**Executive Summary – Call Centre Performance Report**

**Overview**

This interactive dashboard provides a detailed analysis of call center performance, focusing on call volume, revenue generation, agent performance, customer satisfaction, and caller demographics. The goal is to assess efficiency, identify improvement areas, and enhance service quality.

**Key Insights**

1. **Overall Performance**
   * **Total Calls Handled:** 1,000
   * **Total Revenue Generated:** $96,623
   * **Total Call Duration:** 89,850 minutes
   * **Average Customer Rating:** 4.0
   * **Happy Callers:** 307
2. **Call Trends & Volume**
   * Peak call volume observed in **March and April**, followed by a steady decline until the year-end.
   * **Tuesday and Wednesday** are the busiest days, while **Sunday and Saturday** see the least activity.
3. **Agent Performance & Revenue Contribution**
   * **R02 handled the highest number of calls (218), followed by R03 (207).**
   * **Revenue Contribution by Agent:**
     + **R03 generated the highest revenue ($20.9k), followed by R02 ($20.6k).**
   * **Call Rank:** R02 has the highest number of calls, followed by R03 and R05.
4. **Demographics & Caller Distribution**
   * **Cincinnati and Columbus had the highest call volumes.**
   * **Male vs. Female Callers:**
     + **Cincinnati:** 132 Male, 144 Female
     + **Cleveland:** 63 Male, 326 Female
     + **Columbus:** 206 Male, 129 Female
5. **Customer Satisfaction**
   * The majority of customers rated their experience **4 or 5 stars**, indicating a high satisfaction level.
   * **The average rating of 4.0 suggests consistent service quality but room for improvement.**

**Recommendations**

* **Optimize Staffing on Peak Days:** Increase workforce on **Tuesdays and Wednesdays** to manage high call volumes efficiently.
* **Focus on Low-Performing Agents:** Provide additional training to underperforming representatives to enhance service quality and revenue generation.
* **Enhance Customer Satisfaction Strategies:** Investigate customer concerns and improve service to increase the number of happy callers.
* **Leverage Caller Demographics for Marketing:** Tailor customer service and marketing strategies based on caller demographics, particularly in **Cincinnati and Columbus**.
* **Increase Efficiency in Revenue Generation:** Although call volumes are high, ensuring more calls convert into higher revenue should be a key focus.

**Conclusion**

The call center is performing well regarding call handling and customer satisfaction. However, an opportunity exists to optimize call distribution, enhance agent performance, and maximize revenue generation. Implementing data-driven strategies will help improve overall efficiency and service quality.