &amp; refresh</li> <li>Data History Playback</li> </ul>
SF Ston...	★★★★	Good fit ...	PUBLIS...	⊗	
SF Black...	★★★★	Nice fitti...	PUBLIS...	⊗	
Charcoa...	★★★★	⊗	PUBLIS...	⊗	
Navy Wo...	★★★★	comfy a...	PUBLIS...	⊗	
SF Tan U...	★★★★	Excellen...	PUBLIS...	⊗	
SF Olive ...	★★★★	Excellen...	PUBLIS...	⊗	
Pink Stai...	★★★★	⊗	PUBLIS...	⊗	
CF Whit...	★★★★	⊗	PUBLIS...	⊗	
SF Navy ...	★★★★	⊗	PUBLIS...	⊗	
Black Tr...	★★★★	Nice des...	PUBLIS...	⊗	
SF Coba...	★★★★	⊗	PUBLIS...	⊗	



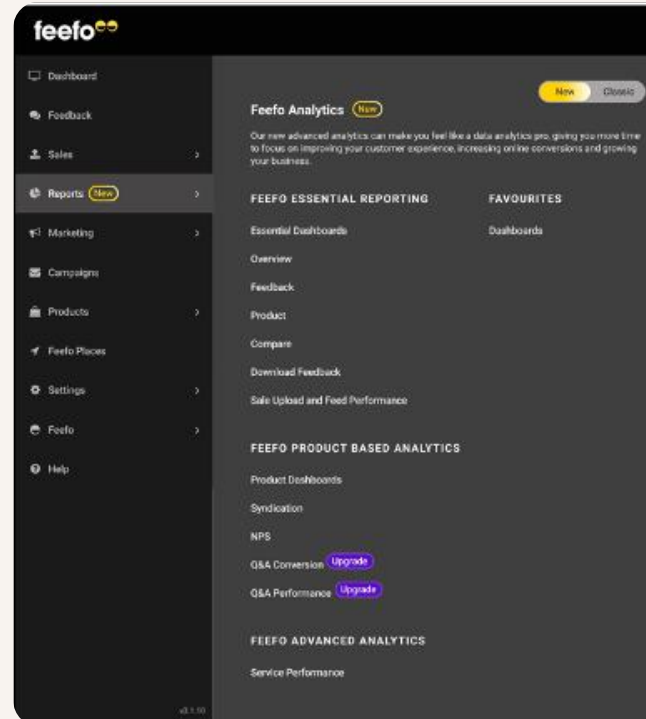
## Downloading Tiles and Charts as Images or the whole dashboard as a PDF

Feefo's reporting suite facilitates the download of individual tiles and charts as images or entire dashboards as PDFs. This feature enables users to include visual analytics in presentations, merchant board reports, or other documentation.

# Your essential analytics

The reports that will be the most useful to you depends on what kind of business you have, and what insight you need. We've picked out some of our favourite reports that we think will help take your business to the next level.

- Overview
- Feedback
- Product
- Compare
- Download feedback
- Sales upload and feed performance
- Date comparison
- Service



To find out more, contact a consultant

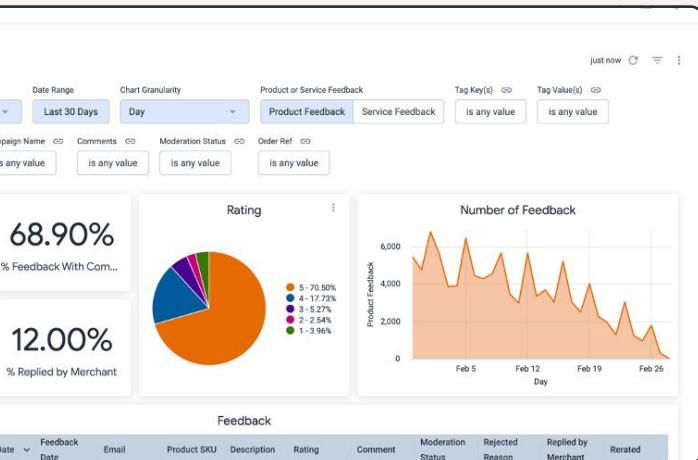
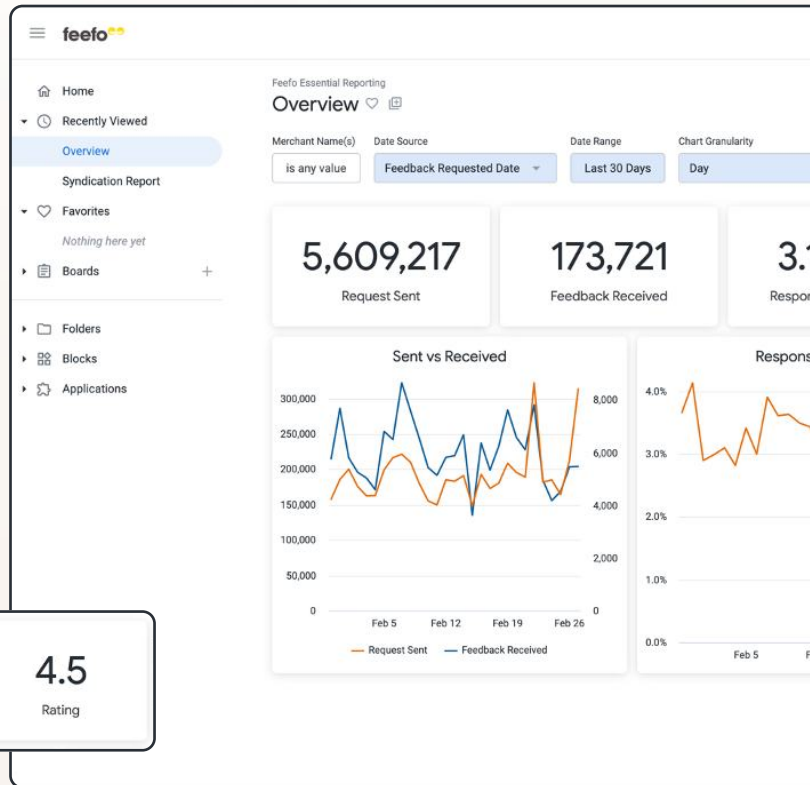
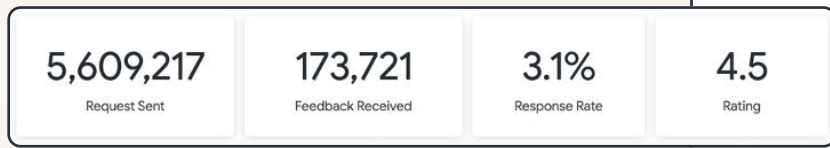
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## Overview

The Overview serves as the primary interface for merchants to access key metrics and insights regarding their business performance. It functions as the central hub, providing a comprehensive snapshot of essential data points such as Service Score, Product Score, Response Rate, and Breakdown per Star Rating. Designed with simplicity and efficiency in mind, merchants can leverage this overview to gain valuable insights into their account and campaign performance. Moreover, the interface allows users to apply filters, enabling them to customise their view based on specific accounts and campaigns.

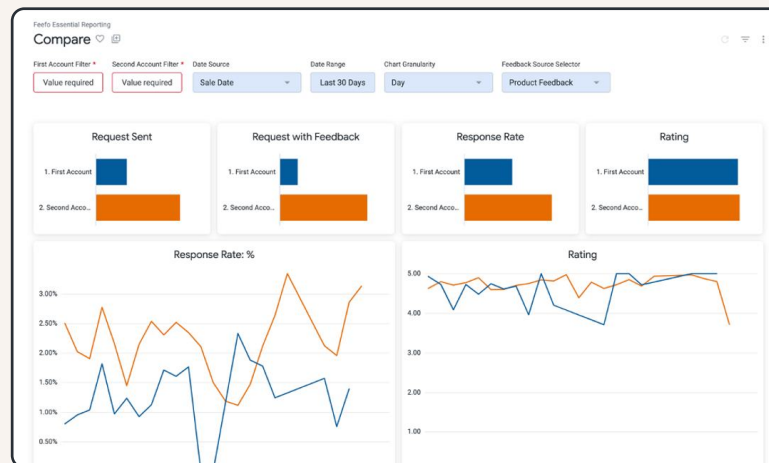


## Feedback

The Feedback tab serves as a rapid access point for merchants to efficiently locate, filter, and review feedback, providing insights into its current status. It shows how your whole product range is performing at a glance and the average rating per product.

## Compare

The Compare report addresses the challenge of account structure by providing merchants with the capability to compare various aspects of their businesses against each other, utilising their existing account structure.



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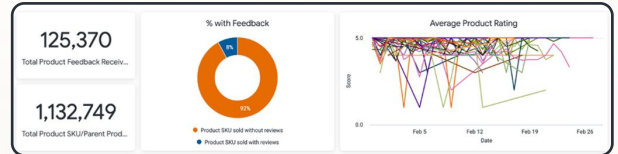
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## Product

The Product dashboard offers merchants the flexibility to filter and consolidate product scores based on various parameters such as accounts, Parent SKUs, SKUs, tags, and product attributes. This integration promises enhanced functionality and data management capabilities.



Product Feedback Five Star Score	Net Promoter Score	Service/Feedback Moderation Status	Service/Feedback Moderation Desired Reason	Product Feedback Moderation Status	Product Feedback Moderation Reason
4	10	PUBLISHED	-	PUBLISHED	-
5	9	PUBLISHED	-	PUBLISHED	-
5	10	PUBLISHED	-	PUBLISHED	-
4	8	PUBLISHED	-	PUBLISHED	-
5	8	PUBLISHED	-	PUBLISHED	-
4	9	PUBLISHED	-	PUBLISHED	-
5	9	PUBLISHED	-	PUBLISHED	-
5	10	PUBLISHED	-	PUBLISHED	-
5	10	PUBLISHED	-	PUBLISHED	-
5	10	PUBLISHED	-	PUBLISHED	-
5	9	PUBLISHED	-	PUBLISHED	-
5	9	PUBLISHED	-	PUBLISHED	-
5	8	PUBLISHED	-	PUBLISHED	-
4	8	PUBLISHED	-	PUBLISHED	-
4	8	PUBLISHED	-	PUBLISHED	-

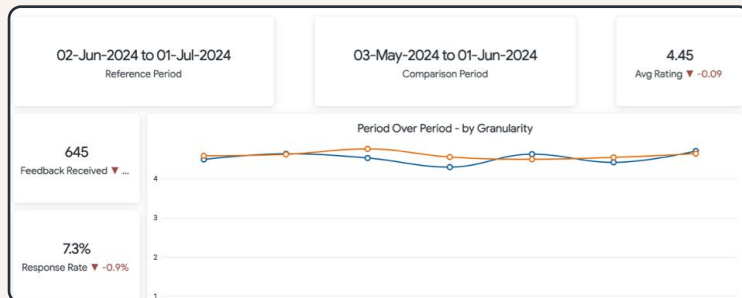
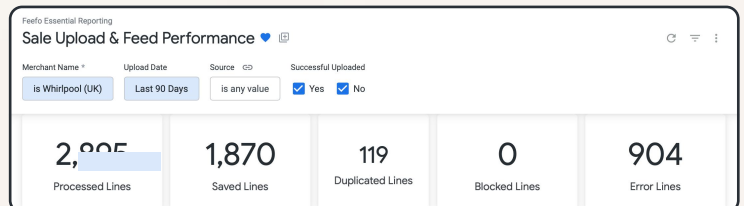
ID	Question	Answer	Category
02730956460371ea279d218	How many years did it last?	10	-
	How would you rate the durability of your previous appliance?	4	-

## Download Feedback

This report allows you to download any data you want from your feedback, so you can create your own custom reports which display the exact information that you need. This is also ideal for when you need to take your data offline.

## Sales upload and feed performance

Feefo's Sale Upload & Feed Performance dashboard is a comprehensive tool designed to help businesses monitor and analyse their sales data. It provides insights into the data upload process, detailing the number of lines processed, as well as identifying lines that were blocked, duplicated, or contained errors.



## Date comparison dashboard

Feefo's Date Comparison dashboard is your essential tool for tracking and analysing key business metrics over various time periods, including Year-over-Year (YoY), Month-over-Month (MoM), and Week-over-Week (WoW) trends, which can be effortlessly incorporated into your regular reporting and board updates.

The key metrics include:

1. Service and Product Rating: Monitor customer satisfaction trends to identify areas for improvement.
2. Response Rate: Evaluate the effectiveness of your customer engagement by analyzing response rates over time.
3. Net Promoter Score (NPS): Track customer loyalty and satisfaction, spotting patterns to boost customer advocacy.

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