

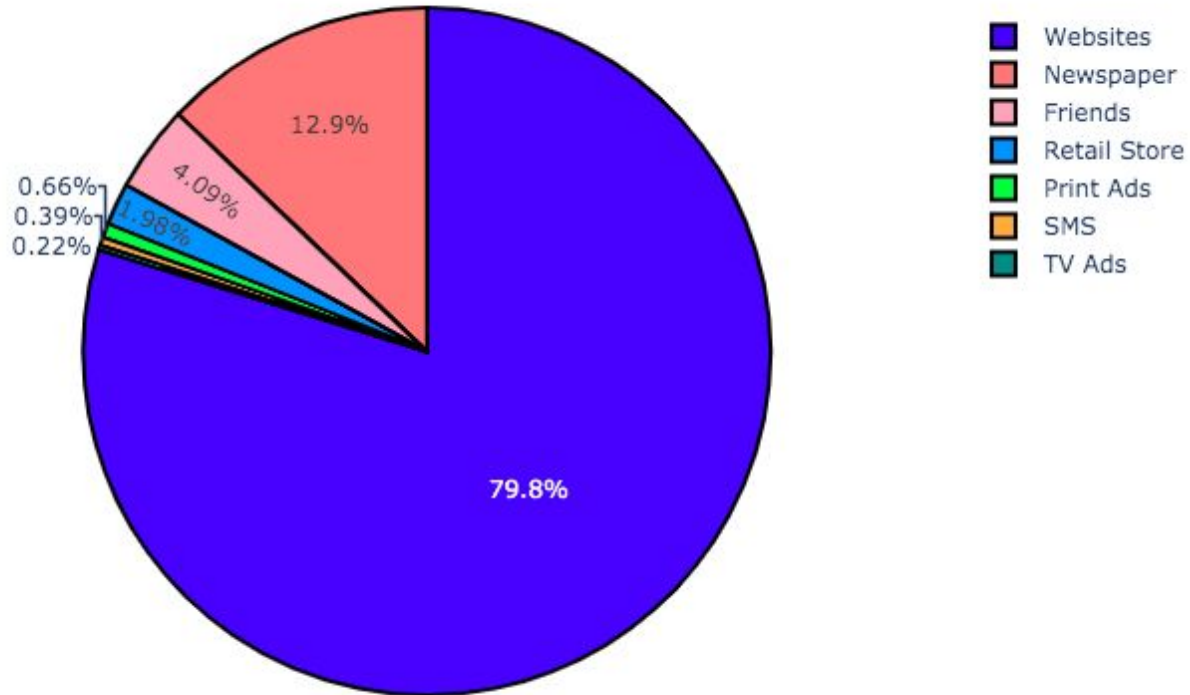
Recommendations based on EDA

Analyzed the contact center data to understand the causes of customer calls and came up with recommendations on reducing call volumes and handling calls better to increase customer sales.

Adamyia Nayyar

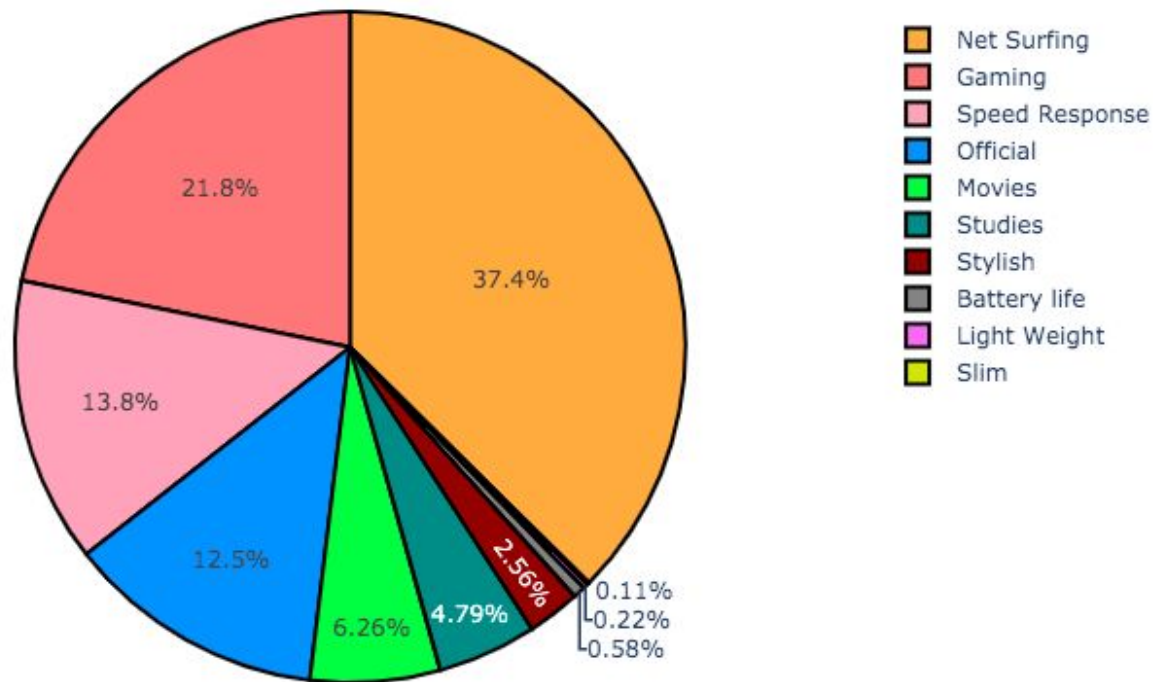
Exploratory Data Analysis

Distribution of Sources

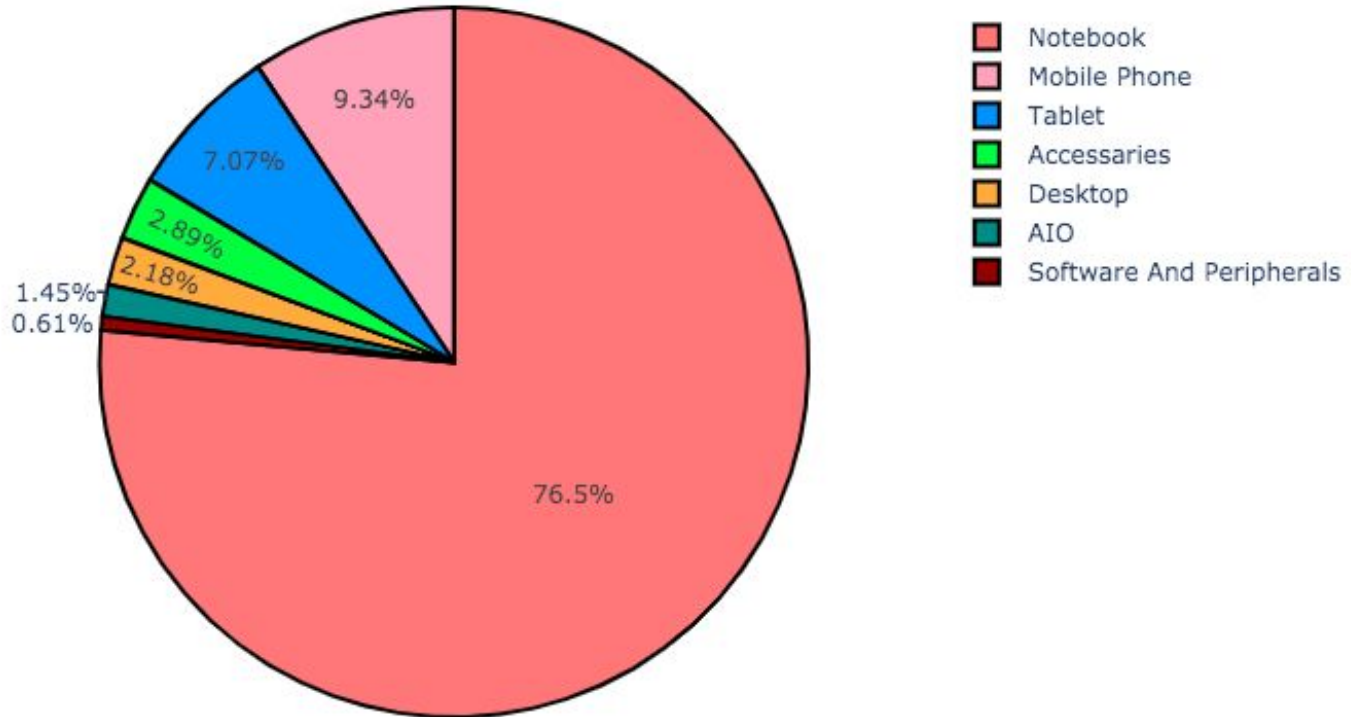




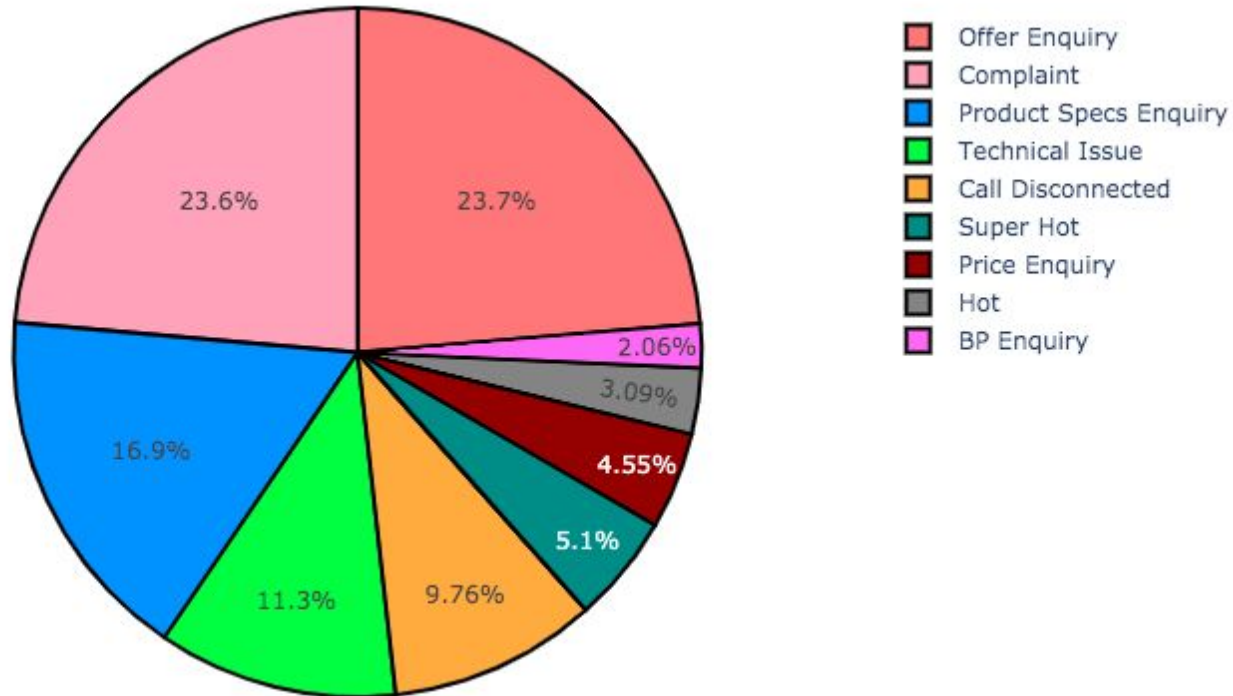
Distribution of Purpose



Distribution of Product Types

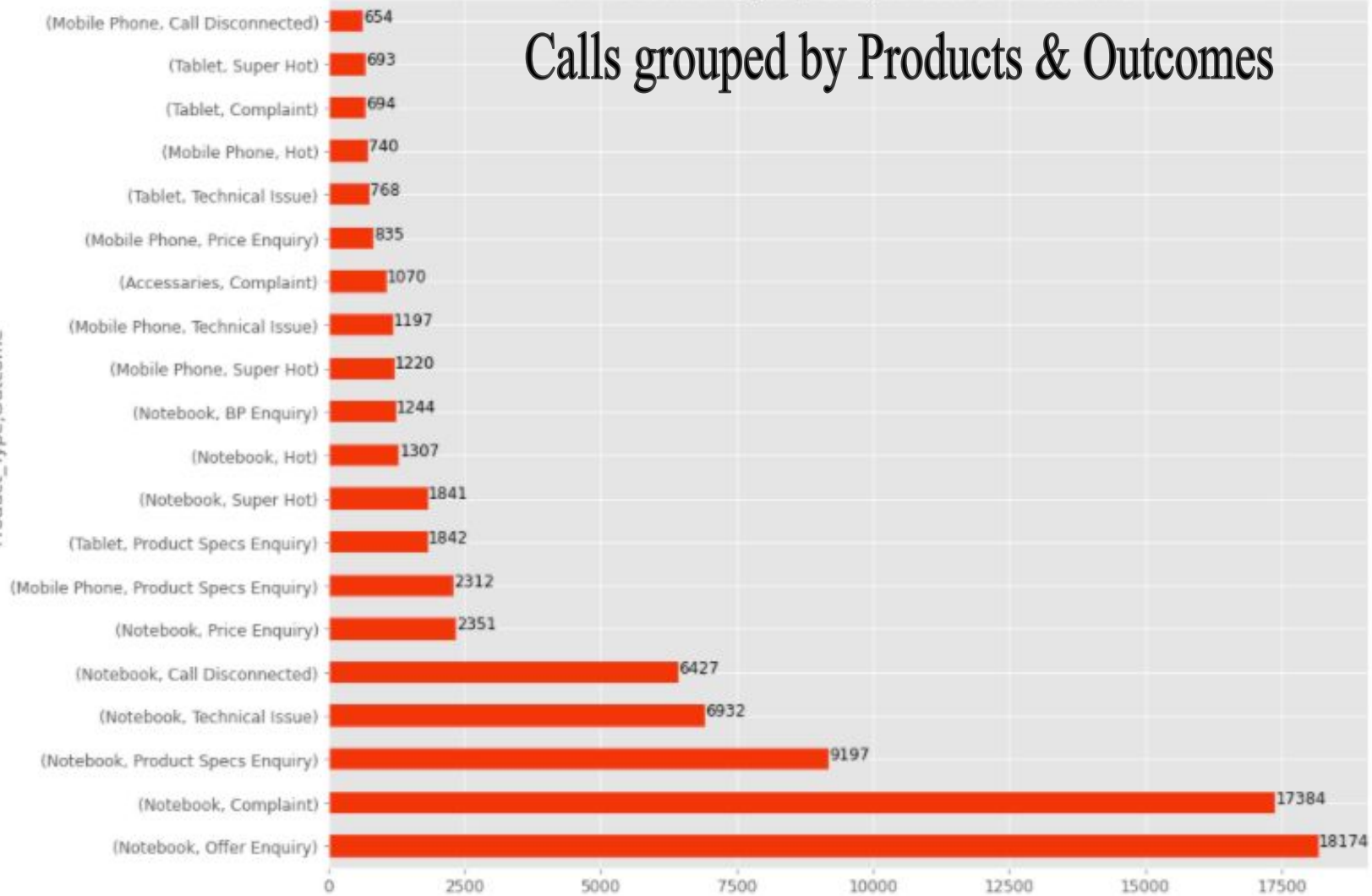


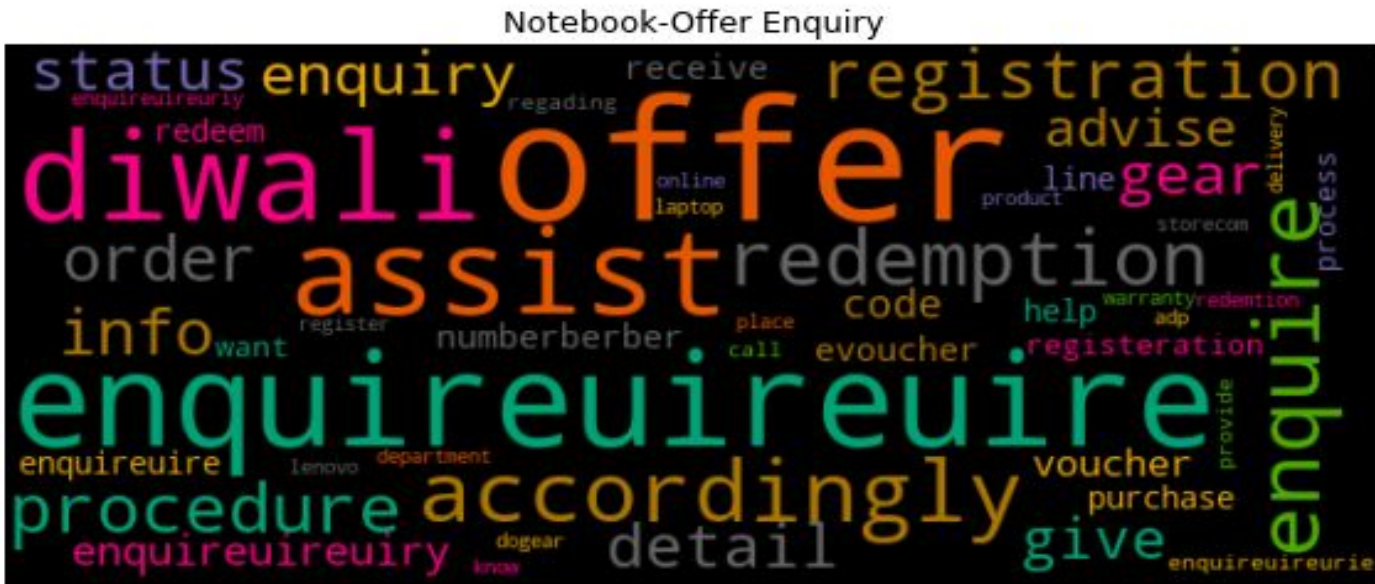
Distribution of Outcomes



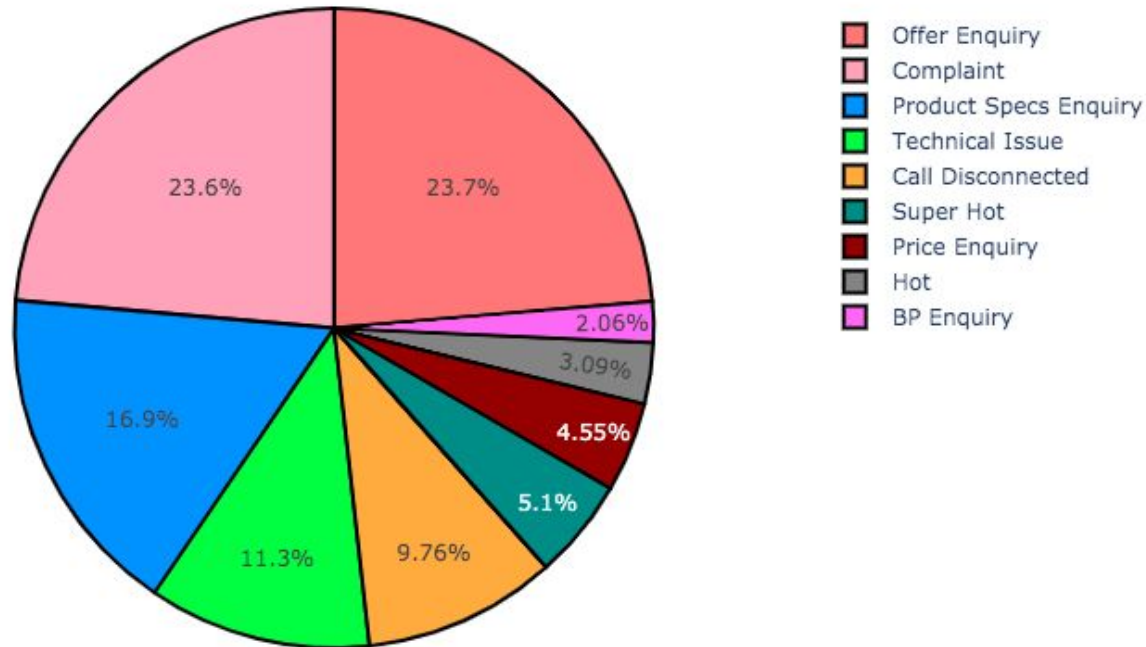
Calls grouped by Products & Outcomes

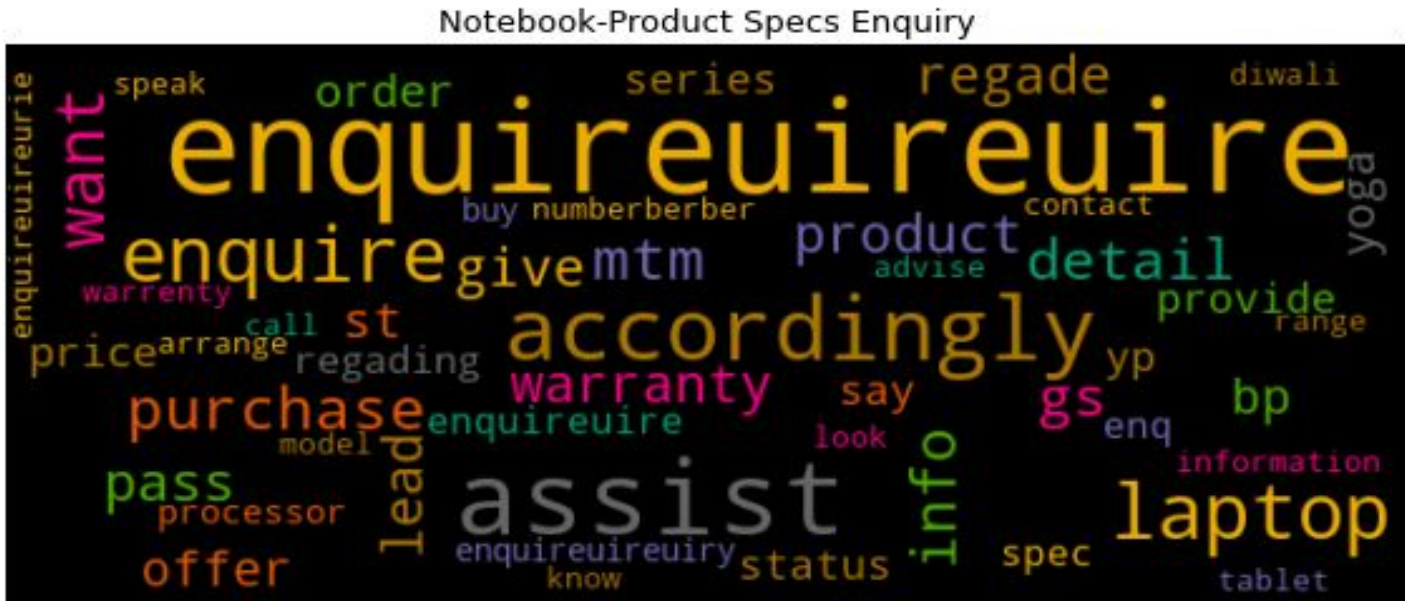
Product_type, Outcome

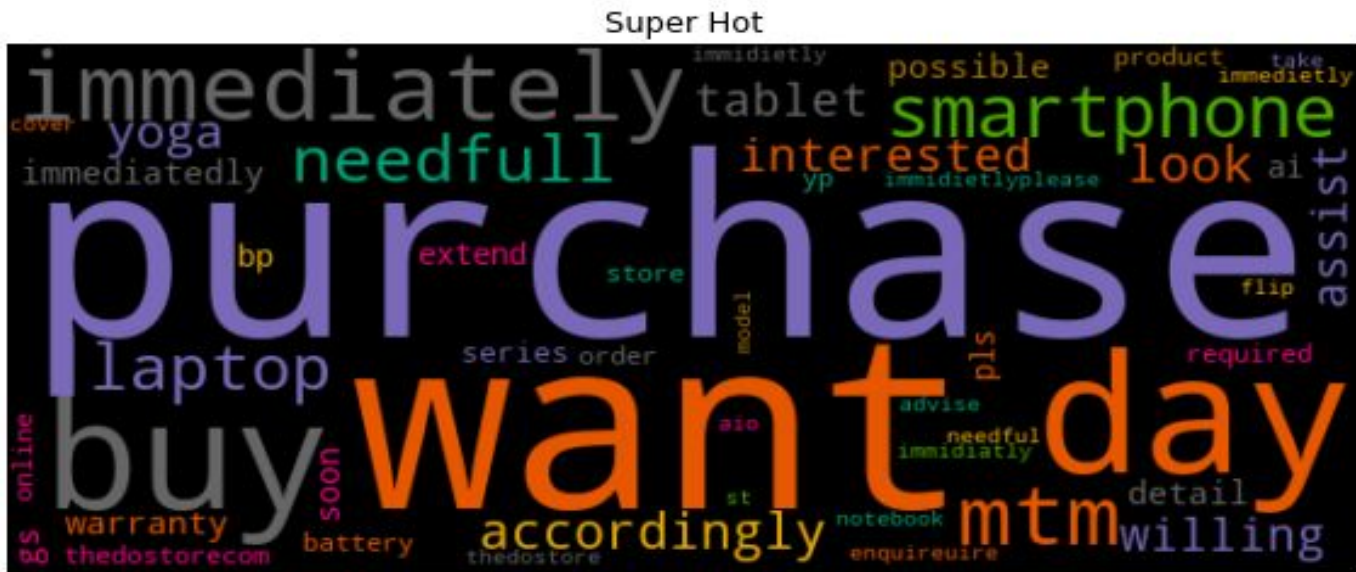




These 3 Outcomes namely "**Offer Enquiry, Complaint and Technical Issues**" together got 58.6% of the calls, and if we apply these recommendations, the number of calls can reduce drastically. Even if we apply the recommendations on Notebook itself, the calls should drastically reduce as majority of the calls are regarding Notebooks.









Additional Note- The number of main keywords for all the devices look similar for different outcomes. Example: Offer Enquiry has similar keywords for all the devices. Hot leads also have similar keywords for all devices. So the keywords are same for different outcomes, but the calls for Notebook in general is maximum.

We can make further recommendations based on Source and Age Group but their impact won't be significant and we will never know if they worked or not.

We can implement these high priority recommendations on Notebooks and check if these made significant reduction in calls, by comparing data afterwards and doing A/B tests.



Thank You! Any Queries?