OVERVIEW

Bank of America (BoA), a financial institution based in the United States, has received numerous customer complaints over the years. To address this, BoA has decided to analyze consumer complaints related to its financial products and services from 2017 to 2023. A comprehensive dataset has been provided, containing detailed information on each complaint, including submission and receipt dates, associated products and issues, and BoA's responses. This case study invites analysts and policymakers to explore the dataset to uncover insights and develop strategies for addressing customer complaints more effectively.

OBJECTIVE

The primary goal of this case study is to analyze the data, identify patterns, and propose informed, data-driven recommendations that BoA can implement to effectively address and reduce customer complaints.

Expected Outcome.

Participants are expected to:

Develop a dashboard or report to help us identify significant patterns and trends in consumer dissatisfaction. Your analysis should focus on:

- **Uncovering Trends:** Detect and visualize trends in complaint volume and types over the years.
- **Evaluating Response Effectiveness:** Assess the timeliness and adequacy of BoA's responses to complaints.
- **Identifying Recurring Issues:** Highlight common problems faced by consumers and evaluate BoA's effectiveness in addressing these issues.

Expected Outcome.

AMDOR

- Provide actionable recommendations for improving customer service and operational practices based on your findings.

- Include the limitations of the dataset and how you think your analysis can be further enriched

- Be ready to discuss your insights and share what you learned working on the datasets

All the best!!

We invite participants to tackle this case study with creativity, strong analytical skills, and an emphasis on practical, actionable solutions. The insights gained from this analysis have the potential to guide policy decisions, enhance BoA's practices, and improve customer satisfaction.

DOWNLOAD THE DATASET HERE