



Forage

Inspiring and empowering
future professionals

Chen-Wei (Krystin) Lee

Power BI Job Simulation

Certificate of Completion

March 22nd, 2025

Over the period of March 2025, Chen-Wei (Krystin) Lee has completed practical tasks in:

Introduction
Call Centre Trends
Customer Retention
Diversity & Inclusion

**Natalie Vogel |
Elisabeth Ziller**
HC Marketing &
Recruitment Leaders

Tom Brunskill
CEO, Co-Founder of
Forage

Topic

All

Agent

All

Age Group

2021/1/1

2021/3/31

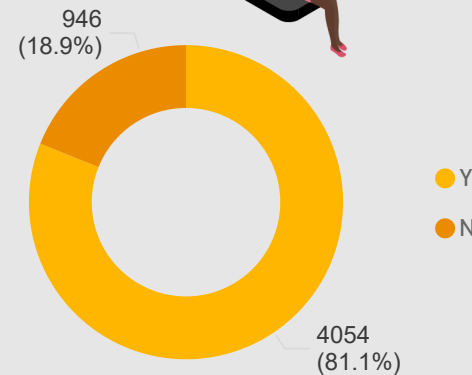
Avg of Satisfaction Rate



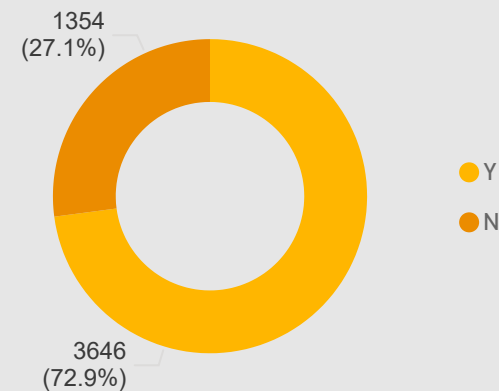
67.52

Avg of Answer Speed (sec)

Answered

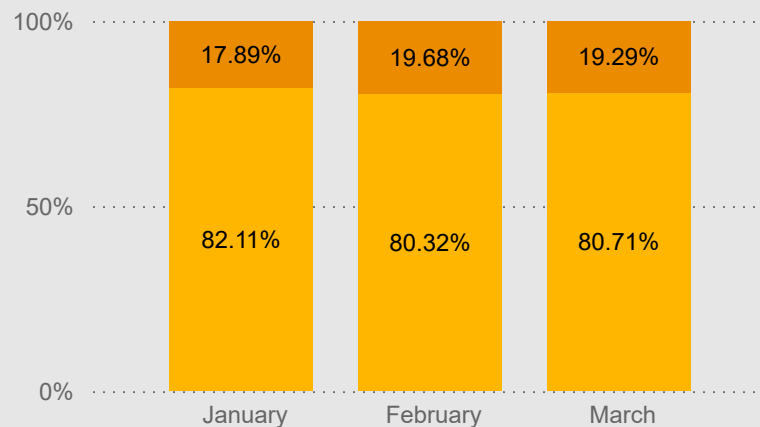


Resolved



Num of Call by Month

Answered Y N



Agent Statistics

Agent	# of answered	# of resolved	Avg of Satisfaction rating	Avg of Speed of answer in seconds
Jim	536	485	3.39	66.34
Dan	523	471	3.45	67.28
Becky	517	462	3.37	65.33
Martha	514	461	3.47	69.49
Greg	502	455	3.40	68.44
Diane	501	452	3.41	66.27
Joe	484	436	3.33	70.99
Stewart	477	424	3.40	66.18
Total	4054	3646	3.40	67.52

pwc Churn Dashboard

This dashboard has a filter with churn = "yes"



1869

Sum of Customers

2173

Num of Tech Tickets

885

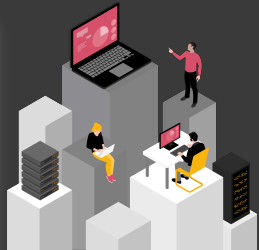
Num of Admin Tickets

2.86M

Sum of Yearly Charges

139.13K

Sum of Monthly Charges



Demographics

Female Male



25.47%

Senior-Citizen

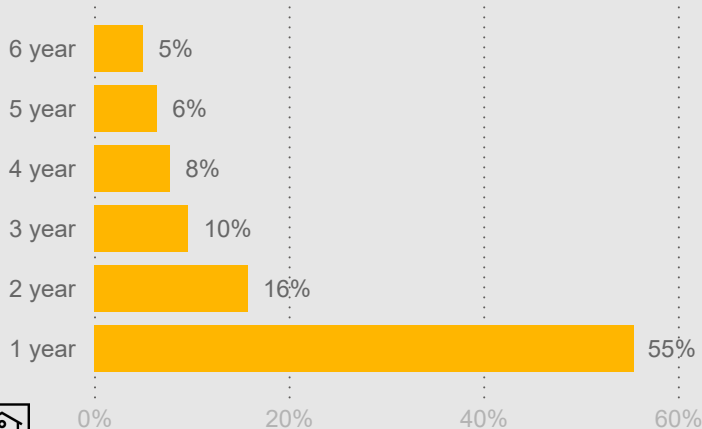
35.79%

Partner

17.44%

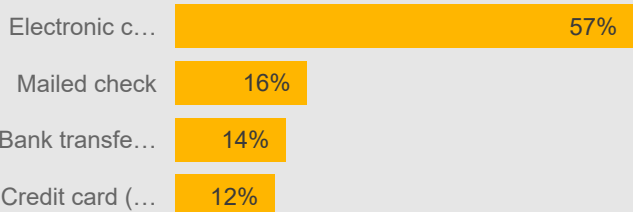
Dependents

Subscription Time

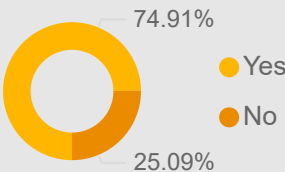


Customer account information

Subscription Time



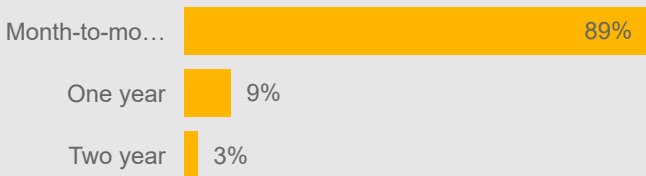
Paperless Billing



Average Charges

74.44
Monthly Avg
1,531.80
Yearly Avg

Type of Contract



Services customers signed up for

90.90%

Phone Service

43.55%

Streaming TV

43.77%

Streaming Movies

29.16%

Device Protection

27.98%

Online Backup

16.59%

Tech Support

15.78%

Online Security

Multiple Lines?

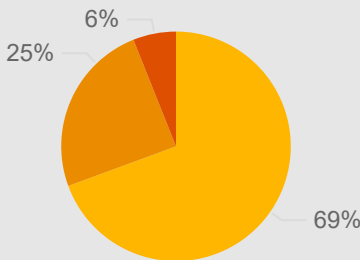
50.03%

Yes

49.97%

No

Fiber optic DSL No



pwc Customer Risk Analysis

Risk of churn

- ☐ No
- ☐ Yes

Internet Service

- ☐ DSL
- ☐ Fiber optic
- ☐ No

Months Subscribed

0 72

Contract Type

- ☐ Month-to-month
- ☐ One year
- ☐ Two year

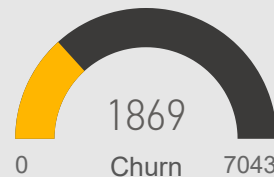


7043

Total Customer

26.5%

Churn Rate %



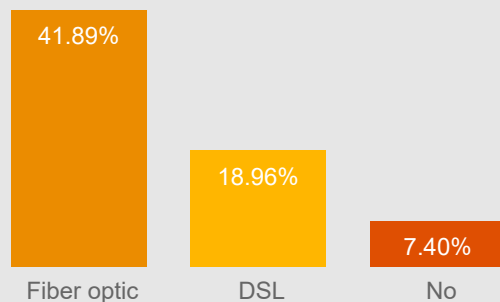
16.06M

Total Yearly Charges

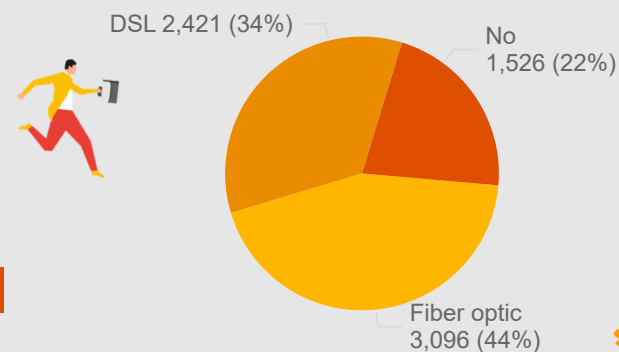
2955
Tech Tickets
3632
Admin Tickets



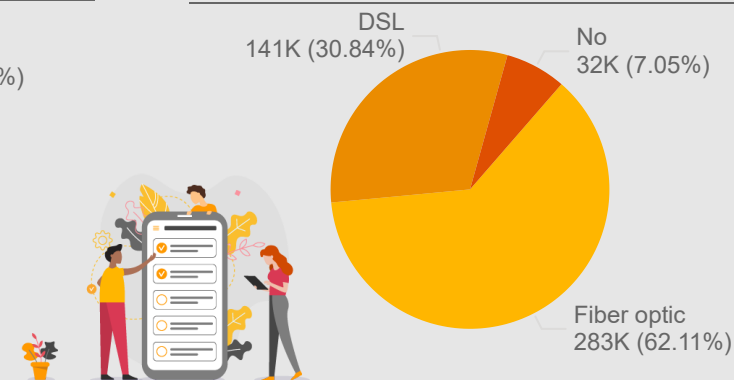
Churn Rate by Internet Service



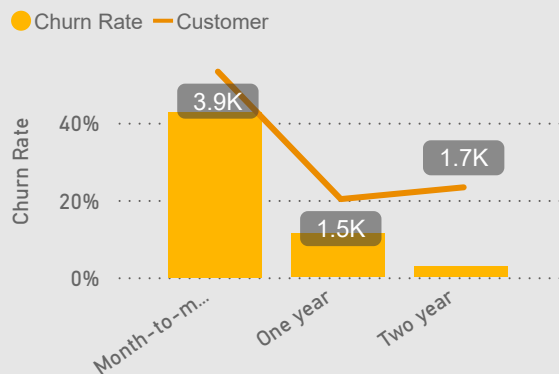
Sum of Customers



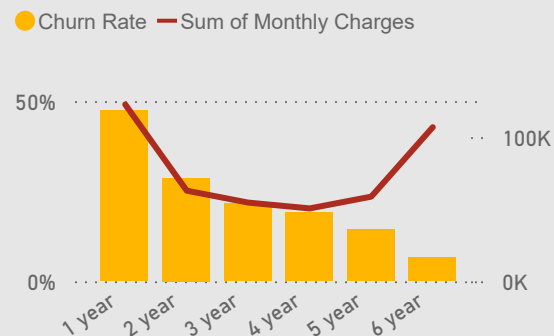
Sum of Monthly Charges



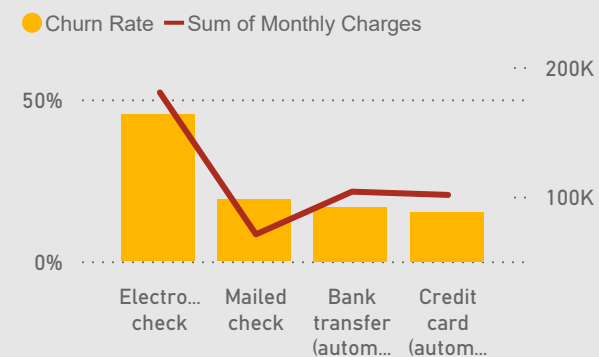
Churn Rate by Type of Contract



Churn Rate by Years of Contract

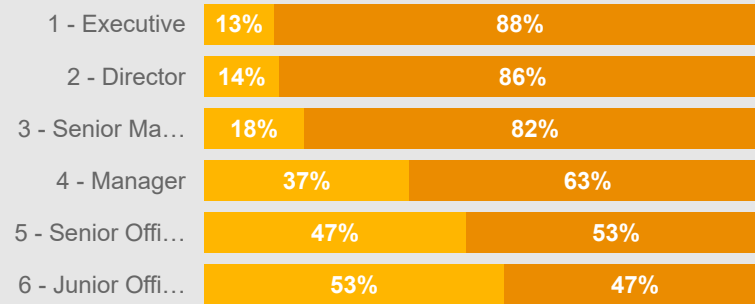


Churn Rate by Payment Method



KPI 1 - Hiring

Gender ● Female ● Male



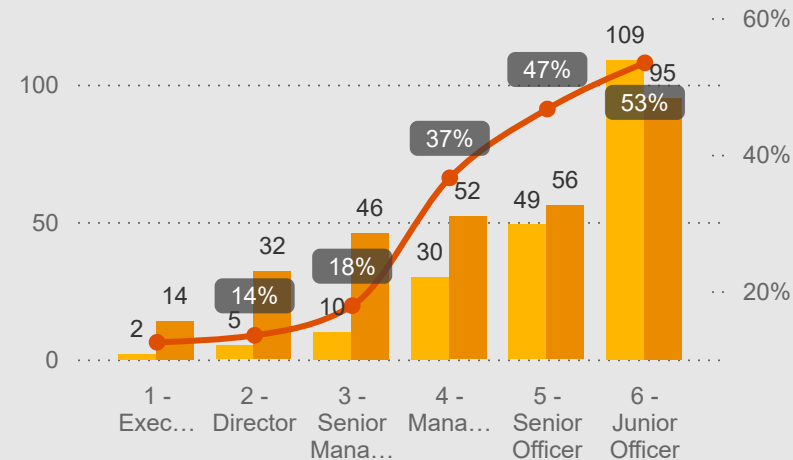
41%

% of hires women

59%

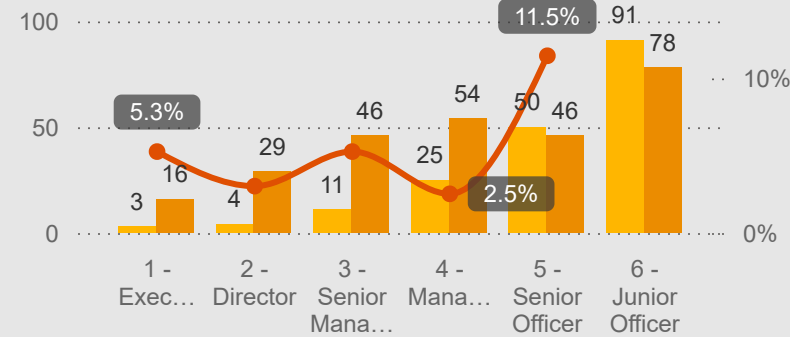
% of hires men

Gender ● Female ● Male ● % of hires women



KPI 2 - Promotions (FY21)

Gender ● Female ● Male ● % Promotees who were women



4%

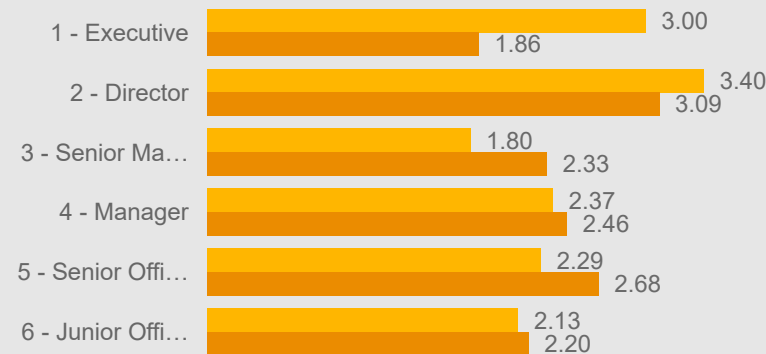
% of women promotees

7%

% of men promotees

Age Time in Grade of Employees Promoted in FY21

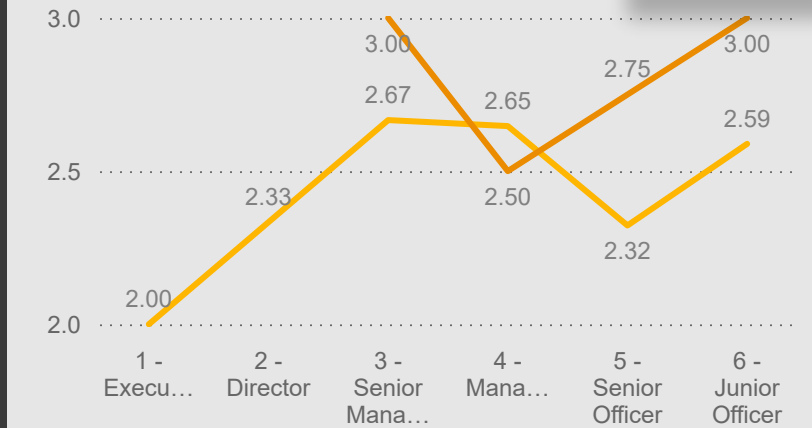
Gender ● Female ● Male



KPI 3 - Turnover Rate (FY20 leavers)

Avg Women Performance Rating (FY19)

Left this year (FY20)? ● No ● Yes

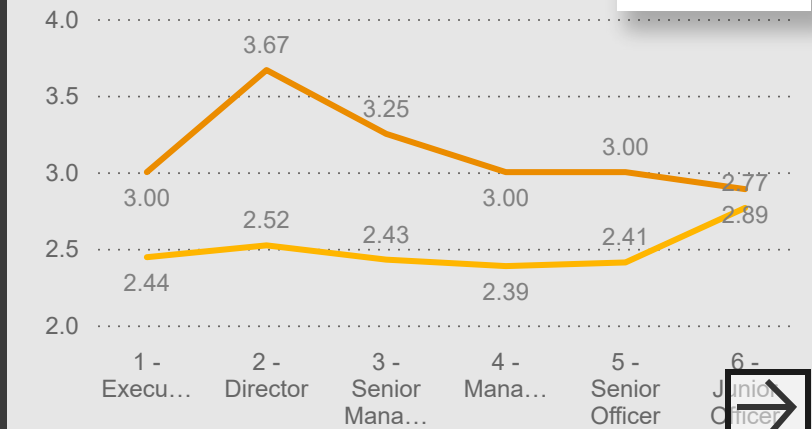


Female

11.17%

Avg Men Performance Rating (FY19)

Left this year (FY20)? ● No ● Yes



Male

9.32%



HR Dashboard for Diversity & Inclusion

Department

All

Job Level

All

Region Group

All

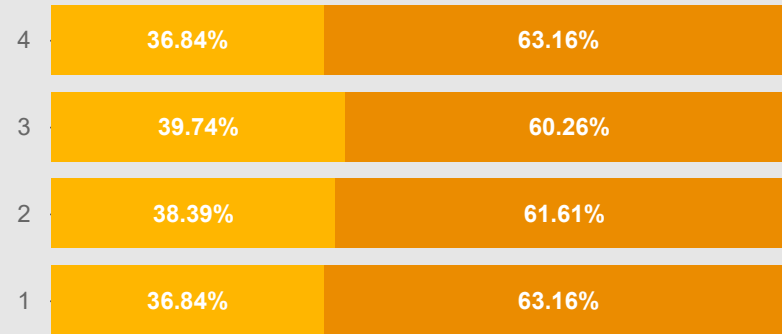
Age Group

2021/1/1

2021/3/31

KPI 4 - Performance Rating

Gender ● Female ● Male



2.42

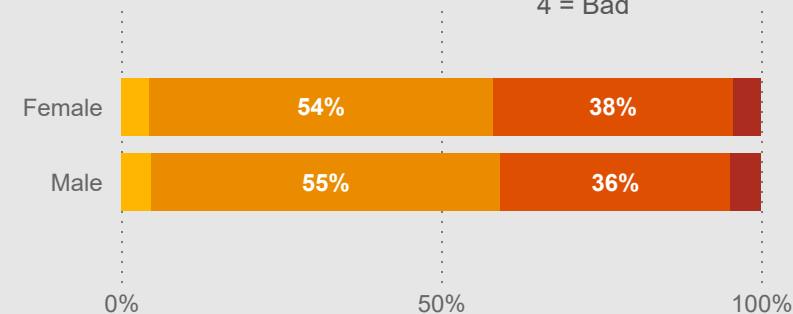
Avg Rating Women

2.41

Avg Rating Men

FY20 Perf. Rating ● 1 ● 2 ● 3 ● 4

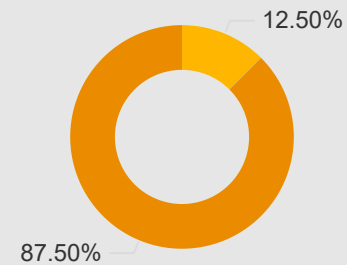
1 = Excellent
2 = Great
3 = Sufficient
4 = Bad



KPI 5 - Executive Gender Balance

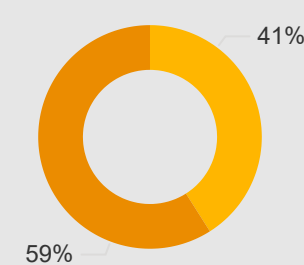
Executive Split (FY20)

Gender ● Female ● Male



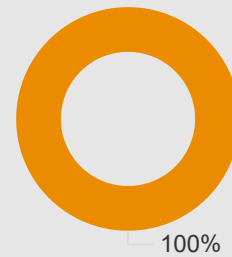
Executive Split (FY21)

Gender ● Female ● Male



Executive Hire (FY20)

Gender ● Male



Promotion to Executive (FY20)

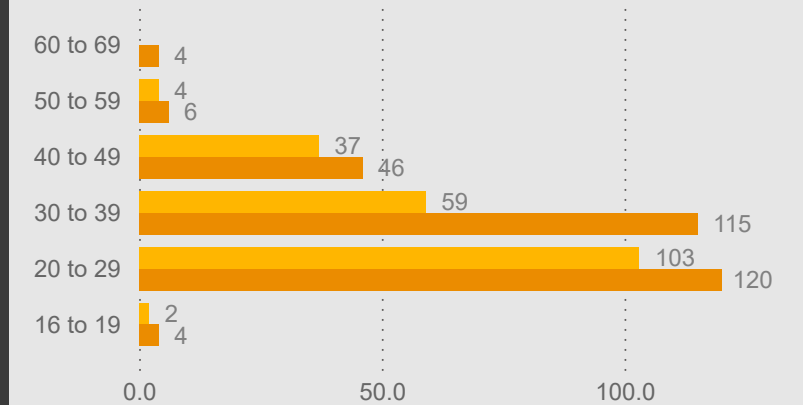
Gender ● Male



KPI 6 - Age Group

Avg Women Performance Rating

Gender ● Female ● Male



Avg Men Performance Rating

Age ● 16 to 19 ● 20 to 29 ● 30 to 39 ● 40 to 49 ● 50 to 59 ● 60 to 69

