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Description automatically generated

**SCHOOL OF INFORMATICS & IT**

**Storytelling Dashboard - Data Visualisation**

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**Declaration of Originality**

I am the originator of this work and I have appropriately acknowledged all other original sources used as my references for this work.

I understand that Plagiarism is the act of taking and using the whole or any part of another person’s work, including work generated by AI, and presenting it as my own.

I understand that Plagiarism is an academic offence

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**Declaration on the use of Generative AI tools for assignments**

|  |
| --- |
| Describe how you have used Generative AI tools such as ChatGPT or Dall.E-2 in your assignment.  Show snapshots of the conversations with the AI tool (i.e., the prompts you used and the response you get from the AI tool). |
| For purpose of Report, I used ChatGPT to clarify the project requirements stated in the specifications and used it to generate content for my report. Additionally, I used it to rewrite my explanations to sound more fluent, clear, and professional. Lastly, I also used it to clarify some math logical calculation when listing out statistical figures at task 3.  For purpose of Tableau and Alteryx, I asked ChatGPT to construct the formula to perform data transformation based on my given description. The formula was constructed with ChatGPT, and not taken completely off ChatGPT, as the AI wasn’t able to always produce a formula that works exactly as I want, and I had to adjust.  E.g. Asking ChatGPT to put columns into list, to save time from copying one by one:    Asking ChatGPT to make explanations more fluent:    Asking ChatGPT to rephrase a word with something more appropriate:    Asking ChatGPT to calulate by putting ? in the value:    ChatGPT to assist with creation of formula to create new calculated field:    Read full conversation here:  <https://chat.openai.com/share/f8ec7450-5b3d-4691-adb1-255d248c6a46> |
| How do you indicate the reference?  The content generated by AI tools are not retrievable except by the user who generated them, so they are considered non-recoverable sources. Although non-recoverable data or quotations in APA Style papers are usually cited as personal communications, with ChatGPT-generated text there is no person communicating. Quoting text from ChatGPT chat is therefore more like sharing the output of an algorithm, with a reference list entry and the corresponding in-text citation.  According to the official APA Style site, ChatGPT references should be cited as:  E.g. OpenAI. (2023). *ChatGPT* (Sep 25 version) [Large language model].  <https://chat.openai.com/chat> |

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**Task 1 : Background and Business Requirement**

Overseas-Chinese Banking Corporation (OCBC) primarily relies on physical walk-in inquiries at our branches and phone calls for customer inquiries and complaints. However, these channels are often **overwhelmed by the volume of inquiries from customers**, and OCBC **customer service** **agents are struggling to keep up** with the demandand respond to all the inquiries. This not only **impacts operational efficiency**, but also leads to **inconsistent customer experiences** across different branches and customers.

This inconsistency in customer experience is a critical concern as it has the potential to **erode customer trust and loyalty**. In the highly competitive banking industry, where customers have a plethora of financial institutions to choose from, **poor customer service can drive them to seek services from competitors**. As such, there is an **urgent need to evaluate and enhance customer satisfaction** at OCBC, hence the need for this analysis.

This analysis is driven by the imperative to **understand customer satisfaction** within OCBC. It endeavours to **understand and offer valuable insights about why our customers are reaching out** to us, along with actionable strategies to manage the overwhelming demand for OCBC helpdesk and support OCBC in its commitment to delivering a superior banking experience to every customer.

Here are the questions this analysis aims to answer:

• What is the most common reason for calls or branch visits?

• Are there correlations between the feedback score and other factors?

• During which time periods do both channels experience their highest activity?

• Is there a specific time of day when one channel is preferred over the other?

**Task 2 : Data Management**

**Data Profiling**

The datasets provided by OCBC Database Administrators include the bank’s records of customer service agent engaged in phone calls and walk-in inquiries from 2021 and 2022. Additionally, a file containing the location of the branches is provided.

Data Attributes

**Call Log**

|  |  |  |  |
| --- | --- | --- | --- |
| Field Name | Description | Measurement | Format |
| Customer ID | Unique customer ID for call log | Nominal | C10001 |
| Date | Date of the call | Interval | dd/MM/yyyy |
| Call Start Date and Time | When the agent begins engaging with the customer on the call | Interval | dd/MM/yyyy hh:mm |
| Call End Date and Time | When the agent ends the call | Interval | dd/MM/yyyy hh:mm |
| Phone Line Agent ID | Unique identifier for an agent | Nominal | A1001 |
| Reason for Call | The reason why the customer contacted OCBC | Nominal | self service inb - enquiry |
| Feedback | Rating of the call from 1 to 5, with 5 being the highest rating | Ordinal | 1 |

**Walk-in**

|  |  |  |  |
| --- | --- | --- | --- |
| Field Name | Description | Measurement | Format |
| Branch ID | Branch location ID | Nominal | B001 |
| Branch Area | Location of the Branch | Nominal | North |
| Customer ID | Unique customer ID for walk-in | Nominal | W123456 |
| Customer Age | Customer Age range | Interval | 41-50 |
| Customer Gender | Gender of Female & Male (F/M) | Nominal | F |
| Date | Date of the walk-in to the branch | Interval | dd/MM/yyyy |
| Waiting time (min) | Duration of the waiting time in minutes | Ratio | 23 |
| Start Date and Time | When the agent starts serving the customer | Interval | dd/MM/yyyy hh:mm |
| End Date and Time | When the agent ends the service | Interval | dd/MM/yyyy hh:mm |
| Agent ID | Unique identifier for an agent | Nominal | A0011001 |
| Reason for visit | Purpose behind why customers visit the OCBC Branch | Nominal | Balance transaction enquiry |
| Customer Satisfaction Rate | Customer satisfaction rating from 1 to 5, with 5 being the highest rating | Ordinal | 1 |

**Branch Location Singapore**

|  |  |  |  |
| --- | --- | --- | --- |
| Field Name | Description | Measurement | Format |
| Branch ID | Unique Branch location ID | Nominal | B001 |
| Latitude | North-South position | Nominal | 1.361562 |
| Longitude | East-West position | Nominal | 103.8415 |

Datasets Analysis

The **datasets for 2021 and 2022 were received separately** for both call log and walk-in. Both **call log and walk-in datasets had similar fields**: Customer ID, Date, Start Time, End Time, Agent ID, reason for inquiry, and rating score out of 5.

The walk-in dataset has additional fields like branch ID, branch area, and waiting time. The **Agent ID for walk-in and call logs varies in format** which indicates that the customer service agents are not related. Walk-in datasets have Branch ID with the same format as the Branch Location Singapore table, hence **Branch ID can be the common key to link and extract the coordinates** of the branch. However, **call logs have no Branch ID** field and **cannot be linked with an OCBC branch**.

A screenshot of a computer screen

Description automatically generatedThere are 15 OCBC Branches, and the coordinates have no data quality issue.

Alteryx Designer was used for data inspection and cleaning. To discover potential quality issues for audit, I utilized the Field Summary Node to produce a report for each dataset.

[Screenshot of Branch Location Singapore on Excel]

Call-Log 2021:

A screenshot of a computer

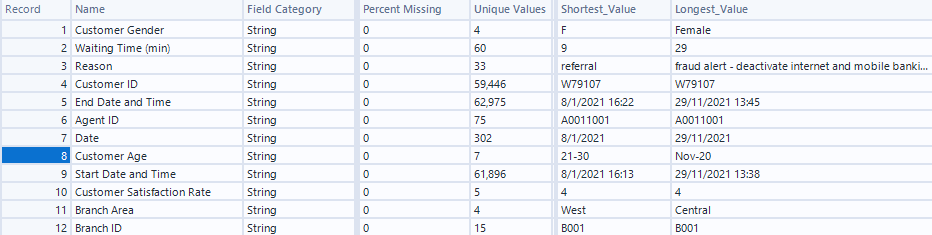
Description automatically generated

Call-Log 2022:

A screenshot of a computer

Description automatically generated

Walk-in 2021:



Walk-in 2022:

A screenshot of a computer

Description automatically generated

Data Quality Analysis

**Accuracy:** The **datasets are not in time-series** sequential order. This makes the reliability and accuracy of the datasets questionable as the records should be automatically logged into the system after each call or walk-in inquiry ticket in a systematic order.

*Refer to the photo below.*

A screenshot of a table

Description automatically generated

**Timeliness:** The datasets are recent as they are from the past 2 years.

**Consistency:**

1. Call-log 2021 has inconsistency in **Customer ID where some IDs were missing 'C'** infront.
2. Call-log 2022 has **inconsistent date format** **in Date** where values to do follow the dd/MM/yyyy format.
3. Gender label for customers in walk-in 2021 records is inconsistent as there are values **Female/Male when it should be F/M**.
4. A graph of blue bars

   Description automatically generated with medium confidenceCustomer Age range has **mislabelled range of Nov-20 instead of 11-20**. I discovered that Nov-20 was supposed to represent 11-20 as Nov represents 11 on the calendar. Therefore, it's justified to assume that the system misunderstood 11-20 and autoformatted into a date.
5. Column Start Date and Time and column End Date and Time have **different column names** for walk-in 2022. I need to standardize the column names in order to union walk-in 2021 with 2022 together.
6. A graph with blue dots

   Description automatically generatedWalk-in 2022 has inconsistencies with Branch ID as there are Branch IDs that don’t start with B00.



Based on my analysis, I can confirm that the numbers represent the branch but it’s missing B00 as the branch area matches the branch area of its B000 + ID.



E.g. Branch ID 15’s branch area matches the branch area of Branch ID B015



**Completeness:**

1. There are **30% of Feedback scores for call-logs are missing**. Using context knowledge, these values are **MNAR** as it is likely that the customers refused to leave feedback after the call as they couldn’t be bothered. Hence, **no imputation is required as the missing value has its own meaning**.
2. **Call logs are missing fields like waiting time**, customer age, and branch details, deeming call logs to be less useful than walk-in as there are fewer fields to work with.

**Relevance:** As the datasets contain a rating score that represents customer satisfaction, reason for inquiry, waiting time, customer age, and other factors about OCBC inquiry customers, the datasets provided are highly relevant for my analysis in understanding why customers are reaching out to OCBC.

**Data Integration**

After performing the necessary data cleaning to address the data issues stipulated in data profiling using Alteryx, I created the cleaned datasets into new CSV files. Then, I union the 2021 and 2022 records for walk-in and call log respectively, as the columns for 2021 are the same for 2022.

Here’s how I did it in Tableau:

A screenshot of a computer

Description automatically generated A screenshot of a computer

Description automatically generated

Subsequently, I created a relationship between the union walk-in dataset and the Branch Location dataset, using Branch ID as a common key to link these 2 datasets together. This relationship allows the longitude and latitude of a branch to be accessed from the walk-in dataset, to enable the creation of map graphs. [Relationships are more flexible and dynamic than Joins](https://help.tableau.com/current/online/en-us/datasource_relationships_learnmorepage.htm#:~:text=Relationships%20are%20a%20dynamic%2C%20flexible%20way%20to%20combine,Use%20joins%20only%20when%20you%20absolutely%20need%20to.), which is why it is chosen over Joins.

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Description automatically generated

The union call dataset and union walk-in dataset+branch location dataset are separated into their own data sources as the requirements indicate to analyse both call and walk-in separately.

**Features Creation**

1. Enquiry

This field summarizes the reason for the customer reaching out to OCBC in a maximum of 2 words. This is useful as some Reason descriptions are very long, making it unsightly and difficult to read on a visualization, hence a brief and concise description instead would be better.

SPLIT(REPLACE([Reason], "\_", " "), " ", 1)

+ " " +

SPLIT(REPLACE([Reason], "\_", " "), " ", 2)

1. Duration

This field represents how long the inquiry session lasted, in minutes. It is useful for understanding how long our customers consult OCBC for an inquiry.

DATEDIFF('minute', [Start Time], [End Time])

1. Number of Agents present

This field represents how many customer service agents were present during a particular hour of a day. It is useful for assessing the demand and supply for customer service support and understanding if OCBC is short-staffed, and by how much.

{ FIXED DATETRUNC('hour', [Call Start]): COUNTD([Phone Line Agent ID]) }

1. No Feedback [Set for NULL values in Feedback]

This field contains records with missing values for Feedback. It is required for segregating missing values to prevent these records from tainting analysis of customer satisfaction.

A screenshot of a computer screen

Description automatically generated

**Task 3 : Data Exploration**

*The graphs within each dashboard will be analysed from left to right, top to bottom.*

*The key takeaways for each analysis are* ***bolded****.*

Walk-in Dashboard

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1. Overall Satisfaction Analysis: The pie chart on overall satisfaction reveals that **over 50% of customers who engaged with OCBC's customer service are completely satisfied** and gave a 5/5 rating. This indicates a commendable performance by the customer service agent, with the majority of customers rating their experience between 3 to 5, reflecting strong overall satisfaction.
2. Branch Performance Impact: Examining individual branches, a **clear factor affecting unsatisfactory performance appears to be significantly longer waiting times**. Branches with poor satisfaction ratings are correlated with significantly extended waiting times. Notably, this relationship doesn't appear to be influenced by geographical location. For instance, Bedok has multiple branches, but only the branch with substantially longer waiting times experiences poorer average ratings. This strongly implies a direct link between customer satisfaction and waiting time.
3. Reasons for Walk-in Inquiries: The bar chart displays the frequency of walk-in inquiry types, ordered by popularity. The **most common inquiries are related to bank transactions**, followed by services and card-related inquiries. Breaking each inquiry down by satisfaction rate, there is no particular inquiry that has a prevalent bad satisfaction rate. This implies that OCBC’s **customer service team is adept at handling various inquiries satisfactorily**.
4. Demand Analysis by Hour: The demand for inquiries is **consistently high from the opening hour of 10 AM to 2 PM**, with consistent medium demand from 3 PM to closing at 5 PM. The number of customer service agents available for each hour aligns with the demand trend, with a supply-to-demand ratio of 0.76-0.78. On average, each agent handles approximately 1.3 customer inquiries at a time.

Call-in Dashboard

**A graph and diagram with different colored bars

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1. Overall Satisfaction Comparison: The **overall satisfaction with call-in customer service is slightly lower than walk-ins**, with fewer customers rating it as 5/5. This suggests a minor performance gap between the two channels.
2. Peak Hours Analysis: **Peak call-in hours are observed from 11 AM to 1 PM and 5 PM to 8 PM**. The afternoon peak hours align with the peak walk-in hours from 11 AM to 1 PM. Additionally, **high nighttime demand from 5 PM to 8 PM** **is only channeled through call-ins**, as all OCBC branches stop taking in walk-in inquiries after 5 PM.
3. Staffing Issue during Peaks: There's a clear **agent shortage during peak call-in hours**, indicated by a supply-to-demand ratio of 0.5 to 0.6. Each staff member has to attend to nearly 2 customers concurrently, highlighting the need for additional resources during these high-demand periods.
4. Reasons for Call-in Inquiries: Similar to walk-ins, the most common call-in inquiries are related to balance transactions, services, and card issues. This may indicate that certain **OCBC service products have user experience issues**, as customers frequently inquire about their usage.

End of Part 1