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Project Information

● Project Title:

Bank of America Consumer Complaints Analysis

● Dataset Used:

Bank of America Consumer Complaints (2017–2023)

● Tool(s) Used:

Power BI

● Number of Dashboards/Pages Created:

2 Pages

1. Complaint Overview
2. Regional Performance

PAGE 1: Overall Complaint Overview

KPIs:

- **Total Complaints:** 62,516
- **Total States:** 51
- **Total Timely Responses:** 58,619 (93.77%)
- **Most Complained Product:** Checking & Savings Account (24,814)
- **Most Reported Issue:** Managing an Account (15,109)

Visual 1: Total Complaints by Year

Insight:

Complaints increased gradually from **2017 (5,394)** to **a peak in 2022 (12,953)** before dropping slightly in **2023 (9,131)**.

Recommendation:

Investigate what led to the 2022 spike (such as policy or service changes) and establish early warning indicators to prevent recurrence.

Stakeholder:

Customer Service Department/ Customer Experience (CX) Leadership

Visual 2: Total Complaints by Product

Insight:

Checking & Savings Accounts generated the highest complaints (**24,814**), followed by Credit Cards (**16,197**) and Credit Reporting (**7,710**).

Recommendation:

Audit customer communication and transaction issues within top products to reduce recurring problems and improve satisfaction.

Stakeholder:

Senior Management & Product Management Teams and Investors:

Visual 3: Total Complaints by Issue

Insight:

The top issues include "Managing an Account" (**15,109**), "Incorrect Information" (**4,931**), and "Problem with a Credit Card" (**4,415**).

Recommendation:

Enhance data validation and account management tools to minimize misinformation and reduce manual processing errors.

Stakeholder:

Risk Management Team and Senior Management

Visual 4: Total Complaints by Timely Response

Insight:

A strong **93.77%** of complaints were handled timely (**58,619 out of 62,516**), leaving about **6.23%** delayed.

Recommendation:

Automate complaint tracking and escalate delayed cases to ensure 100% timely responses.

Stakeholder:

Customer Support & Operations Management

PAGE 2: Regional Performance

Visual 1: Total Complaints by State

Insight:

California (**13,709**), Florida (**6,488**), and Texas (**4,686**) recorded the highest complaint volumes.

Recommendation:

Deploy targeted improvement programs and customer outreach in high-volume states.

Stakeholder:
Regional Operations Managers and Senior Management

Visual 2: Total Complaints by Region

Insight:
The **South Region** had the highest complaints (**23,152**), while the **Midwest** had the least (**6,663**).

Recommendation:
Review customer service quality and branch responsiveness in southern states.

Stakeholder:
Regional Performance & Quality Assurance Teams

Visual 3: Total Complaints by Company Response

Insight:
Most cases were "Closed with Explanation" (**41,044**), followed by "Closed with Monetary Relief" (**14,697**).

Recommendation:
Adopt a balanced resolution approach—provide compensation where justified and improve clarity in explanations.

Stakeholder:
Customer Experience & Risk Management Team

Visual 4: Total Complaints by Media Type

Insight:
The **Web Channel** dominates submissions (**45,423 complaints**), followed by **Referrals (10,766)** and **Phone (4,684)**.

Recommendation:
Improve digital self-service tools and add progress tracking for customers submitting online complaints.

Stakeholder:
Operations / Contact Center Managers and Public relations department:

Visual 5: Total Complaints by Quarter

Insight:
Complaint volume remains fairly consistent across quarters, suggesting no major seasonal trend.

Recommendation:
Maintain regular performance reviews per quarter to ensure consistency and detect early warning signs of rising issues.
Stakeholder:
Customer Relations & Analytics Team

Section 3: Overall Summary of Recommendations

Most recommendations emphasize **improving digital service experience, enhancing response quality, and addressing regional service challenges.**
By acting on these insights, **Bank of America can reduce complaint recurrence, improve customer trust, and maintain operational excellence nationwide.**