

Week 1 Report

Finance Industry - Understanding the Problem of Bank of America Consumer Complaints Analysis

1. Business Problem

Bank of America (BoA), one of the largest financial institutions in the United States, has been experiencing a high volume of consumer complaints across its major financial products and services - including credit cards, loans, mortgages, and deposit accounts. These complaints, submitted to the Consumer Financial Protection Bureau (CFPB) between 2017 and 2023, highlight recurring issues around product quality, service responsiveness, and customer communication.

Key Challenges: Rising complaints indicate weaknesses in customer experience management, operational efficiency, and regulatory compliance. These issues threaten the bank's reputation, customer trust, and market competitiveness. Despite having grievance management systems, the bank lacks data-driven insights into complaint patterns and response performance.

Core Gaps Identified:

- Which products or services generate the highest dissatisfaction.
- The most frequent and recurring issues reported by customers.
- The effectiveness of complaint channels (web, phone, email, mail, etc.).
- How quickly and effectively complaints are resolved.
- How response timeliness impacts customer satisfaction and compliance.

Objective: To transition from a reactive to a proactive, analytics-driven complaint management strategy that leverages consumer complaint data to uncover actionable insights.

Goals: This project aims to:

- Identify the most problematic products, issues, and regions.
- Measure response efficiency and resolution quality.
- Understand customer satisfaction drivers.
- Support strategic decision-making that enhances service delivery, compliance, and long-term customer retention.

2. Primary Stakeholders

Insights from this project are essential for multiple internal and external stakeholders.

Internal Stakeholders

Stakeholder	Role / Use of Insights
Customer Service & CX Leadership	Identify top pain points and prioritize service improvement initiatives to enhance satisfaction.
Senior Management / Executives	Gain a strategic overview of customer sentiment and performance to inform business decisions.
Operations / Contact Center Managers	Monitor response delays, optimize team performance, and allocate staff efficiently.
Product Managers / Business Units	Identify product weaknesses and usability issues revealed by customer complaints.

Compliance & Legal Team	Ensure regulatory compliance and minimize legal or reputational risks.
Risk Management Team	Use complaint trends as early warning indicators for operational or fraud risks.
Customer Support Agents	Improve response quality, reduce escalations, and increase first-contact resolution.
Data & Analytics Team	Build dashboards and continuous monitoring tools for complaint tracking.
Executive Leadership	Review high-level performance trends for strategic planning and budgeting.
Public Relations Department	Manage reputation and craft communication strategies based on complaint trends.

External Stakeholders

Stakeholder	Role / Use of Insights
Customers / Consumers	Benefit from faster, more transparent, and satisfying resolutions that rebuild trust.
Regulators	Gain assurance that complaints are resolved in a timely and compliant manner.
Shareholders / Investors	Understand that the organization is proactively managing risks and protecting its brand reputation.

3. Key Business Questions

- Which products or services generate the highest volume of customer complaints, and how have these trends evolved over time?
- Which states or regions report the most complaints?
- Which complaint channels (web, phone, email, mail etc.) have the highest or lowest issues?
- Which of the channels are most effective at driving fast, positive resolutions?
- What issues occur the most?
- Are there specific geographic regions or customer segments with higher complaint volumes?

4. Expected Insights & Deliverables

Insight Category	Description
Most Pressing Product Insights	Identify which financial products generate the most complaints.
Most Pressing Issue Analysis	Determine the main reasons for customer dissatisfaction.
Customer Satisfaction Insights	Evaluate resolution effectiveness and customer response sentiment.
Timeliness & Efficiency	Measure how quickly complaints are handled and identify bottlenecks.
Geographic Patterns	Map regions with the highest complaint volumes and severity.
Risk & Compliance Insights	Highlight areas with potential regulatory or process concerns.

5. Strategic Impact

- Strengthen customer loyalty through improved service experiences.
- Enhance regulatory compliance and reduce legal exposure.
- Improve operational performance across departments.

- Enable data-driven decision making for leadership and product teams.
- Protect and elevate its brand reputation in the competitive financial landscape.

Reporting Period: Data Range: 2017 – 2023

Data Source: Consumer Financial Protection Bureau (CFPB) Complaint Database

Organization: Bank of America

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Week 1 Report – Data Analytics Portfolio Project

Focus Area: Financial Services | Consumer Complaint Analysis