

Pareto Worksheet: example

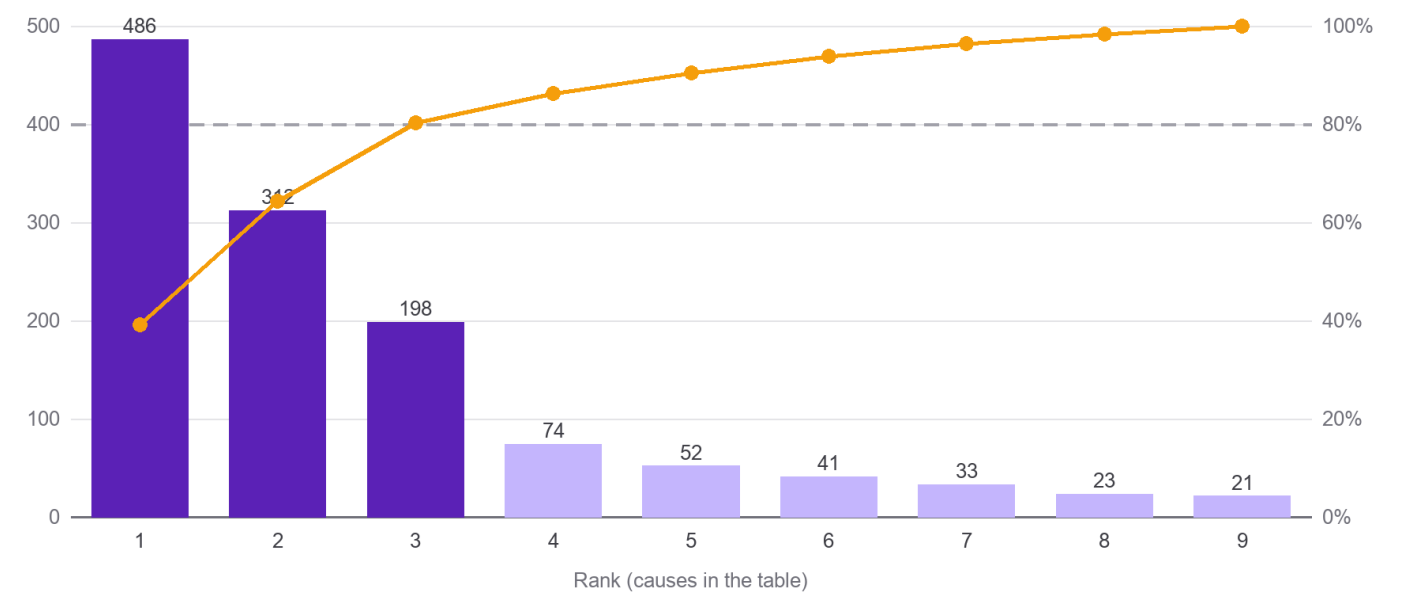
Illustrative example, not customer data. The same worksheet, blank, is on the next page.

Problem: Customer complaints | Period: One month | Data source: Support tickets, tagged by reason | Prepared by: CX team

Causes, largest first

Rank	Cause / category	Count	Share	Cumulative %	Top 80%
1	Late delivery	486	39.2%	39.2%	Top 80%
2	Damaged item	312	25.2%	64.4%	Top 80%
3	Refund paid late	198	16.0%	80.3%	Top 80%
4	Wrong item sent	74	6.0%	86.3%	
5	Could not reach customer service	52	4.2%	90.5%	
6	Discount code did not work	41	3.3%	93.8%	
7	Item not as described	33	2.7%	96.5%	
8	Billing error	23	1.9%	98.3%	
9	Other	21	1.7%	100.0%	
	Total	1,240	100%		

Pareto chart



Result	Three of nine causes (late delivery, damaged item, late refund) make up 80.3% of complaints.
Next step	Late delivery: 5 Whys. Damaged item: fishbone diagram. Late refund: process review. Repeat the Pareto one month after the actions.

Have thousands of complaints, reviews or tickets? Pivony runs root cause analysis on all of your customer feedback. Get a free root cause audit on your own data: pivony.com/free-rca-audit

Pareto Worksheet

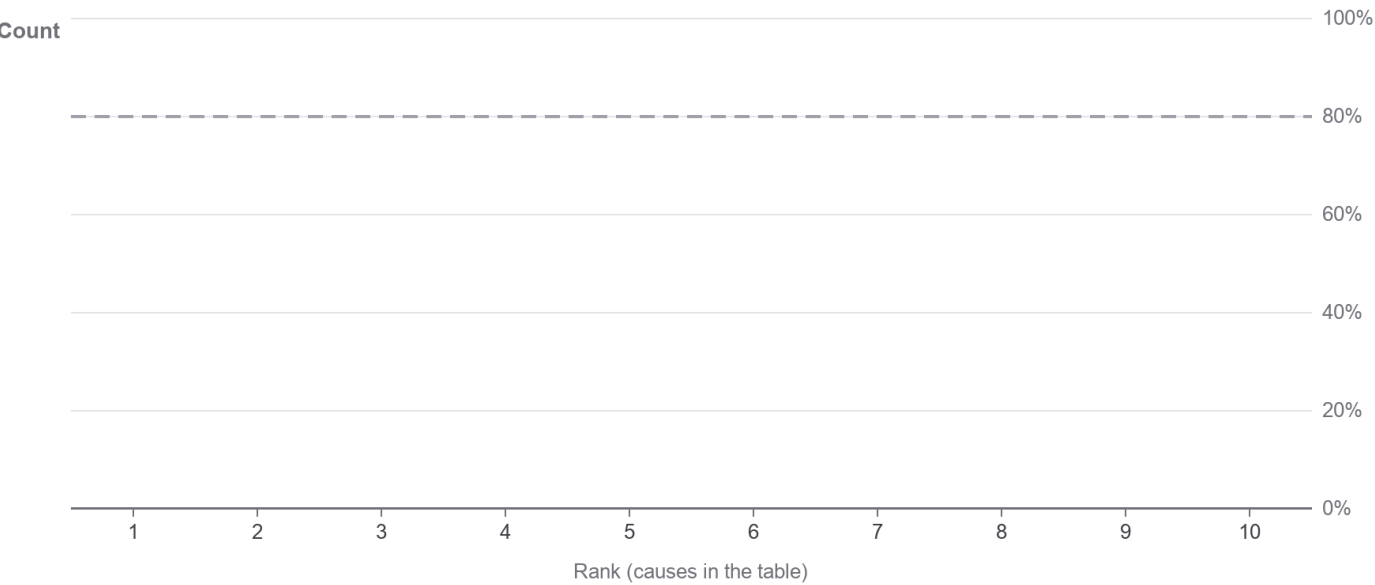
List the causes with their counts, largest first. Start with the causes up to the point where the cumulative % passes 80%.

Problem: _____ | Period: _____ | Data source: _____ | Prepared by: _____

Causes, largest first

Rank	Cause / category	Count	Share	Cumulative %	Top 80%
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
	Total		100%		

Pareto chart



Draw the bars to the counts, mark the cumulative % with dots and join them. The dashed line is 80%.

Result	Which causes make up 80% of the total?	
Next step	Which root cause method for each of these causes, who, by when?	

Have thousands of complaints, reviews or tickets? Pivony runs root cause analysis on all of your customer feedback. Get a free root cause audit on your own data: pivony.com/free-rca-audit