

Customer Analytics using Business Intelligence

Wireframe Documentation

Dashboard: Customer Feedback Analytics

1. KPIs (Top Cards)

- **Total Feedbacks** → Shows overall records (188)
- **Total Complaints** → 16.54K
- **Total Commendations** → 814

2. Branch Performance (Top Left)

- Horizontal bar chart
- Displays complaints vs commendations for each Branch/Route
- Insight: Which branch gets the highest share of complaints/commendations

3. Complaints vs Commendations per Issue Category (Center)

- Stacked bar chart
- Categories: Staff Behavior, Maintenance, Safety, Delays, Financial, Other
- Insight: Highlights the biggest drivers of complaints vs commendations

4. Top Issues (Bottom Left)

- Horizontal bar chart
- Issues: "Rude/Inappropriate", "Improper Function", "Late/Delay", "Very Helpful/Friendly"
- Insight: Identifies the most common customer-reported issues

5. Trend Over Time (Bottom Center)

- Line chart
- Tracks complaints and commendations year by year
- Insight: Shows whether service is improving or deteriorating over time

6. Complaints vs Commendations (Bottom Right)

- Pie chart
- ~95% complaints vs ~5% commendations
- Insight: Feedback is heavily skewed toward complaints

7. Filters (Right Side)

- **Quarter filter** → 1, 2, 3, 4
- **Agency filter** → Long Island Rail Road, Metro-North Railroad, NYC Buses, Subways

