CUSTOMER COMPLAINTS DATA ANALYSIS DASHBOARD

BANK OF AMERICA

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- Recommendations

BY OYEWOLE ABISOLA RUKAYAT

Filters:
- Month: All
- Year: All
- Product: All
- Issue: All

Response Timeliness by Product
Legend: N/A, No, Yes
- Checking ...
- Credit car...
- Credit rep...
- Mortgage
- Money tra...

Response Timeliness by Month
Legend: N/A, No, Yes
Months: January, February, March, April, May, June, July, August, September, October, November, December

Complaints by State
EUROPE
Atlantic Ocean
AFRICA
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Response Timeliness by Channel
Legend: N/A, No, Yes
- Web
- Referral
- Phone
- Postal ...
- Fax

Timely response?
Legend: Yes, No, N/A

Metric	Value
Total_complaints	62516
Timely Responded	58619
C_W_MonetaryRelief	14697
Delayed Response	2403
(percentage)	24%
TopComplaintState	California

Complaints by Year
Years: 2017, 2018, 2019, 2020, 2021, 2022, 2023

Total Complaints by Submitted Month
Months: January, February, March, April, May, June, July, August, September, October, November, December

Total Complaints by Received Month
Months: January, February, March, April, May, June, July, August, September, October, November, December
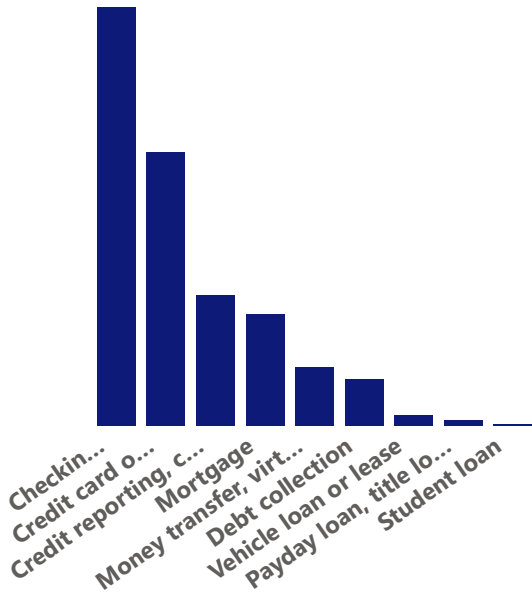
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Month: All

Year: All

Product: All

Issue: All

Complaint by Product

Checkin... | Credit card o... | Credit reporting, c... | Mortgage | Money transfer, virt... | Debt collection | Vehicle loan or lease | Payday loan, title lo... | Student loan

Top 10 Issue

- Managing an ...
- Incorrect infor...
- Problem with ...
- Closing an acc...
- Trouble durin...
- Opening an ac...
- Problem with ...
- Fraud or scam
- Struggling to ...
- Problem with ...

0K — 10K — 20K

Total_complaints Submitted via
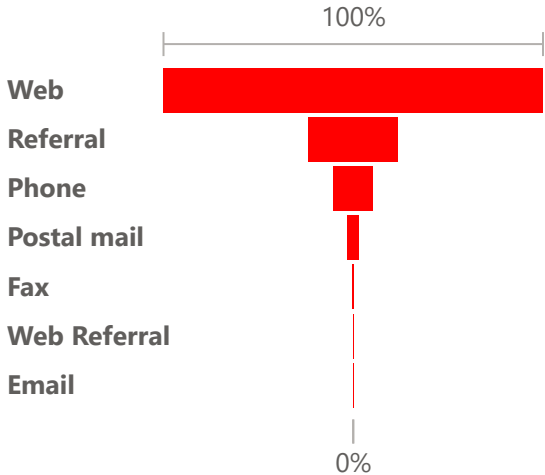
100%

- Web
- Referral
- Phone
- Postal mail
- Fax
- Web Referral
- Email

0%

Total_complaints
62516

Timely Responded
58619

C_W_MonetaryRelief
14697

Count of State
51

24%

TopComplaintState
California

Complaints Resolution Category

Company response to consumer

- Closed with e...
- Closed with ...
- Closed with ...
- In progress
- Closed

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Timely response? — All

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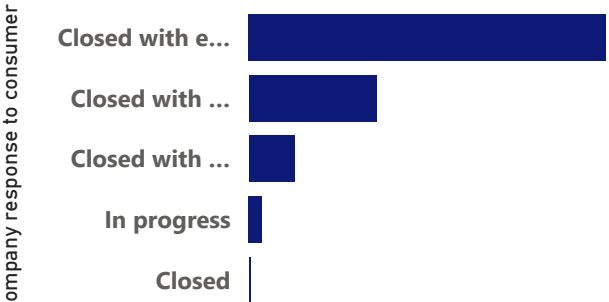
TopComplaintState
California

Response Timeliness by State

State	Total_complaints
California	13709
FL	6488
TX	4686
NY	4442
GA	2921
NJ	2664
IL	2270
MA	2141
MD	1959
VA	1731
NC	1717
PA	1676
WA	1530
AZ	1516
MI	1395
NV	1221
CT	1097
SC	822
TN	758
OH	731
MO	674
OR	620
CO	576
MN	382
DC	353
Total	**62516**

Response to Top 10 Issue

Issue	Company respo...
Wrong amount charged or received	Closed with exp
Wrong amount charged or received	Closed with mol
Wrong amount charged or received	In progress
Written notification about debt	Closed with exp
Written notification about debt	Closed with mol
Written notification about debt	Closed with non
Written notification about debt	In progress
Was approved for a loan, but didn't receive the money	Closed with exp
Was approved for a loan, but didn't receive money	Closed with exp
Vehicle was repossessed or sold the vehicle	Closed with exp
Vehicle was damaged or destroyed the vehicle	Closed with non
Unexpected or other fees	Closed with exp
Unexpected or other fees	Closed with mol
Unexpected or other fees	Closed with non
Total	

Complaints by Issue

Issue	Total_complaints
Closing an account	2953
Fraud or scam	1987
Incorrect information on your report	4931
Managing an account	15109
Opening an account	2725
Problem with a credit reporting company's investigation into an existing problem	1876
Problem with a lender or other company charging your account	2493
Total	**41220**

Delayed Response
2403

Timely Responded
58619

Insights

1. The analysis presents that a total of 62516 complaints were received with 58619 (94%) complaints timely responded which indicates that Bank of America (BOA)
has a high customer interaction volume.

2. 14,697 complaints resulted in monetary relief for customers, making 24% of the total complaints, and 65.7% of complaints were resolved with explanation, showing that most complaints are resolved through clarification rather than financial compensation. 2.3% complaints were in progress indicating pending cases and 8.4% received non-monetary relief.

3. The "checking account" and "credit card" categories have high complaint volumes with 24814 and 16197 respectively and also "credit reporting services" category shows a significant rise in the year 2021.

4. In the trend of complaints by months, most complaints were submitted and received in the month of July. There is no consistent pattern for the trend which might
indicate seasonal trends or possible improvements in customer service overtime.

5. The web is the most frequently used channel for complaints of about 45423 complaints, with the majority receiving timely responses. Other channels like referrals and phone submissions also received timely responses but with lower volumes.

6. The state that had the highest number of complaints is California (CA), with 13709 recorded complaints,

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Limitations

1. Some entries especially within Sub issues, Timely response and Company public response columns are missing.
2. The dataset does not have a detailed timestamps for each stage of the complaint-handling process (e.g. acknowledgement, first response and resolution). This restricts the ability to analyze the efficiency of each stage in the process.
3. Data on customer satisfaction ratings and feedback after complaint resolutions should be captured to gauge the effectiveness of the resolutions. This would help to identify areas where the complaint-handling process may need refinement.
4. The dataset can be enriched by performing sentiment analysis on complaint texts. This would help to identify the emotional intensity of complaints, allowing for prioritization of issues that may cause significant customer dissatisfaction.

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Recommendations

Based on the analysis, the following actionable recommendations are proposed to enhance customer service and streamline operational practices:

1.   A significant proportion of complaints are submitted through the web, indicating a strong preference for digital channels. To further optimize the online complaint resolution process, organizations should consider investing in chatbots, AI-driven customer support tools, to streamline issue resolution for customers who prefer online interactions.

2.   Seasonal complaint surges can be proactively addressed by analyzing historical data to predict peak complaint periods (e.g., July, and August) and then customer support resources can be scaled up during these times, such as hiring temporary staff or extending service hours. Localized training to address region-specific concerns can be conducted to enhance service delivery.

3.   After resolving complaints, follow-up surveys should be sent to customers to gather feedback on the resolution process. This feedback will be used to identify pain points and refine service strategies.

4.   Given the recurring nature of specific complaints, comprehensive self-help guides, video tutorials and FAQs specifically addressing issues related to "Managing an account" and "closing an account" can be created.

5.   Channels like "Fax" and "Web Referral" show significantly lower complaint submissions. Organizations may need to review whether these channels are still necessary or

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