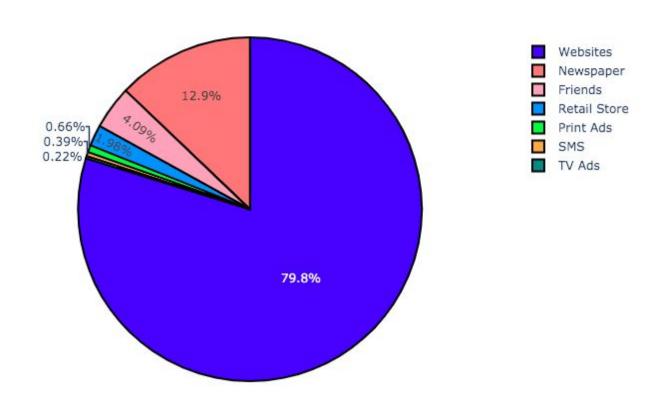
Recommendations based on EDA

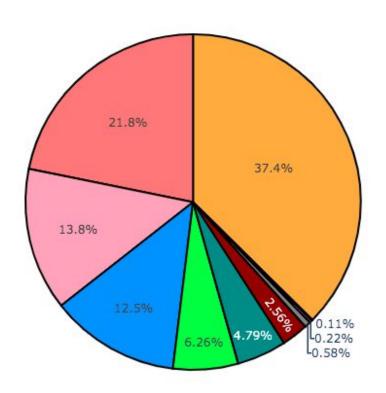
Analyzed the contact center data to understand the causes of customer calls and came up with recommendations on reducing call volumes and handling calls better to increase customer sales.

Exploratory Data Analysis

Distribution of Sources

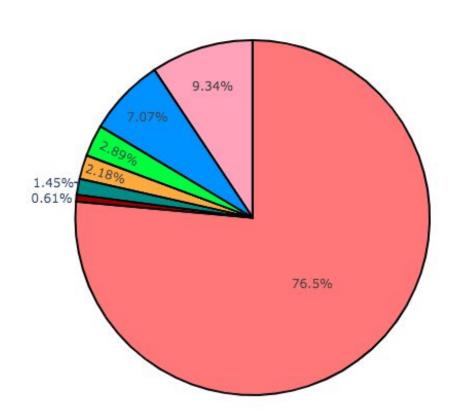


Distribution of Purpose



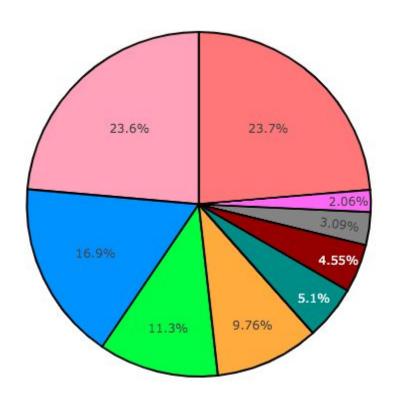
- Net Surfing
- Gaming
- Speed Response
- Official
- Movies
- Studies
- Stylish
- Battery life
- Light Weight
- Slim

Distribution of Product Types



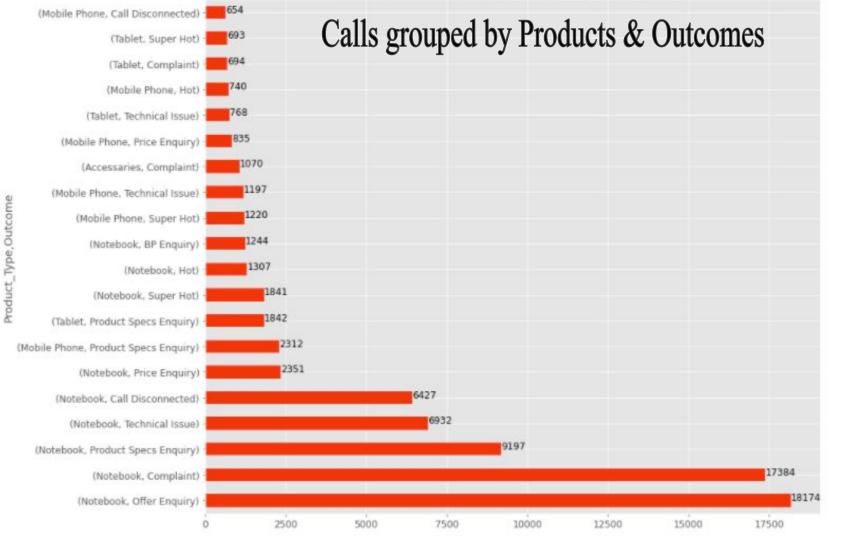
- Notebook
- Mobile Phone
- Tablet
- Accessaries
- Desktop
- OIA
- Software And Peripherals

Distribution of Outcomes





- Complaint
- Product Specs Enquiry
- Technical Issue
- Call Disconnected
- Super Hot
- Price Enquiry
- Hot
- BP Enquiry



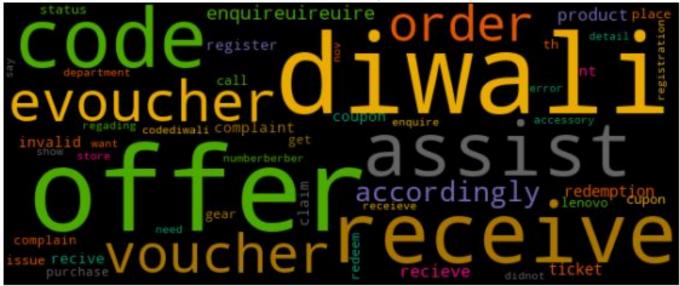
Recommendations (High Priority)

Notebook - Offer Enquiry: We should make the latest offers more understandable, and transparent for the customers as a huge chunk of calls are for offer enquires of Notebook. We can attach dedicated blogs or videos to explain how to redeem offers and discounts with e-vouchers and codes. Increasing the transparency during Diwali, can lead to significant additional call drops as a lot of customers enquire about Diwali offers.

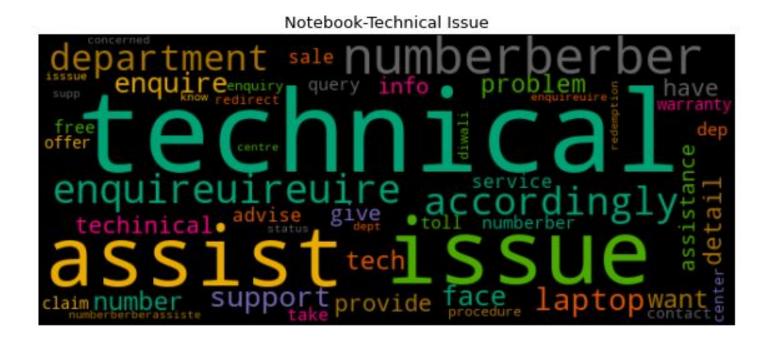
Notebook-Offer Enquiry status enqui

Notebook - Complaints: Again a huge number of calls regarding complaints on Diwali offers, coupons, evouchers and code. Making the offer process more understandable and transparent during Diwali and attaching files/videos for better explanation and redemption of these offers can significantly reduce the call volumes.

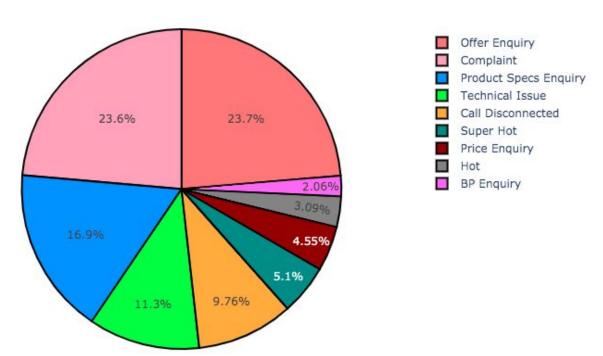
Notebook-Complaint



Notebook - Technical Issues: We can add an additional Technical Issues FAQ just like the FAQ page under the Customer Support where we can write the general technical issues and ways to resolve them. We can also add the email id's of the different Technical departments, so that users can reach out to them directly. These steps should reduce the calls regarding technical issues.



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.



Recommendation (Low Priority)

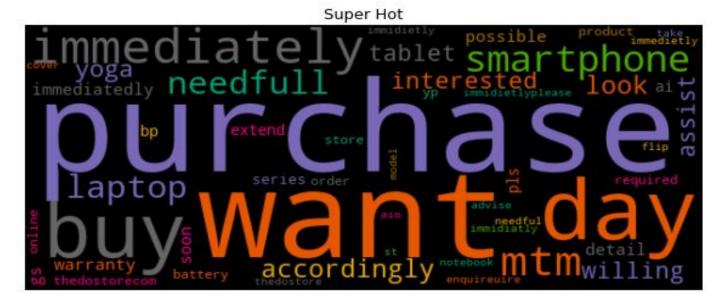
Notebook-Product Specs Enquiry: As we have already added all the features and technical details on our portal, we can't do much here except adding the details on how to avail warranty and conditions for the same. We can do this by adding the 'Search by Serial Number' section directly at the bottom of the product page. We can also add a product comparison option on the same page as it maybe me possible, that the customers find it difficult to decide which specs are better and how it affects the pricing.

Notebook-Product Specs Enquiry



To increase Customer Sales

Our customer center callers should have pdfs or booklets of different devices with them at all times. The pdfs should be categorized by the purpose of the product and their prices. Example a pdf of Notebooks can list different laptops for gaming, general all rounders, speed performance, battery life and others. As a result, when we have super hot and hot leads, we can ask them their purpose and budget, and we can quickly recommend them the perfect device clubbed with the offers on our website. This approach should lead to higher sales by our in house team.



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?