

Organization OptiConnect Solutions

Logic

The dashboard analyzes OptiConnect's call center performance to identify efficiency gaps and improvement opportunities.

It focuses on key questions such as:

- How quickly and effectively are calls answered and resolved?
 - Which agents and departments deliver the best customer satisfaction?
 - How do call duration and response speed impact customer experience?
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Steps

1. **Data Import & Cleaning:** Loaded the call center dataset into Power BI, ensured correct data types, and removed duplicates.
 2. **Modeling & DAX Measures:** Created KPIs like *Total Calls*, *Answered Calls*, *Resolved Calls*, *Answer Rate (%)*, *Resolution Rate (%)*, *Avg Speed of Answer*, *Avg Talk Duration*, and *Avg Satisfaction*.
 3. **Visual Creation:**
 - **Cards:** Key metrics overview (Total Calls, Answer Rate, Resolution Rate, Avg Satisfaction).
 - **Donut Charts:** Answered vs Unanswered, Resolved vs Unresolved.
 - **Bar Charts:** Department-wise calls, Agent-wise satisfaction (performance ranking).
 - **Scatter/Line Charts:** Relationship between call speed, talk duration, and satisfaction.
 4. **Enhancements:** Added slicers for *Date*, *Department*, and *Agent Name*, and applied formatting for clarity.
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Reasoning

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Each visual provides actionable insights:

- **KPI cards** summarize call center performance at a glance.
- **Donut and bar charts** highlight efficiency and agent effectiveness.
- **Scatter charts** reveal the impact of response time and call duration on satisfaction.
- **Slicers** enable interactive analysis by department or agent.

Together, the dashboard transforms raw call data into a clear performance story, helping OptiConnect improve agent productivity, reduce response time, and enhance customer satisfaction.