

## **User Story 6 – Analytical Thinking & Service Optimization**

As a Business Analyst, the objective is to generate actionable insights from service data so that service quality improves while operational costs are controlled.

### **Analytical Process:**

The analysis begins by understanding business problems related to SLA breaches, service delays, and regional performance differences. Relevant service data such as region, priority, SLA status, and resolution time is reviewed to identify patterns and trends.

### **Analytical Questions:**

- Which regions experience the highest number of SLA breaches?
- Are high-priority cases more likely to breach SLAs?
- Are SLA breaches increasing or decreasing over time?

### **Assumptions and Data Gaps:**

The analysis assumes that SLA timestamps and case statuses are recorded accurately. Some historical data may be incomplete or manually updated, which can impact the accuracy of insights. External factors affecting resolution time are not fully captured.

### **Insights Derived:**

The analysis shows that SLA breaches are more frequent in high-priority cases and in specific regions. Repeated breaches are often linked to workload imbalance and limited availability of skilled resources.

### **Business Recommendations:**

- Implement priority-based case routing to reduce SLA breaches.
- Balance workloads across regions based on capacity.
- Provide targeted training for teams handling high-breach categories.
- Reduce CRM storage costs by moving attachments to Azure Blob Storage.

### **Risks and Future Improvements:**

Data quality issues may affect insight accuracy. In the future, predictive analytics can be used to identify potential SLA breaches in advance, and automation can be enhanced using AI-based case classification.