

PWC VIRTUAL EXPERIENCE PROGRAM BY FORAGE

1. Introduction

This is a virtual internship program case study with the company, PwC. This program is hosted through the site Forage and enabled me to leverage my skills and tools as a Data Analyst in a real-world setting.



2. Internship Company



PricewaterhouseCoopers International Limited, commonly known as PwC, is a multinational professional services network of firms, operating under the PwC brand. It is one of the Big Four accounting firms, along with Deloitte, EY, and KPMG. With offices in 151 countries and more than 364,000 people, PwC is among the leading professional services networks in the world. They provide services to 87% of the Global Fortune 500 companies.

PwC firms offer services in Assurance, Tax, and Advisory, helping organizations and individuals create the value they are looking for. In FY23, PwC's gross revenues were US\$53.1 billion. They are committed to building trust in society, solving important problems, and making progress on issues that matter from AI to climate change.

3. Scenario Company

We aim to build innovative technology solutions that differentiate us from our competitors and digitise the business. Part of that included a strategic decision to invest in upskilling programmes so our people could learn how to use digital tools for data visualisation as well as automation, data cleansing and more.

If our people could use these tools to solve common problems, they'd help us become more efficient and growth-oriented now and more innovative later in Business Services and beyond. Now, employees are learning to build bots – over 2,400 have been created so far – to automate workflows. We continue to invest to make processes more intuitive using machine learning, Power BI and eventually artificial intelligence (AI). These are key to working faster and solving problems differently for us and our clients.

This is why you're here! Our Digital Accelerator programme is an internal chance that takes groups of our employees out of their day jobs and puts them through trainings that teaches them skills in technology such as automation, machine learning, design thinking, and digital storytelling. Power BI is an important part of it as visualising data helps to handle and understand clients.

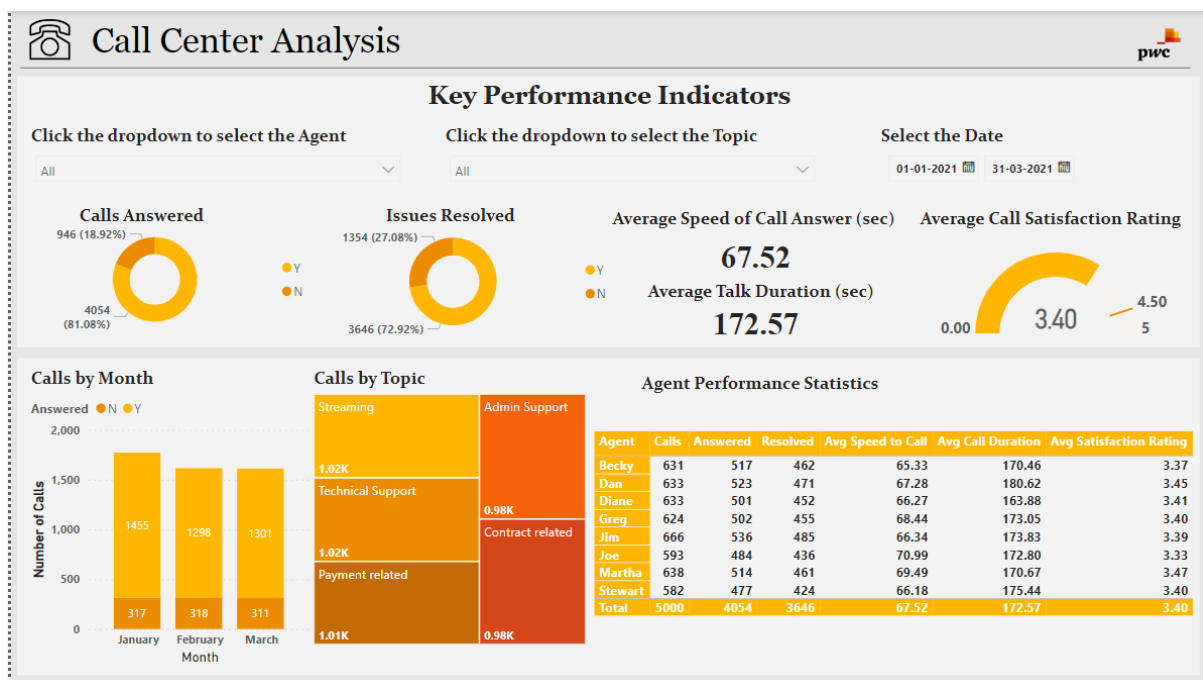
4. Tasks

4.1 Task 1: Skills to learn from the program.

This program helps in shaping your skills, makes you feel confident while solving a case study or any business problem. This covers a variety of data from call centre to customer risk analysis to HR dataset. This tests in every possible way right from understanding to presenting your findings and insights to the stakeholders. For me it was more to solve variety of the business problems and understand myself like where exactly I stand.

4.2 Task 2: Call Centre Trends

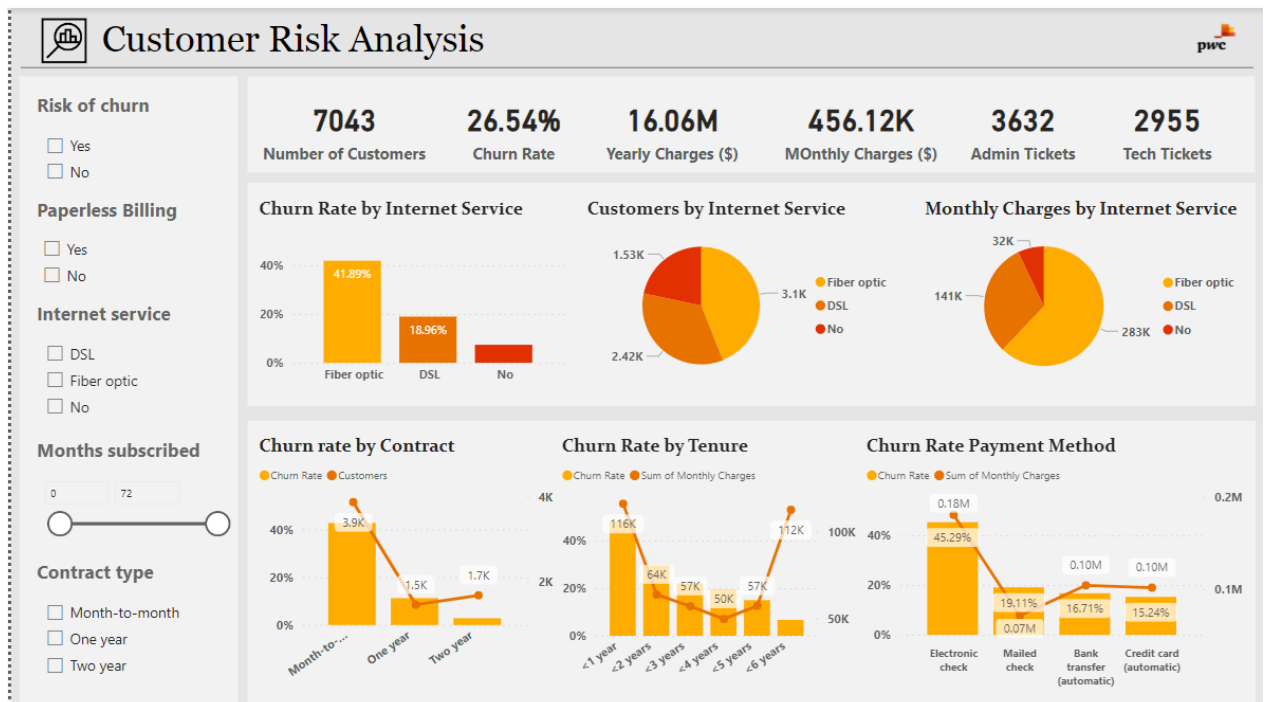
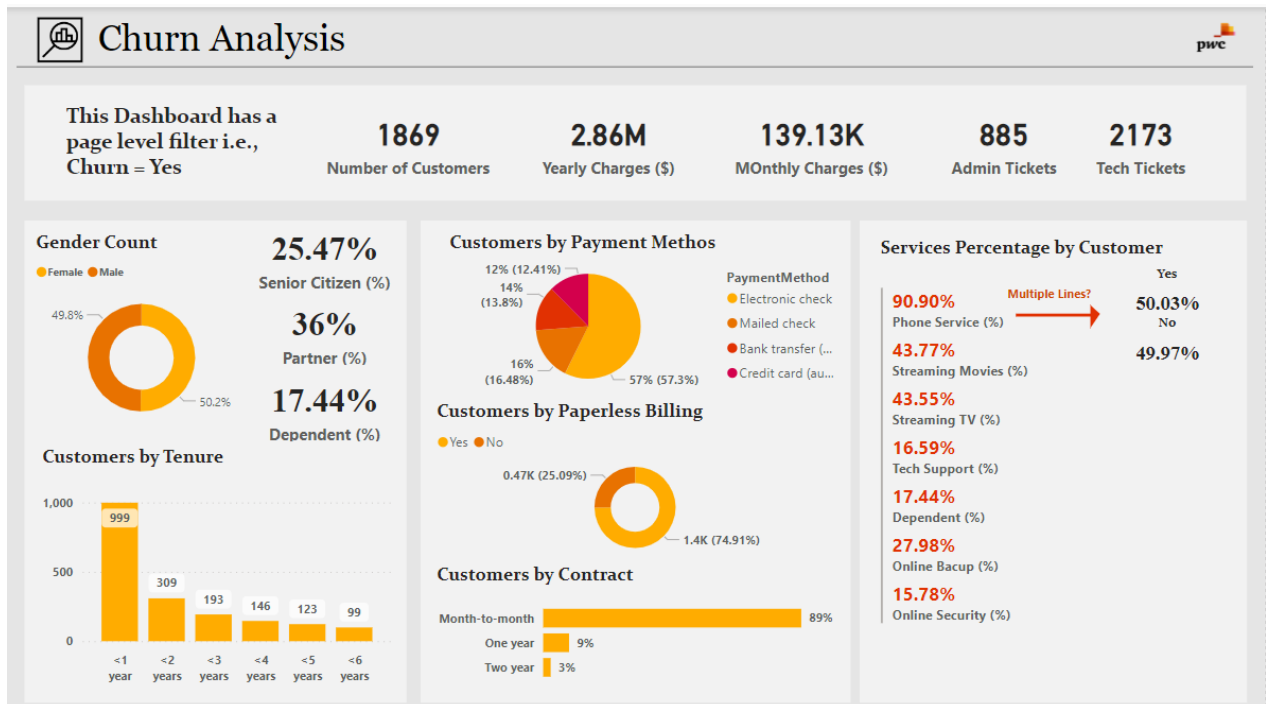
This case study deals with the Call Centre Trends. Here, we analyse the number of incoming calls, call agent's performance, speed of answer, call duration, trends on daily and hourly basis and customer satisfaction ratings. The dashboard defines key KPIs that impact the customer satisfaction as well as performance of the call agents. The goal is to identify opportunities where the performance can be monitored and enhanced.



- The ratio between the number of calls received and issues resolved is very minimal which directly shows that Agents are pretty much doing their job in solving the issues.
- Agents are quick to answer a call which is around a minute, and they just take around 3 minutes to solve an issue.
- The average satisfaction rating for the agents is not that bad but can be improved by reducing the time in answering the call, attending all calls without abounding any.

4.3 Task 3: Churn Analytics

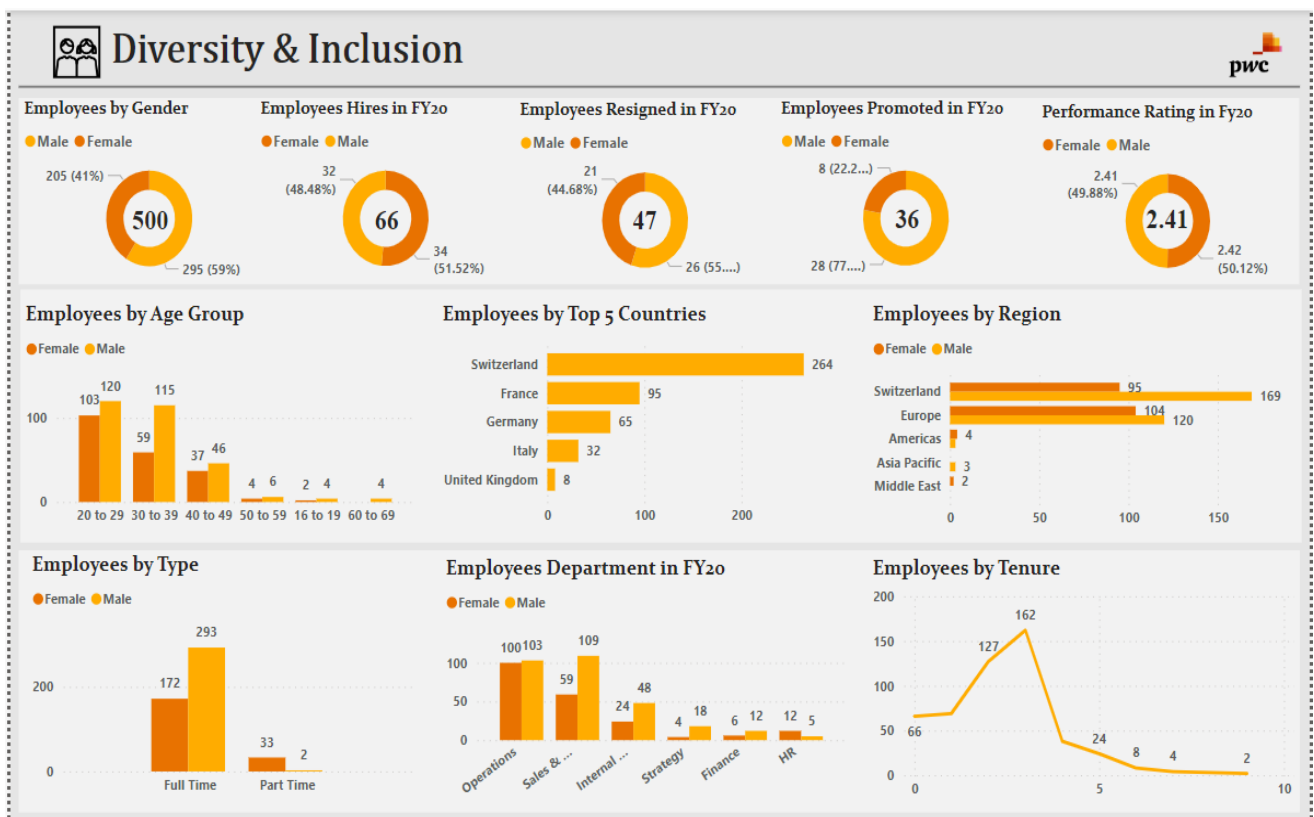
The organisation is keen to know the possible customers who are likely to churn. In this Dashboard, we create KPIs around demographics, company service and customer profiling to know which of them have the highest chance of getting churned. The analysis depicts some key insights that will help the board member take steps in future to reduce the churning rate and increase customer loyalty.



- Target Senior Citizen Segment, offer personalized assistance and discounts to senior citizens to increase retention.
- Engage Single Customers, create exclusive loyalty programs for singles to strengthen their connection with the service.
- Incentivize Longer Contracts, provide additional benefits or cost savings for customers who opt for longer than 1-year contracts.
- Enhance Fiber Optic Internet Experience, invest in improving fibre optic infrastructure and provide faster, more reliable internet service.
- Proactive Customer Support for Admin Tickets. Prioritize resolving admin tickets promptly to show attentive customer care.
- Tailored Retention Offers, offer personalized retention offers based on individual customer needs and preferences.
- Address any issues related to the electronic check payment process. Encourage more customers to use credit cards by providing incentives such as rewards, cashback, or discounts on their subscriptions. This can help improve customer retention.

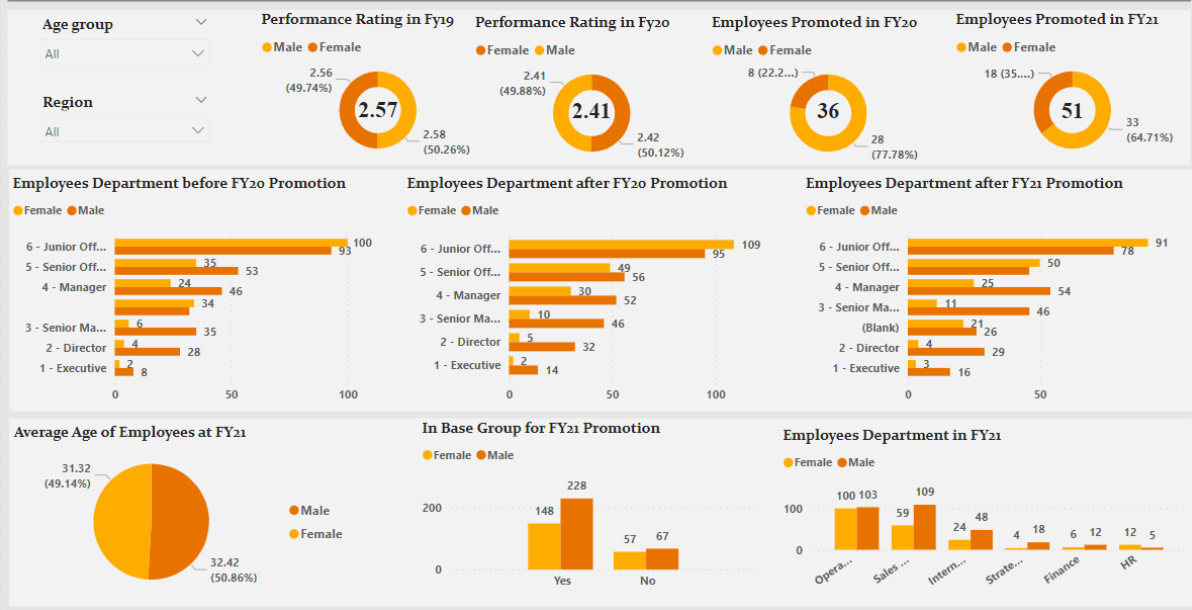
4.4 Task 4: Diversity and Inclusion

Here, we create a dashboard on the employee participation in the organisation. We define the key KPIs like, New Hires, Promotions, Employee Exits and Employee Gender ratio to understand the situation of diversity and inclusivity in the workforce. Enabling diversity and eliminating gender-based stereotyping is key to the balanced workforce and company success.





Diversity & Inclusion



- Higher Turnover Among Female Employees. The higher turnover percentage among female employees suggests that there may be factors leading to dissatisfaction or challenges specific to female employees' experiences within the company. This could include issues related to work-life balance, workplace culture, or career advancement opportunities.
- The observation that there are more male employees in higher-level job profiles indicates that there may be systemic barriers or a lack of support for female employees to progress into leadership positions.
- Higher promotions of females in the Junior Officer profile but at the top level profile female promotion is lower. This may be connected to performance rating, lack of support, and training to improve performance.