Call Center Performance Analysis Report – 2025

1. Introduction

Call centers play a vital role in customer service delivery, sales operations, and customer satisfaction management. To remain efficient and competitive, organizations must continuously monitor call activity, representative performance, customer feedback, and revenue trends.

This report presents a **Call Center Performance Analysis for the year 2025**, using interactive dashboards to transform raw operational data into clear, actionable insights for management and decision-makers.

2. Problem Statement

The call center generates a high volume of operational data every day, including call counts, call duration, customer ratings, and revenue amounts. However:

- Management lacks **clear visibility** into overall call center performance
- It is difficult to track and compare **individual call center representatives' performance**
- Customer satisfaction levels are not consistently analyzed across locations
- Revenue contribution by each representative is not easily measurable

Without proper analysis and visualization, decision-making becomes slow, reactive, and less effective.

3. Purpose of the Analysis (Why This Analysis Is Needed)

This analysis was conducted to:

- Identify **call volume trends** over time (monthly and weekly)
- Evaluate **call center representative performance** (R01–R05) based on:
    - Number of calls handled
    - Revenue generated
- Measure **customer satisfaction** using ratings and happy caller metrics
- Compare **regional performance** across Cincinnati, Cleveland, and Columbus
- Support **data-driven decisions** related to training, staffing, and performance improvement

The overall objective is to turn raw call center data into **actionable insights** that improve efficiency, service quality, and revenue growth.

4. Data Overview

The dataset contains call center records for the year 2025 and includes:

- Call count
- Call duration
- Revenue amount generated
- Customer ratings
- Caller gender (Male / Female)
- Call dates (daily, weekly, monthly)
- City/location
- Call Center Representatives (R01, R02, R03, R04, R05)

Note:
R01–R05 represent individual Call Center Representatives, each responsible for handling customer calls and generating revenue.

Call number	Customer ID	Duratio	Representative	Date of Call	Purchase Amount	Satisfaction Rating
Call_7271	C0003	116	R05	1-Jan-23	128	4.9
Call_7272	C0004	119	R05	1-Jan-23	135	2.9
Call_7273	C0005	68	R02	1-Jan-23	66	4.7
Call_7274	C0014	119	R02	1-Jan-23	22	2.9
Call_7275	C0011	128	R01	2-Jan-23	31	2.8
Call_7276	C0011	49	R02	3-Jan-23	135	4.8
Call_7277	C0007	84	R05	3-Jan-23	60	4.7
Call_7278	C0003	103	R04	3-Jan-23	148	4.4
Call_7279	C0005	31	R02	3-Jan-23	135	3.6
Call_7280	C0010	44	R03	3-Jan-23	105	2.9
Call_7281	C0011	102	R02	3-Jan-23	69	4.9
Call_7282	C0013	135	R05	3-Jan-23	46	3.4
Call_7283	C0002	98	R02	4-Jan-23	108	3.5
Call_7284	C0004	139	R02	4-Jan-23	96	4
Call_7285	C0013	48	R01	4-Jan-23	68	4.9
Call_7286	C0010	176	R05	5-Jan-23	24	4.8
Call_7287	C0010	99	R01	5-Jan-23	195	3.9

Satisfaction Rating	FY	Day of week	Duration Bucket	Rating rounded
4.9	2023	Sunday	1 to 2 hours	5
2.9	2023	Sunday	1 to 2 hours	3
4.7	2023	Sunday	1 to 2 hours	5
2.9	2023	Sunday	1 to 2 hours	3
2.8	2023	Monday	More than 2 hours	3
4.8	2023	Tuesday	30 to 60 mins	5
4.7	2023	Tuesday	1 to 2 hours	5
4.4	2023	Tuesday	1 to 2 hours	4
3.6	2023	Tuesday	30 to 60 mins	4
2.9	2023	Tuesday	30 to 60 mins	3
4.9	2023	Tuesday	1 to 2 hours	5
3.4	2023	Tuesday	More than 2 hours	3

5. Tools Used

Microsoft Excel

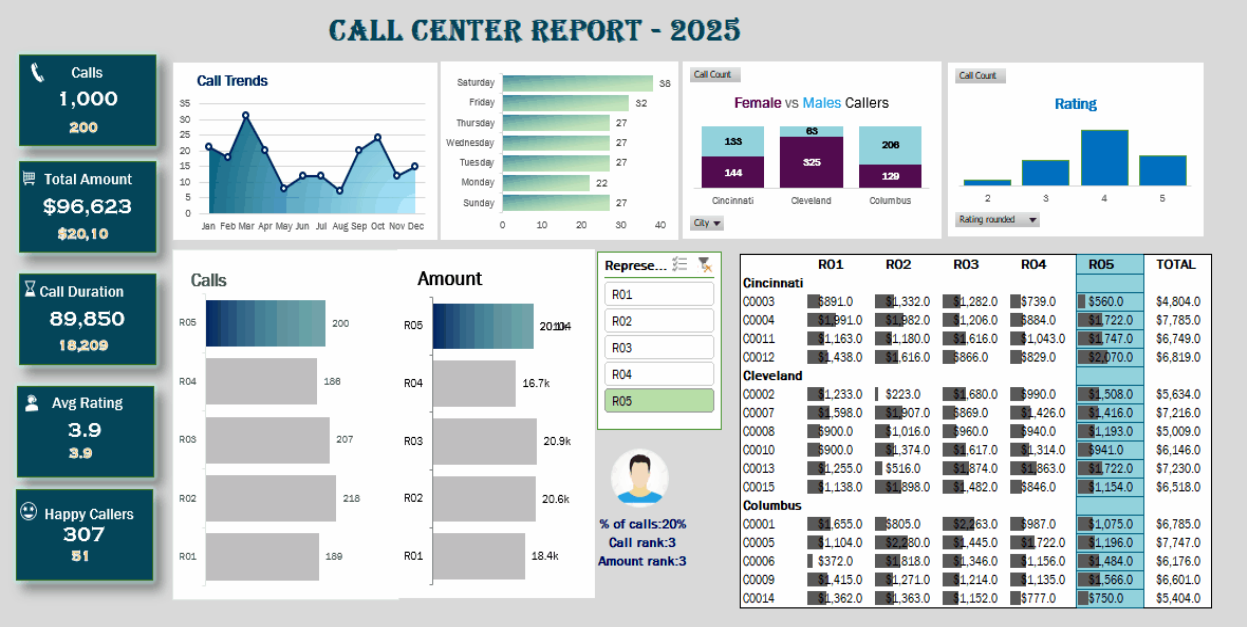
Excel was used for:

- Data cleaning and preparation
- Handling missing or inconsistent values
- Creating calculated fields and summaries
- Preliminary analysis using formulas and Pivot Tables

Power BI

Power BI was used for:

- Building interactive dashboards
- Creating dynamic filters and slicers
- Visualizing trends, comparisons, and KPIs
- Presenting insights in a clear and professional format



6. Key Insights Summary

- Call volume varies across months, indicating peak and low-demand periods
- Some representatives (e.g., R05) handle higher call volumes and generate more revenue
- Customer satisfaction is generally positive, with an average rating of approximately 3.9
- Certain cities perform better in terms of call volume and revenue contribution
- A small percentage of representatives contribute a large share of total calls and revenue

7. Conclusion

This Call Center Performance Analysis demonstrates how data analytics can significantly improve operational visibility and decision-making. By using Excel for data preparation and Power BI for visualization, the analysis highlights performance trends, representative effectiveness, and customer satisfaction levels.

The insights generated can help management:

- Improve representative training programs
- Optimize workforce allocation
- Enhance customer experience
- Increase overall call center efficiency and revenue