***FMCG CALL CENTER ANALYTICS REPORT – JUNE 2025***

***Executive Summary***

The June 2025 call center analytics report offers a deep dive into the performance of an FMCG call center handling over 56,000 calls. This comprehensive analysis leverages quantitative metrics, trend evaluations, and agent behavior analysis to provide actionable insights for operational optimization. The data encompasses a complete month, showcasing performance across various dimensions such as talk time, drop rates, agent efficiency, time patterns, and anomalies.

## **1. Dataset Overview**

* **Data Source:** klks.xlsx (Sheet1)
* **Total Records:** 56,080
* **Features:** 34 columns including call metadata, agent information, call outcomes, timestamps, durations, and user identifiers.
* **Derived Field:** A combined datetime field (call\_dateTime) was created using call\_date and Time for granular time-series analysis.

## **2. Call Volume & Outcome Metrics**

* **Total Calls Placed:** 56,080
* **Date Range:** 2nd June to 30th June 2025
* **Unique Agents:** 36
* **Answered Calls:** 54,311 (96.8%)
* **Dropped Calls:** 1,769 (3.2%)
* **Overall Drop Rate:** 3.15%
* **Average Talk Time (Answered Calls):** 3.18 minutes
* **Total Talk Time:** 172,853.57 minutes (~2880.89 hours)

This highlights a strong operational reliability with a high answer rate and well-distributed call handling load.

## **3. Peak Hours and Drop Rate Analysis**

* **Critical Drop Intervals:**
  + 18:00 – Highest drop rate at 7.4%
  + 12:00 – Moderate drop rate at 3.5%
  + 11:00 – Early spike with 3.2% drop rate

This suggests specific time-based stress points, likely due to overlapping call volumes and agent availability.

## **4. Agent Performance Analysis**

Agent productivity was assessed based on several KPIs:

* **Average Talk Time**
* **Median Talk Time**
* **Coefficient of Variation (CV)**
* **Answered vs Dropped Calls**
* **Total Hours on Call**

**Top 5 Performing Agents (Efficiency Based):**

1. **Zeeshan Salmani** – 2.01 min avg, 100% answer rate, CV: 0.56
2. **Gowtham Krishna** – 2.06 min avg, 100% answer rate, CV: 0.62
3. **Sachin Deva** – 2.09 min avg, 100% answer rate, CV: 0.62
4. **Anshuman** – 2.13 min avg, 100% answer rate, CV: 0.56
5. **Nibha Kumari** – 2.54 min avg, 100% answer rate, CV: 0.66

These agents exhibit balanced performance—minimal talk time with excellent consistency and no dropped calls.

**Bottom 5 Agents (Need Improvement):**

31. **Shivani** – 3.48 min avg, CV: 0.58

32. **Vipin Kumar** – 3.50 min avg, CV: 0.62

33. **Aman Sharma** – 3.55 min avg, CV: 0.64

34. **Rahul Kumar Mishra** – 3.58 min avg, CV: 0.61

35. **Vani Nayak** – 3.61 min avg, CV: 0.63

Longer average talk times indicate potential inefficiencies in issue resolution or user interaction flow.

## **5. Hourly and Daily Call Patterns**

**Peak Hourly Call Volume:**

* 11:00 – 7,132 calls
* 12:00 – 6,815 calls
* 10:00 – 6,664 calls

**Daily Distribution:**

* Monday – Highest with 12,222 calls
* Saturday – Moderate at 8,526 calls
* Friday – Lowest with 8,314 calls

Talk times remained fairly consistent across weekdays, suggesting steady training and workload management.

## **6. Agent Activity by Hour**

**Top 5 Active Agents by Hour:**

* **Deepak Rajbhar** – Peak at 11:00 (2,693 calls)
* **Nikki Kumari** – Peak at 11:00 (2,668 calls)
* **Neha** – Peak at 12:00 (2,463 calls)
* **Aman Sharma** – Peak at 18:00 (2,394 calls)
* **Manish Kumar** – Peak at 9:00 (2,321 calls)

The analysis highlights which agents are most active during high-traffic periods, assisting in optimizing agent shifts.

## **7. Half-Hourly Call Duration Trends**

Each weekday was analyzed across 30-minute intervals to track average call durations. Common patterns include:

* Longest durations between **09:00–12:00**
* Gradual decline post lunch hours
* Second spike in the **18:00–19:00** window

This indicates a rhythm where early queries are complex and require more interaction time.

## **8. Anomaly Detection in Call Durations**

Calls falling outside the interquartile range (avg - 1.17 min to 7.10 min) were flagged.

**Top Anomalous Calls (Duration > 15 min):**

* **Ankur Kumar Sharma** – 16.45 min (2025-06-27)
* **Richa** – 16.45 min (2025-06-27)
* **Deepak Rajbhar** – 16.42 min (2025-06-18)

Such calls may point to either very complex customer queries or breakdowns in call efficiency protocols.

## **9. Recommendations & Strategic Insights**

**KPI Status:**

* **Drop Rate:** 3.2% – ✅ Acceptable
* **Talk Time:** 3.18 min – Stable
* **Answer Rate:** 96.8% – Excellent

**Actionable Steps:**

* **Staff Scheduling:** Adjust shifts based on agent-specific peak activity to handle volumes more smoothly.
* **Agent Coaching:** Utilize performance data to mentor bottom-tier agents. Focus on improving average talk time and CV.
* **Anomaly Review:** Evaluate extremely long or short calls for potential improvements in issue categorization or escalation protocols.
* **Workflow Consistency:** Standardize talk scripts and responses for agents with high variability in talk time.

## **10. Conclusion**

This report uncovers operational efficiency, strengths, and areas requiring strategic intervention. Leveraging time patterns, agent performance, and drop analytics can pave the way for a highly optimized FMCG call center setup. A blend of data-driven training and intelligent scheduling can elevate the service experience, benefiting both agents and customers.