Customer Support Dataset Description

1. Overview

The dataset contains 85,907 records with 20 columns. It captures details about customer issues, support channels, agent performance, product information, and satisfaction scores. It is suitable for exploratory data analysis, trend detection, and operational performance tracking.

2. Column Groups

A. Identifiers

- Unique id and Order_id identify each record and order.
- Mainly used for reference, not for visualization.

B. Channel and Category

- channel_name, category, and Sub-category show how and where issues are reported.
- Useful for understanding issue distribution and segmentation.

C. Time Information

- order_date_time, Issue_reported at, issue_responded, Survey_response_Date track when the order was placed, issue reported, response given, and survey completed.
- Supports time-based analysis like daily or monthly trends.

D. Customer and Product

- Customer_City, Product_category, Item_price describe customer and product details.
- Useful for grouping, segmentation, and price pattern analysis.

E. Operational Performance

- connected_handling_time, Agent_name, Supervisor, Manager, Tenure Bucket, Agent Shift contain information about agent performance and work shifts.
- Supports performance comparison between teams or shifts.

F. Feedback

- CSAT Score measures customer satisfaction.
- Customer Remarks gives qualitative feedback.
- Important for understanding customer experience.

3. Data Types

- Categorical: channel_name, category, Agent Shift, Tenure Bucket
- Numerical: Item_price, connected_handling_time, CSAT Score
- Temporal: order_date_time, Issue_reported at, issue_responded, Survey_response_Date
- Text: Customer Remarks

4. Analysis Focus

- Univariate analysis to study distributions such as most common categories, channels, and score patterns.
- Bivariate analysis to explore relationships like handling time versus satisfaction score or channel versus CSAT.
- Time series analysis to understand how issues and performance change over time.