Problem 2:

We use the following formula to calculate the reputation of each company in a scale from 1 to 100

companies’ score = ((1 – Cp) \* 100) + ((1 – Cp) \* 100 \* TRp) + ((1 – Cp) \* 100 \* (1 – CDp)) / 3

The meaning of the parameters is listed below:

Cp (Complaints Percentage) = number of complaints for company / total number of complaints

TRp (Timely Resolution Percentage) = number of complaints for company marked as Timely Response = Yes / number of complaints for company

CDp (Consumer Disputed Percentage) = number of complaints for company marked as Consumer Disputed = Yes / number of complaints for company

The logic behind the formula is as follows:

One third weighting to the measure of a companies complaint, one third weighting to the measure of a companies timely response, and one third weighting to the measure of a companies consumer disputed. Then sum these three values to obtain the final score of each company.

The graph below is the result of the company’s ranking based on the formula.