

# Call Centre Analysis – Summary Report

This project focuses on analyzing performance metrics of a call center using structured data. The goal was to gain insights into call volume, customer satisfaction, revenue contribution, and representative performance.

## Objective

To assess and visualize:

- The efficiency of customer service representatives (CSRs)
- Customer satisfaction trends
- Revenue generated via calls
- Performance ranking by region and representative

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## Key Metrics Overview

Metric	Value
Total Calls Handled	1,000
Total Revenue	₹96,623
Total Call Duration	89,850 mins
Average Customer Rating	3.89 / 5
5-Star Ratings Count	307 calls

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## Dataset Components

- **Data Sheet:** Raw call log entries with customer ID, call duration, call rep ID, amount spent, rating, and date.

- **Pivot Sheet:** Aggregated metrics by region and representative for call count, revenue, and satisfaction.
  - **Assets Sheet:** Contains representative IDs along with profile image links.
  - **Formatted Report (Customer Centre):** A clean visual layout for presenting filtered data, such as by specific representative (R01–R05), using Excel slicers.
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## Analytical Insights

- Representative **R05** generated the highest overall revenue.
  - **Columbus** region outperformed others in total revenue.
  - The highest average rating was achieved by **R04**, though with fewer calls than others.
  - A heatmap-based visualization highlights top performers by region and metric.
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## Tools Used

- **Microsoft Excel** for:
  - Pivot Table and Conditional Formatting
  - Interactive Dashboards using Slicers
  - Data Validation and Analysis
- **Visualization:** Heatmaps, bar charts, and custom cell formatting to enhance insights.