



Analyzing Consumer Complaints in the Financial Sector: Trends and Insights

Created by Rahat




Project Introduction:

This project is a comprehensive analysis of consumer complaints related to financial products and services. Using a dataset of consumer complaints, the project aims to uncover trends, identify common issues, and evaluate how well companies respond to these complaints. The data, which spans a three-month period, sheds light on the types of financial products that generate the most complaints, how consumers submit their complaints, and the effectiveness of company responses.

The objectives of this project include:

- Understanding the volume and nature of consumer complaints in the financial industry.
- Evaluating how timely and effectively companies respond to complaints.
- Identifying the most frequent issues and the financial products they relate to.
- Providing insights on how companies and regulators can improve consumer satisfaction.

By analyzing these questions, this project provides actionable insights that could help financial institutions and policymakers enhance consumer protection and service delivery.






About the Dataset:

The dataset used for this project is a collection of consumer complaints related to financial products and services. It provides detailed information on complaints submitted by consumers, including the type of financial product, the issue faced, the method of submission, and the company's response.

Key columns in the dataset include:

- **Date_received:** The date the complaint was submitted.
- **Product and Sub-product:** The financial product associated with the complaint (e.g., credit card, mortgage).
- **Issue and Sub-issue:** Specific issues the consumer faced (e.g., billing problems, service delays).
- **Company:** The financial institution the complaint was filed against.
- **State:** The location of the consumer who filed the complaint.
- **Submitted_via:** The method through which the complaint was submitted (e.g., web, phone).
- **Date_sent_to_company:** The date the complaint was forwarded to the company for a response.
- **Company_response_to_consumer:** The company's final response, such as "Closed with explanation" or "In progress."
- **Timely_response:** Whether the company responded to the complaint within a reasonable time frame.
- **Consumer_disputed:** Indicates if the consumer disputed the company's response.
- **Complaint_ID:** A unique identifier for each complaint.

This dataset provides valuable insights into consumer grievances within the financial sector and serves as a basis for analyzing trends in complaints, submission methods, company responses, and resolution effectiveness. It allows for a detailed examination of how well financial institutions address consumer concerns and provides a foundation for improving customer service in the industry.





Key Questions and Findings:

Next slide



- *How many total complaints were submitted by consumers?*

Output:

```
SELECT COUNT(*) AS 'Total _Complaints'  
FROM consumer_complaints;
```

Total _Complaints
586

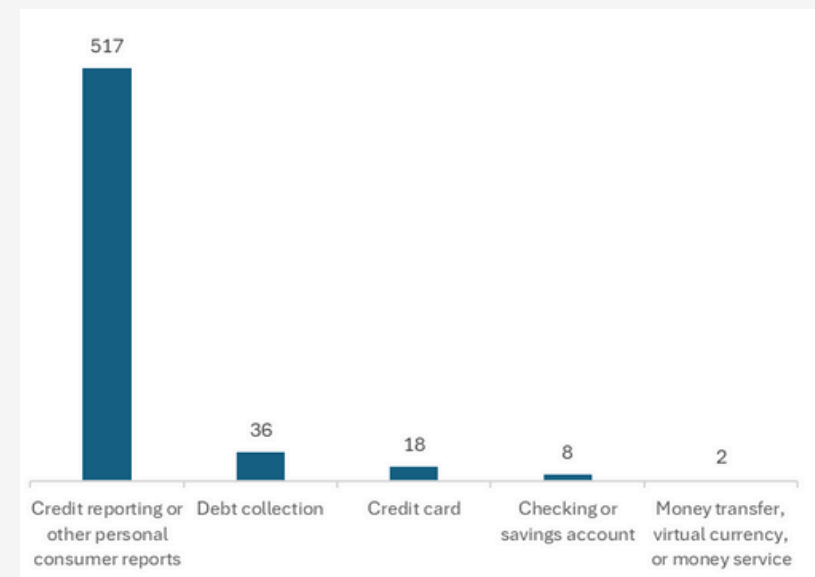
- *List the top 5 most common financial products associated with complaints.*

Visual graph:

```
SELECT Product, COUNT(*) AS Complaint_Count  
FROM consumer_complaints  
GROUP BY product  
ORDER BY complaint_count DESC  
LIMIT 5;
```

Output:

Product	Complaint_Count
Credit reporting or other personal consumer reports	517
Debt collection	36
Credit card	18
Checking or savings account	8
Money transfer, virtual currency, or money service	2



- Count how many complaints were closed with an explanation.

```
SELECT COUNT(*) AS 'Closed with explanation'
FROM consumer_complaints
WHERE company_response_to_consumer = 'Closed with explanation';
```

Output:

Closed with explanation
44

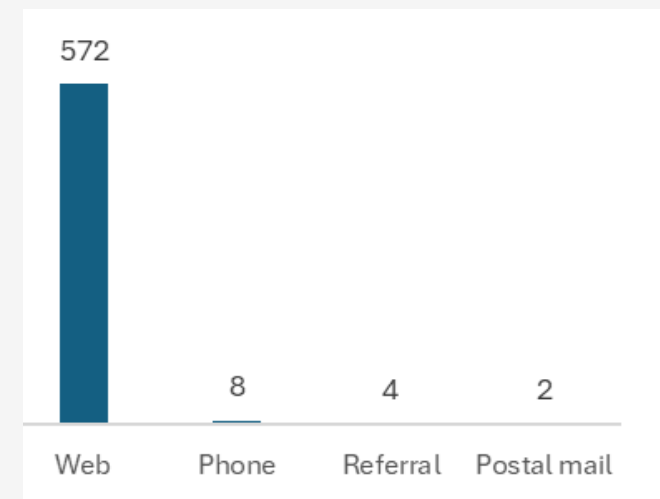
- Count the number of complaints for each submission method (Submitted_via)

```
SELECT Submitted_via, COUNT(*) AS Total_complaints
FROM consumer_complaints
GROUP BY Submitted_via
ORDER BY total_complaints DESC;
```

Output:

Submitted_via	Total_complaints
Web	572
Phone	8
Referral	4
Postal mail	2

Visual graph:



- Count how many complaints are still in progress.

```
SELECT COUNT(*) AS 'In Progress complaints'
FROM consumer_complaints
WHERE company_response_to_consumer = 'In progress';
```

Output:

In Progress complaints
522

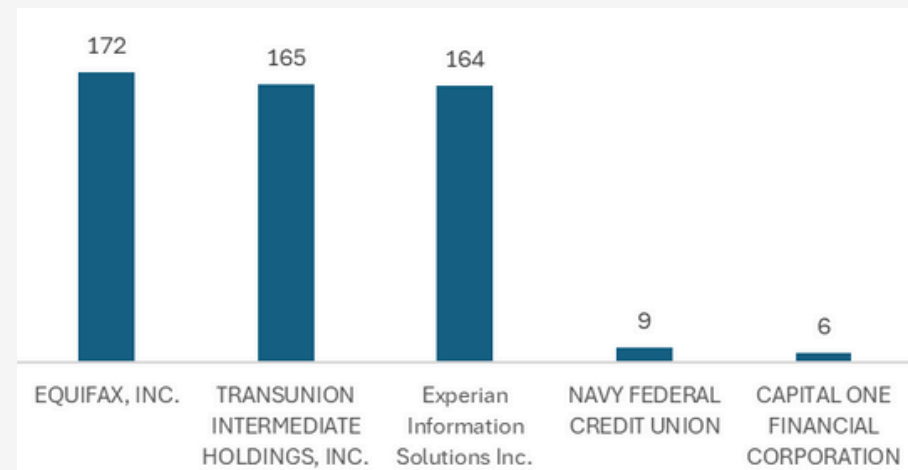
- Which 5 most companies have the highest number of complaints filed against them?

```
SELECT Company, COUNT(*) AS Complaint_Count
FROM consumer_complaints
GROUP BY company
ORDER BY complaint_count DESC
LIMIT 5;
```

Output:

Company	Complaint_Count
EQUIFAX, INC.	172
TRANSUNION INTERMEDIATE HOLDINGS, INC.	165
Experian Information Solutions Inc.	164
NAVY FEDERAL CREDIT UNION	9
CAPITAL ONE FINANCIAL CORPORATION	6

Visual graph:



- *Find how many complaints were closed with non-monetary relief for each product:*

```
SELECT Product, COUNT(*) AS non_monetary_relief_count
FROM consumer_complaints
WHERE Company_response_to_consumer = 'Closed with non-monetary relief'
GROUP BY Product
ORDER BY non_monetary_relief_count DESC;
```

Output:

Product	non_monetary_relief_count
Credit reporting or other personal consumer reports	16
Debt collection	4

- *How many complaints were submitted each month?*

```
SELECT MONTHNAME(Date_received) AS Month, COUNT(*) AS Total_Complaints
FROM consumer_complaints
GROUP BY MONTH(Date_received), MONTHNAME(Date_received)
ORDER BY MONTH(Date_received);
```

Output:

Month	Total_Complaints
April	1
May	18
June	567

- Find the most frequent issues for complaints filed via each submission method (Submitted_via):

Output:

```
SELECT Submitted_via, Issue, COUNT(*) AS Issue_count
FROM consumer_complaints
GROUP BY Submitted_via, Issue
ORDER BY issue_count DESC;
```

Submitted_via	Issue	Issue_count
Web	Incorrect information on your report	249
Web	Improper use of your report	157
Web	Problem with a company's investigation into an existing problem	105
Web	Attempts to collect debt not owed	16
Web	Written notification about debt	13
Web	Unable to get your credit report or credit score	5
Web	Managing an account	4
Web	False statements or representation	3
Web	Problem with a purchase shown on your statement	3
Web	Took or threatened to take negative or legal action	3
Web	Closing an account	2
Phone	Incorrect information on your report	2
Postal mail	Problem with a company's investigation into an existing problem	2
Web	Credit monitoring or identity theft protection services	2
Web	Getting a credit card	1
Web	Problem getting a card or closing an account	1
Referral	Problem with a purchase shown on your statement	1
Web	Problem with fraud alerts or security freezes	1
Web	Other service problem	1
Web	Dealing with your lender or servicer	1
Phone	Struggling to pay your loan	1
Web	Electronic communications	1
Phone	Problem with a company's investigation into an existing problem	1
Web	Opening an account	1
Web	Other features, terms, or problems	1
Phone	Problem when making payments	1
Web	Problem with a company's investigation into an existing issue	1
Referral	Fraud or scam	1
Referral	Getting the loan	1
Web	Fees or interest	1
Phone	Getting a credit card	1
Phone	Problem with a purchase shown on your statement	1
Referral	Managing an account	1
Phone	Trouble during payment process	1

Key Findings:

- 1 Volume of Complaints:** A significant number of complaints highlight ongoing consumer dissatisfaction.
- 2 Common Financial Products:** The analysis identified the top five products most frequently associated with complaints, signaling areas for improvement.
- 3 Submission Methods:** Digital channels were the most popular for submitting complaints, emphasizing the need for effective online complaint management.
- 4 Company Responses:** While many complaints were resolved with explanations, a notable number remained in progress, suggesting a need for better resolution strategies.

Recommendations:

- 1 **Enhance Digital Handling:** Improve online complaint management systems for timely and efficient resolutions.
- 2 **Address Common Issues:** Proactively tackle the most frequent complaints related to specific products.
- 3 **Improve Response Times:** Implement metrics to track and enhance response times.
- 4 **Establish Feedback Mechanisms:** Create systems for ongoing consumer feedback on complaint resolutions.



THANK YOU



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