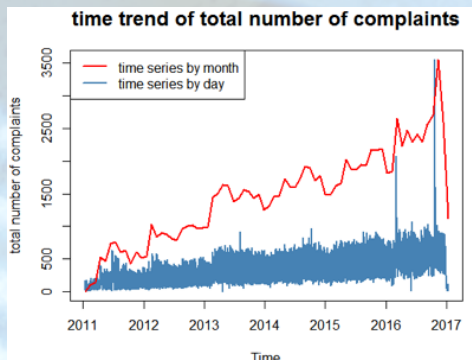


Consumer Complaint about Financial Product and Service

More than 1000000 complaints during past 5 years were collected in this dataset.

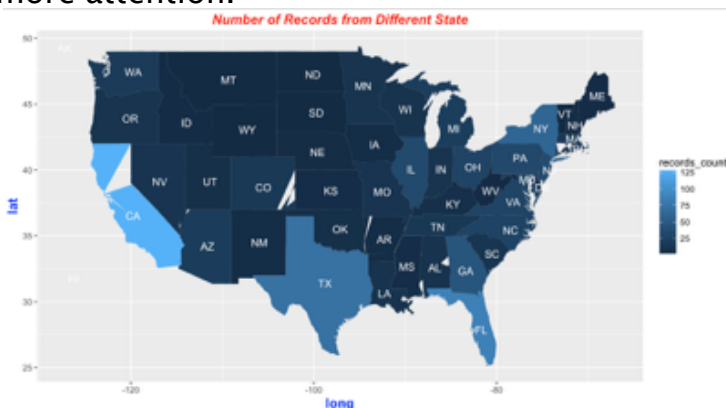
- What does it tell to **companies?**
- How to improve the performance?



The number of the complains about financial products increases significantly with time growth. How to deal with these bad reviews properly is crucial to a company. the following part would give some suggestion to these company based on the complaints data.

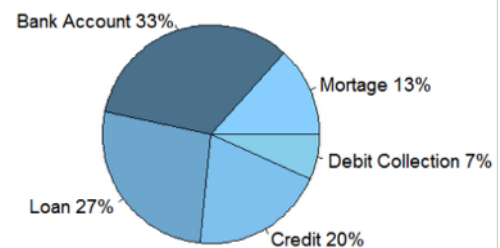
1. Focus on the service for CA, TX, FL, NY

The map shown below shows the heatmap of total complaints. The lighter color means the more complaints. From this map, we could see CA has the most complaints while following by TX, FL, NY. These states need more attention.



3. Bank Account Service need to be improved

The pie chart below gives the ratio of complaints related to different aspects of service and products. Bank Account problems get most of complaints, near 33%, Loan is 27%, Credit is 20% while Debt collection performance best, only get 7% of complaints.



4. Top 5 complaints which get most complaints

It is obvious that For the Transunion, Experian, EQUIFAX, almost all the com-plaints are related to Credit Product. For other companies like BOA, PMORGAN, WELLS, complaints complaints are mainly comes from Bank Account and other products.

