**Late Night Informational App**

Caller and Call Center Agent Analysis

For the following questions please use the following data set:

<https://drive.google.com/file/d/0B5LaFbRBVh2CS1pkTDd1cjI2dVU/view?usp=sharing>

 

The file above contains data for a info commercial (late night commercial) app (-- Imagine those iklan for panci presto or ultra red heater that you see on tv but being streamed on mobile app all day long). Where a user can open the app and look for products demonstration online (just like the late night info commercial on TV). If the user needs help to complete transaction they can see if there is agent available to help. If the is an agent available, they can request the agent to call them to complete transaction.

So, for example, from this data look at row 11, or the hour beginning 4pm (hour 16), September 10th, 2012:

During this hour:

**11**people opened the call center app (Eyeballs).

**2**of them did not see any agents (Zeroes), and

**4**of them requested a call (Requests).

Of the 4 Requests, only **3**complete calls actually resulted (Completed).

During this time, there were a total of **6**call center agents who logged in (Unique Agents).

**Question 1**

**A)** I was able to download the data, open the file, and view Row 11!

**B)** Nuts...either I couldn't download the file, it wouldn't open, or the data in Row 11 was not correct.

**Answer: A**

**Question 2**

Which date had the most completed call during the two week period?

**A)** 14 Sept

**B)** 15 Sept

**C)** 21 Sept

**D)** 22 Sept

**Answer: D**

**Question 3**

What was the highest number of completed calls within a 24 hour period?

**A)** 311

**B)** 258

**C)** 278

**D)** 289

**Answer: - (248)**

**Question 4**

Which hour of the day had the most call requests during the two week period?

**A)** 7am-8am

**B)** 7pm-8pm

**C)** 10pm-11pm

**D)** 11pm-12am

**Answer: D**

**Question 5**

What percentage of all zeroes during the two week period occurred on weekends (Friday at 5pm to Sunday at 3am)?

**Tip:** The local time value is the start of the hour (e.g., 15 is the hour from 3:00pm - 4:00pm)

**A)** 45.1%

**B)** 38.7%

**C)** 44.9%

**D)** 37.0%

**Answer: C**

**Question 6**

In drafting an agent schedule in terms of 8 hour shifts, when are the busiest 8 consecutive hours over the two week period in terms of unique requests?

Assume that an agent will work the same shift each day.

**A)** 7pm-3am

**B)** 5pm-1am

**C)** 2pm-10pm

**D)** 4pm-12am

**Answer: D**

**Question 7**

**True or False:** Agent supply always increases when demand increases during the two week period.

**Tip:** Visualize the data to confirm your answer if needed

**A)** True

**B)** False

**Answer: B**

**Question 8**

In which 72 hour period is the ratio of Zeroes to Eyeballs the highest?

**A)** 4am 9/19 - 4am 9/22

**B)** 11am 9/20 - 11am 9/23

**C)** 5pm 9/14 - 5pm 9/17

**D)** 4am 9/16 - 4am 9/19

**Answer:**

**Question 9**

If you could add 5 agents to any single hour every day during the two week period, which hour should you add them to?

**Hint:** Consider both potential caller eyeballs and agent supply when choosing

**A)** 5pm - 6pm

**B)** 9pm - 10pm

**C)** 11pm - 12am

**D)** 5am - 6am

**Answer: C**

**Question 10**

Looking at the data from all two weeks, which time might make the most sense to consider a true "end of day" instead of midnight? (i.e., when are supply and demand both at natural minimums)

**Tip:** Visualize the data to confirm your answer if needed

**A)** 11pm

**B)** 2am

**C)** 4am

**D)** 7am

**Answer: C**