#### **Case Study: Analyzing Customer Complaints to Improve Business Performance**

#### **Overview**

This case study explores **customer complaints in a fictional sales company** and how **data analytics** can help **identify pain points, reduce churn, and improve business operations**.

#### **Problem Statement**

The company is experiencing **high customer churn due to unresolved complaints**. The top issues include:

* **Late deliveries & wrong shipments** causing high dissatisfaction.
* **Regions with the most complaints**: Asia, South America, and North America.
* **Sales reps with low ratings** contributing to poor customer experiences.
* **Slow resolution times**, leading to a **direct drop in customer retention**.

#### **Data Analysis & SQL Insights**

* **43% of late deliveries resulted in complaints**.
* **1,699 customers churned** due to **delivery issues**.
* **Only 454 customers reordered** after complaining.
* **Resolution time correlation**:
  + **Lost customers** had an **avg. resolution time of 7 days**.
  + **Repeat customers** had an **avg. resolution time of 3 days**.
* **Electronics & Home Kitchen** had the highest complaint rates.

#### **Business Impact**

* **Long resolution times = lower customer ratings & increased churn**.
* **Late deliveries had the highest revenue loss impact**.
* **Underperforming sales reps needed urgent intervention**.

#### **Actionable Recommendations**

| **Issue** | **Recommendation** |
| --- | --- |
| **Late Deliveries** | Improve logistics, introduce real-time tracking. |
| **Wrong Shipments** | Strengthen order verification and inventory management. |
| **High Complaint Regions** | Expand regional customer support teams. |
| **Slow Complaint Resolution** | Automate processes, reduce resolution time to ≤3 days. |
| **Underperforming Sales Reps** | Implement training & performance monitoring. |
| **High-Churn Product Categories** | Improve supplier quality and packaging. |

#### **Tools Used**

* **SQL** – Querying & extracting insights.
* **Excel**– Dashboarding & visualization.

#### **Next Steps**

* Implement **automated complaint tracking** to improve response times.
* Conduct **A/B testing** to measure the impact of faster resolutions.
* **Monitor long-term trends** to refine business strategies.

🔗 **Full dataset, SQL queries, and visualizations in this repo!**