

# PwC Switzerland Power BI Job Simulation on Forage - October 2024

## Overview

This internship focused on upskilling in digital tools, with an emphasis on data visualization and analytics in Power BI. The tasks provided hands-on experience in digital transformation, enhancing customer retention strategies, and understanding diversity in HR data.

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## TASK 1: DIGITAL TRANSFORMATION AND UPSKILLING

**Objective:** Understand the importance of digital transformation and upskilling within PwC and the concept of becoming a "Digital Accelerator."

- **Goals of Digital Transformation:**
    - Invest in upskilling employees for digital tools like data visualization, automation, and machine learning.
    - Empower employees to create solutions, like automation bots, to improve business efficiency and innovation.
  - **Key Learnings:**
    - How digital tools can address business challenges.
    - Power BI's role in visualizing and analyzing data to support client needs.
    - Importance of a digital-first mindset to drive business transformation.
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## TASK 2: CUSTOMER RETENTION ANALYSIS FOR TELECOM CLIENT

**Objective:** Develop a Power BI dashboard to visualize KPIs related to customer satisfaction and agent performance for a telecom client.

- **KPIs Defined:**
    - **Customer Satisfaction:** Measured overall customer satisfaction levels.
    - **Call Metrics:** Calls answered/abandoned, average speed of answer, and calls by time.
    - **Agent Performance Quadrant:** Evaluated based on handle time and calls answered.
  - **Deliverables:**
    - A Power BI dashboard with interactive visuals reflecting key insights.
    - Email summarizing findings and suggesting:
      - Incentives for long-term contracts.
      - Loyalty programs, tailored offers for senior citizens.
      - Educational campaigns on underutilized services.
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## TASK 3: CUSTOMER RETENTION STRATEGY ANALYSIS

**Objective:** Identify strategies for proactive customer retention through data visualization and analysis.

- **Focus Areas:**
  - Understanding customer demographics at risk of churning.
  - Leveraging KPIs such as monthly versus long-term contract retention rates, loyalty engagement, and demographic-based retention.

- **Recommendations:**
    - Move from reactive to proactive retention strategies.
    - Use targeted offers and bundled services to encourage contract renewals.
    - Implement educational campaigns to promote underutilized services.
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#### **TASK 4: DIVERSITY AND INCLUSION ANALYSIS IN HR DATA**

**Objective:** Analyze HR data focusing on gender balance, hiring, promotions, and turnover to identify root causes of slow progress in achieving gender balance at the executive level.

- **KPIs Analyzed:**
    - Gender representation in hiring, promotions, and turnover.
    - Performance ratings across gender demographics.
    - Percentage of women promoted and hired.
  - **Findings and Suggestions:**
    - Potential root causes could include unconscious biases or lack of mentoring for women.
    - Suggested strategic measures: improving awareness, offering targeted leadership training, and ensuring fair evaluation processes.
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#### **Conclusion**

The internship experience emphasized the importance of data-driven strategies in both customer and HR domains, showcasing the value of Power BI in delivering actionable insights. This journey reinforced a foundational understanding of digital transformation's role in a more agile and resilient business landscape.