(Complaints Focus) – Wise

Task 1: Complaints Dataset (SQL & Analysis)
1. What are the top 2 complaint categories by volume?
2. What is the average satisfaction rating for each complaint channel (Phone, Email, Chat)?
3. Are high-priority complaints resolved faster than low-priority ones? (Compare average resolution times.)

Task 2: Vulnerable Customer Cases Dataset (SQL & Analysis)
1. Which `ec_primary_root_cause` appears most frequently?
2. What is the average handling time (from ticket creation to solved) for all tickets?
3. Suggest one way Wise could improve the experience for vulnerable customers, based on your findings.

Task 3: Complaints KPI's Summary Dataset (SQL & Analysis)
1. Which region has the best (lowest) median handling time?
2. How has the total `Complaint_Redress_Cost_GBP` changed over the last three months in the data?
3. Can you identify any possible correlation between two variables in this dataset? (For example: Does a higher `Headcount_OPS` relate to faster handling times, or does a higher QA pass rate relate to lower redress costs? Briefly describe any pattern you observe.)
4. Propose one new KPI you think Wise should track, and explain why.

Task 4: Presenting Your Findings
1. Summarize your answers and insights in a clear, visual format (charts/tables where possible).
2. End with one recommendation/next steps for Wise to improve complaints handling, based on your overall analysis.

Instructions

- Use any BI or analytics tools you are comfortable with (Excel, SQL, Looker, Tableau, Power BI, etc.).

Deliverables

- 1 Slide deck (up to 5 slides) covering your analysis, insights, recommendations, and visualizations.
- 1 working file (Looker, Tableau, Power BI, etc) with calculations or visuals you used.
- SQL code or formulas used for analysis.

Complaints Dataset Schema (DATASET)

Field Name	Type	Description
complaint_id	String	Unique identifier for the complaint
customer_name	String	Name of the customer
complaint_date	Datetime	Date the complaint was created
complaint_description	String	Description of the complaint
complaint_category	String	Category (e.g., account_deactivation, fees, kyc_transfer)
resolution_status	String	Resolved, Pending, Escalated
customer_location_city	String	Customer's city
complaint_location_country	String	Country of the complaint
employee_responsible	String	Wise employee handling the complaint
satisfaction_rating	Integer	Customer satisfaction rating
follow_up_required	Boolean	Whether follow-up is required
escalation_level	String	Level 1, Level 2, Level 3
complaint_channel	String	Phone, Email, Chat
resolution_date	Datetime	Date the complaint was resolved
complaint_status	String	Open, Closed, In Progress
response_method	String	Call, Email, Chat
complaint_priority	String	High, Medium, Low
investigation_notes	String	Notes from the investigation

Vulnerable Customer Cases Dataset Schema ([DATASET](#))

Field Name	Type	Description
ticket_id	String	Unique identifier for each customer support ticket.
ticket_status	String	The current status of the support ticket (e.g., Closed, Hold, Solved).
ticket_created_timestamp	Datetime	Date and time when the support ticket was created.
ticket_solved_timestamp	Datetime	Date and time when the support ticket was resolved or closed.
ec_inbox	String	Indicates that the ticket is part of the 'Extra Care' inbox.
requester_name	String	The name of the customer or person who submitted the support ticket.
ec_primary_root_cause	String	Primary reason or classification of the issue that caused the ticket.
ec_request_type	String	The type of support request (e.g., Takeover, Handling, Escalation).
ec_product_cause	String	Specific product or service area related to the issue (e.g., KYC Verification, Money Moving).

Complaints KPI's Summary Dataset Schema (DATASET)

Field Name	Type	Description
month	String	Year & Month
region	String	Region
Stage1_Internal_SLA	Numeric	SLA for internal teams for Stage 1 (First Team customer facing within company)
Stage1_QA_Pass_Rate	Numeric	QA Pass Rate for internal teams for Stage 1 (First Team customer facing within company)
Stage2_Upheld_Rate	Numeric	Upheld Rate (FOS) for Stage 2 (Escalation Team)
Stage1_Received_Volume	Numeric	Incoming cases for Stage 1 team
Stage1_Resolved_Volume	Numeric	Resolved cases for Stage 1 team
Stage2_Received_Volume	Numeric	Incoming cases for Stage 2 team
Median_Handling_Time_Days	Numeric	Median Handling time for all complaint cases
Headcount_OPS	Numeric	Headcount of operational teams
Headcount_NonOPS	Numeric	Headcount of supporting teams
Complaint_Redress_Cost_GBP	Numeric	Cost associated with resolving customer complaints