Call Center Analysis - Executive Summary

Project Overview

This Call Center Analysis Dashboard is a visual representation of key performance metrics derived from call center operations data. Built using Microsoft Excel with Power Pivot, it provides dynamic insights into call volume, customer satisfaction, and regional performance.

Objectives

- Monitor overall call volume and revenue
- Track performance by region and customer representatives
- Measure customer satisfaction via ratings
- Identify trends and peak call times
- Analyze call distribution by gender and day of the week

Key Metrics & Insights

- Total Calls Handled: 1,000
- Total Revenue: $96,623
- Average Call Time: 89,850 seconds
- Average Customer Rating: 3.9 / 5
- Happy Calls (Positive Feedback): 307
- Revenue per Call: $96.6

Trend Analysis

The call volume shows spikes in March and October, indicating high customer engagement during these months. Sunday and Monday are the busiest days, while Tuesday has the least volume. Region R03 had the highest revenue, with 21% of total calls and the highest call value.

Demographics & Performance

Cleveland sees the highest number of female callers, while Columbus sees more male engagement. Rating distribution is skewed toward 3-4 stars, suggesting areas of improvement in customer satisfaction. Employee performance metrics reveal disparities in call handling and revenue contribution across cities and regions.

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Conclusion

This dashboard enables stakeholders to monitor call center KPIs in real-time, assess agent performance, and identify strategic opportunities for training and process improvement. It is a comprehensive tool for data-driven decision-making in call center operations.