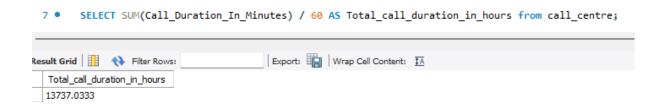
## **Problem Statement**

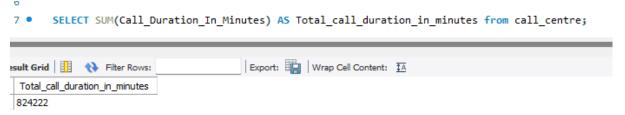
## **Dashboard 1: Home**

**Total Number of Calls:** We need to track and display the total number of calls received by our call centre over a specific period.

**Total call duration in hours:** It is crucial to understand the total amount of time our call centre staff spend on each call, this can help us in resource allocation and capacity planning.

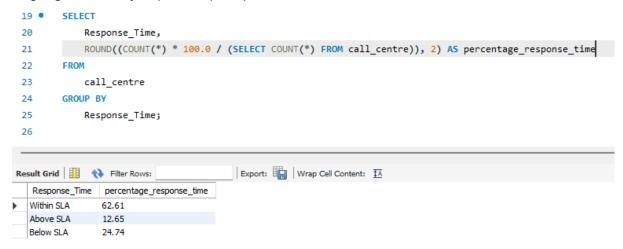


**Total call duration in minutes:** Similar to the total call duration in hours, this KPI provides the total call time but in minutes, offering a more granular view of call durations.



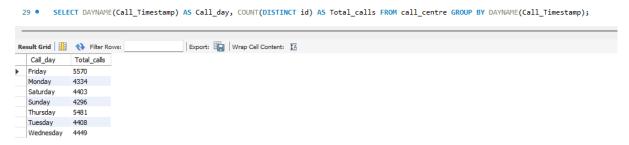
**Average call duration in minutes:** To assess the efficiency of our agents, we need to calculate and display the average call duration in minutes. This metric can help identify trends in call handling.

**Response time percentage:** Response time is a critical factor in customer satisfaction. This KPI should display the percentage of calls answered within a predefined time frame, helping us gauge our ability to provide prompt service.



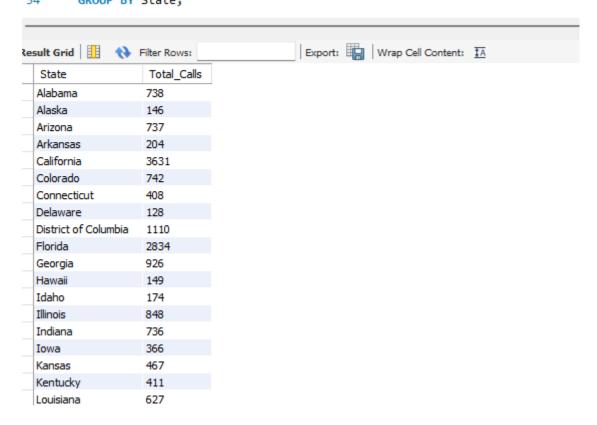
## **Chart Requirements:**

**Total Call by Day (Column chart):** Display a column chart that shows the total number of calls on each day over a specified time period.

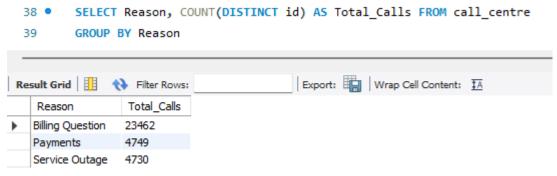


**Total calls by state:** Create a clustered column chart that visualises the total number of calls received from different states or regions.

33 • SELECT State, COUNT(DISTINCT id) AS Total\_Calls FROM call\_centre 34 GROUP BY State;



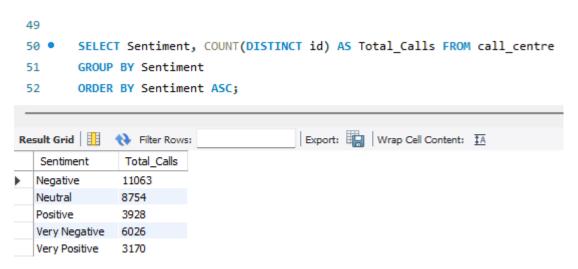
**Top reason for calls (Tree map):** Implement a tree map chart to display the top reasons for calls. Each box in the tree map represents a call reason.



**Total calls by channel (Donut chart):** Create a donut chart to showcase the distribution of calls by different communication channels.

```
41
 42
         -- Top calls by channel
 43
         SELECT Channel, COUNT(DISTINCT id) AS Total_Calls FROM call_centre
 44 •
         GROUP BY Channel
 45
         ORDER BY Channel ASC;
 46
                                            Export: Wrap Cell Content: IA
Result Grid
               Filter Rows:
   Channel
              Total Calls
  Call-Center
              10639
  Chatbot
              8256
  Email
              7470
  Web
              6576
```

**Total calls by sentiment (Column chart):** Utilise a column chart to illustrate the distribution of calls by sentiment (e.g., positive, negative, neutral).



**Total calls by call centre (Bar chart):** Create a bar chart that presents the total number of calls handled by each call centre or department.

