



Timelines for Assignment Completion: 24 hours

Introduction:

An online retail business called "SkyRocket" has recently experienced a surge in sales over the past three months. With this growth, the 100 customer service agents employed by the company are finding it challenging to efficiently address the increasing number of customer issues and tickets. In response to this situation, the management has decided to streamline and automate customer interactions by implementing a chatbot. You have to delve into the data containing customer queries and find answers to some questions to implement the chatbot.

The company has a dataset containing the last 3 months of Customer Queries. Please refer here for the dataset :

<https://docs.google.com/spreadsheets/d/1hJN69V2-vDEr75ZSEIU0oSvvlvIodzFDKaUntsIWuTM/edit-gid=0>

Questions:

1. Explore data to identify key patterns, trends & insights.
2. What are the 10 most frequently asked topics in this customer data?
3. Share 5 sample queries for each topic.
4. What entities can you identify in this data?
5. Create a dashboard to identify and measure KPIs(metrics).
6. What is the approach followed by you? Please mention if you made any assumptions.

Understanding terms:

TOPIC/Category :

A topic contains a group of queries with a common or similar purpose.

For example: Queries like these belong to a similar topic i.e. Order Status

1. What is the status of my order?
2. Can you track my order?
3. My order has not shipped yet.



ENTITY:

Entities are data buckets that contain words and phrases with similar characteristics, such as movie genres, countries, cities or a product list.

For example: Do you have a retail store in [New York]?

This query contains location as an entity.

Note: Feel free to use any analytical or ETL tool such as Excel, SQL or Python.