

The background is a dark teal color. It is decorated with several vertical lines of small, light teal squares. There are four lines on the left side and four lines on the right side, creating a symmetrical, digital or data-like aesthetic.

# Consumer Complaints Pattern Analysis

By Mutaheer Ijaz

# Table of contents

**01**

**Problem  
Statement**

**02**

**About Data Set**

**03**

**Analytical  
Questions**

**04**

**Visualization –  
Power BI**

**05**

**Analysis  
Results**

**06**

**Recommendations**



01

# Problem Statement

# Problem Statement

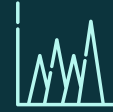
Analyze consumer complaints data set to identify reasons for customer dissatisfaction and proffer viable recommendations to improve policy making to achieve customer satisfaction by reducing legal procedures

# Understanding The Problem



## Customer Behavior

- Identify reasons for customers dissatisfaction
- Identify modes used for submission of complaints
- Temporal analysis of complaints being launched



## Companies Comportment

- Identify companies having the most complaints
- Identify efficacy of complaint resolving mechanism

The background is a dark teal color. There are five vertical decorative elements, each consisting of a series of small teal squares. Two are on the left side, one near the top and one near the bottom. Two are on the right side, one near the top and one near the bottom. The squares are arranged in a slightly irregular, staggered pattern.

02

# About Dataset

# About Data Set

The data set contains detailed information about the consumer complaints being submitted, reasons for these complaints & against whom they have been levied

## Key Attributes

- Date Received
- Product Name
- Sub Product
- Issue
- Sub Issue
- Company
- State Name
- Zip Code
- Consumer Consent Provided
- Submitted Via
- Date Sent to Company
- Company Response to Consumer
- Timely Response
- Consumer Disputed
- Complain ID

# Data Dictionary

Field Name	Type	Mode	Description
Date_Received	Datetime	Required	Date of submitting complaint
Product_Name	Str	Required	Product category
Sub_Product	Str	Nullable	Product sub category
Issue	Str	Required	Issue category
Sub_Issue	Str	Nullable	Issue sub category
Company	Str	Nullable	Company details
State_Name	Str	Nullable	Region where the consumer lives
Zip_Code	Str	Nullable	Postal code where the consumer lives
Consumer_Consent_Povided	Str	Nullable	Consumer consent provided for resolving the issue
Submitted_via	Str	Required	Mode used to register the complaint
Date_Sent_to_Company	Datetime	Required	Date of forwarding complaint to company
Company_Response_to_Consumer	Str	Nullable	Company's response
Timely_Response	Str	Nullable	Was a timely response provided
Consumer_Disputed	Str	Nullable	Is the consumer satisfied by the response
Complaint_ID	Int	Required	Unique identifier for each complaint

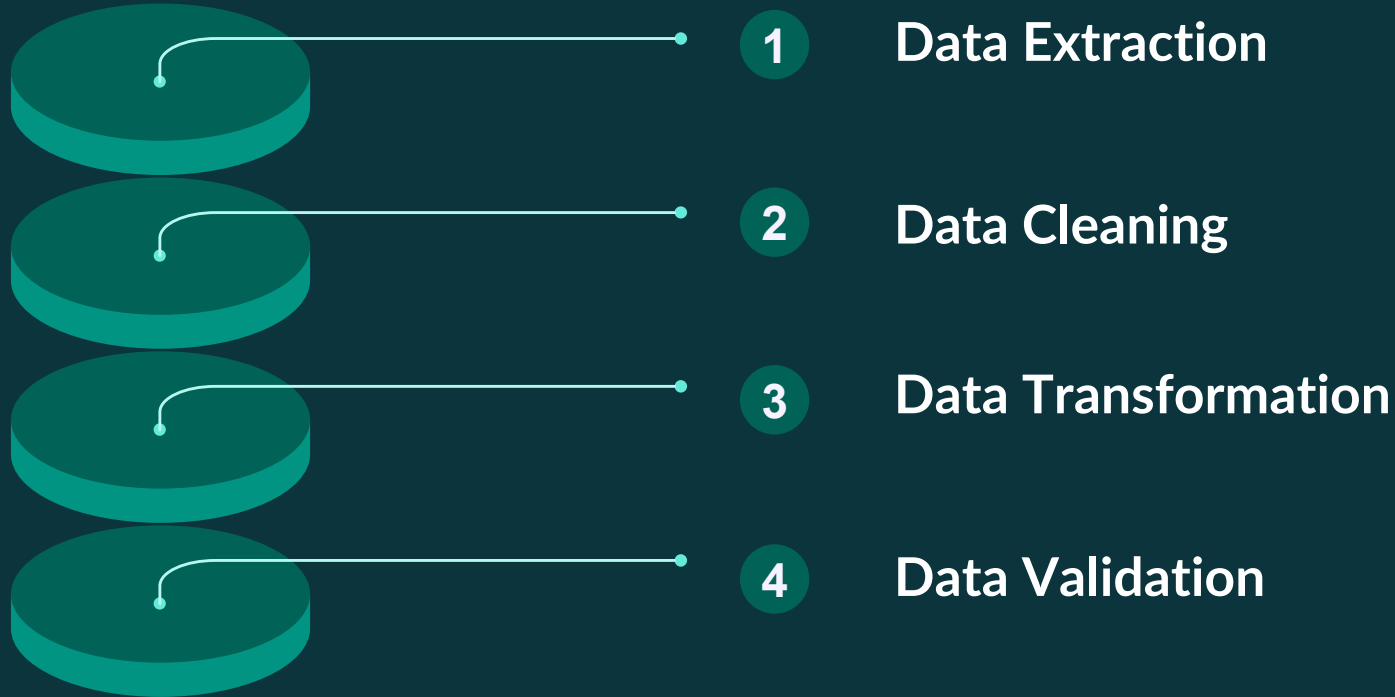




03

# Data Process & Analytical Questions

# Data Process



# Data Process

1

Data Extraction: Extract Data from Kaggle in a single Excel files

2

- Duplicates Removal: Identified and removed duplicate records
- Missing Values Handling: Managed missing data through imputation and deletion
- Data Consistency: Standardized formats for dates and data

3

Transformation: Merged/ delete data to create a unified dataset

4

- Accuracy Checks: Verified data accuracy through sample checks & comparisons
- Integrity Constraints: Ensured referential integrity across the dataset

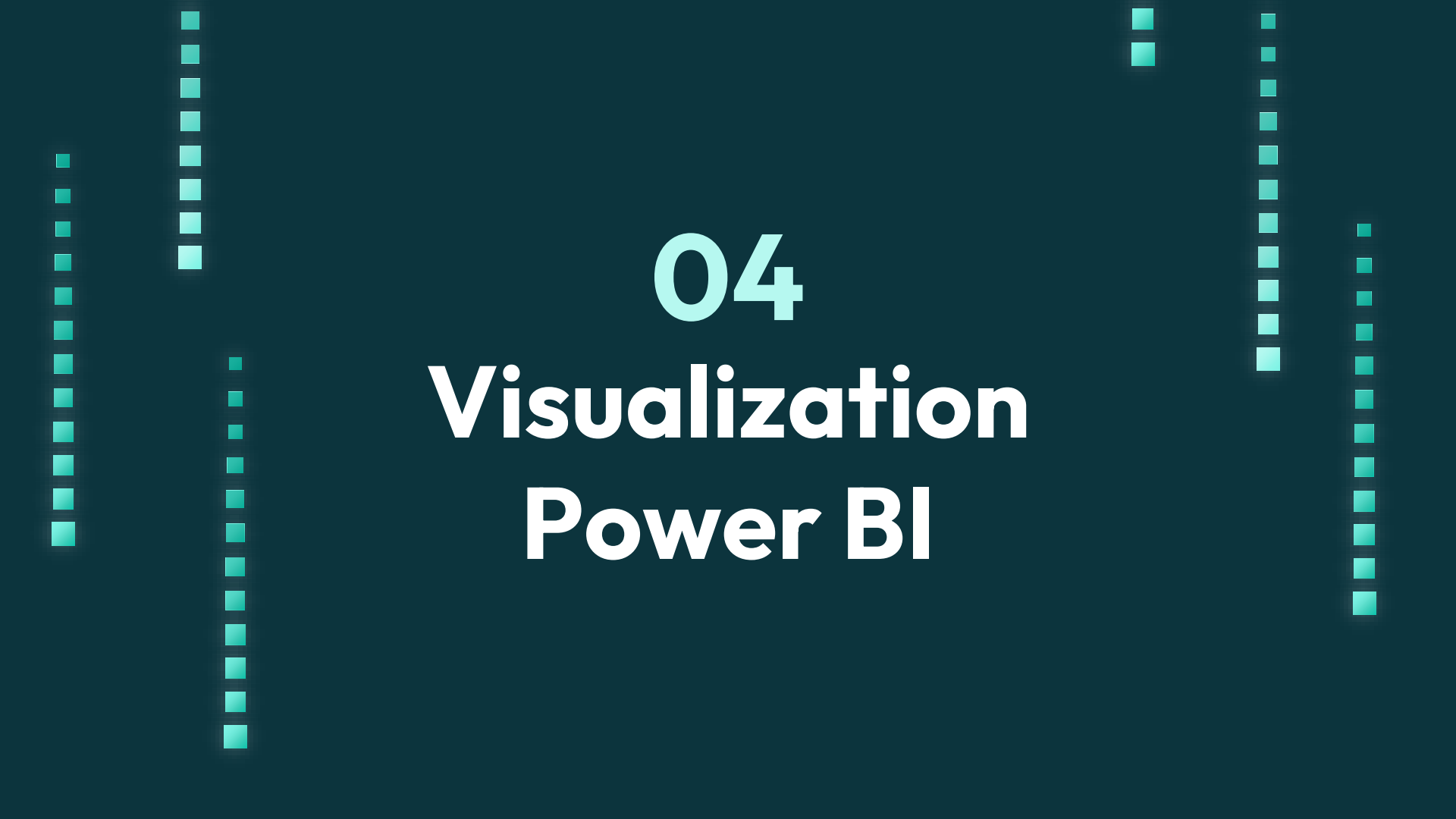
# Analytical Questions

## Customer Behavior

- What are the most and least reported cases about - Product?
- What are the most and least reported issues?
- How many customers did not provide complete details of the issue?
- What are the modes used to submit complaints?
- Which are the states with highest and lowest reported cases?

## Companies Comportment

- Which companies are involved in most and least cases?
- How many customers are satisfied by the response provided by the company?
- How many times a timely response was provided to the customers?
- When were the most cases reported, month and year wise?



# 04

## Visualization

### Power BI

# Customer Complaints Analysis

65.50K

Total Reported Cases

11

Reported Categories

91

Reported Issue

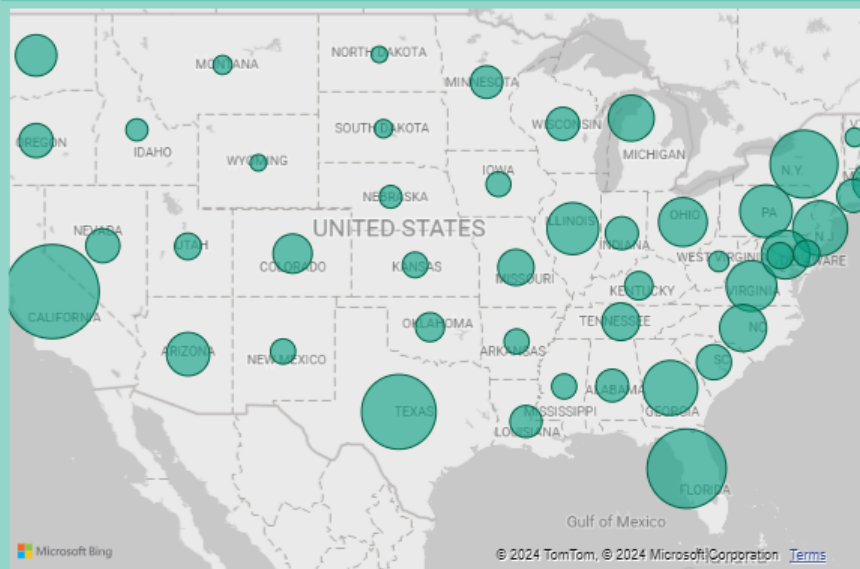
35K

Incomplete Details Provided

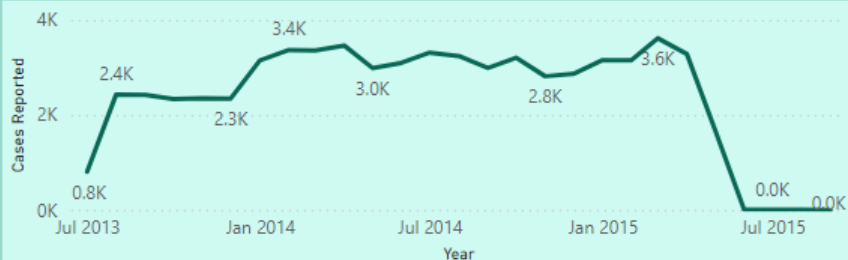
1878

Companies Involved

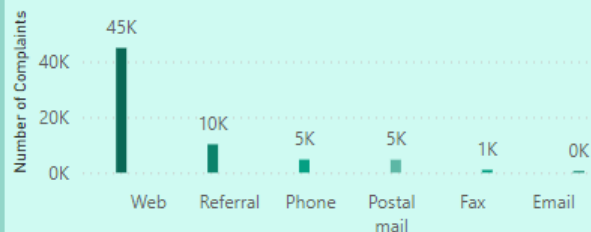
## Customer Complaints Timeline



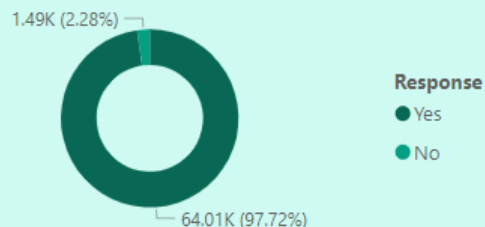
## Customer Complaints Timeline



## Modes Used to Submit Complaints



## Companies Response Profile



## Customer Satisfaction Profile



The background is a solid dark teal color. There are several vertical decorative elements consisting of small teal squares. On the left side, there are two vertical lines of squares: one with 15 squares and another with 10 squares. On the right side, there are two vertical lines of squares: one with 15 squares and another with 10 squares. The squares are arranged in a staggered pattern, creating a digital or data-like aesthetic.

05

# Analysis Results

# Customer Behavior


## Most Reported Cases (2013-2015)

Mortgage: 18734  
Debt Collection: 16106  
Credit Reporting: 12092

## Most Reported Issues (2013-2015)

Loan modification, collection, foreclosure: 9338  
Incorrect information on credit report: 8914  
Cont'd attempts collect debt not owed: 6779





# Customer Behavior

## 34841

Issues Raised with Incomplete Details

# Web - 44904

Most Complaints Submitted Via

# CA - 9316

State with Highest Reported Cases

# Companies Comportment

4719

Bank of America

4230

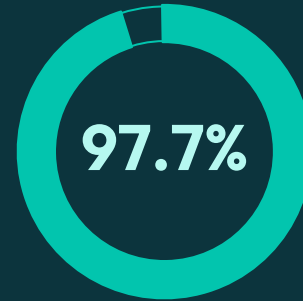
Experian

Companies with Most Cases

# Companies Comportment

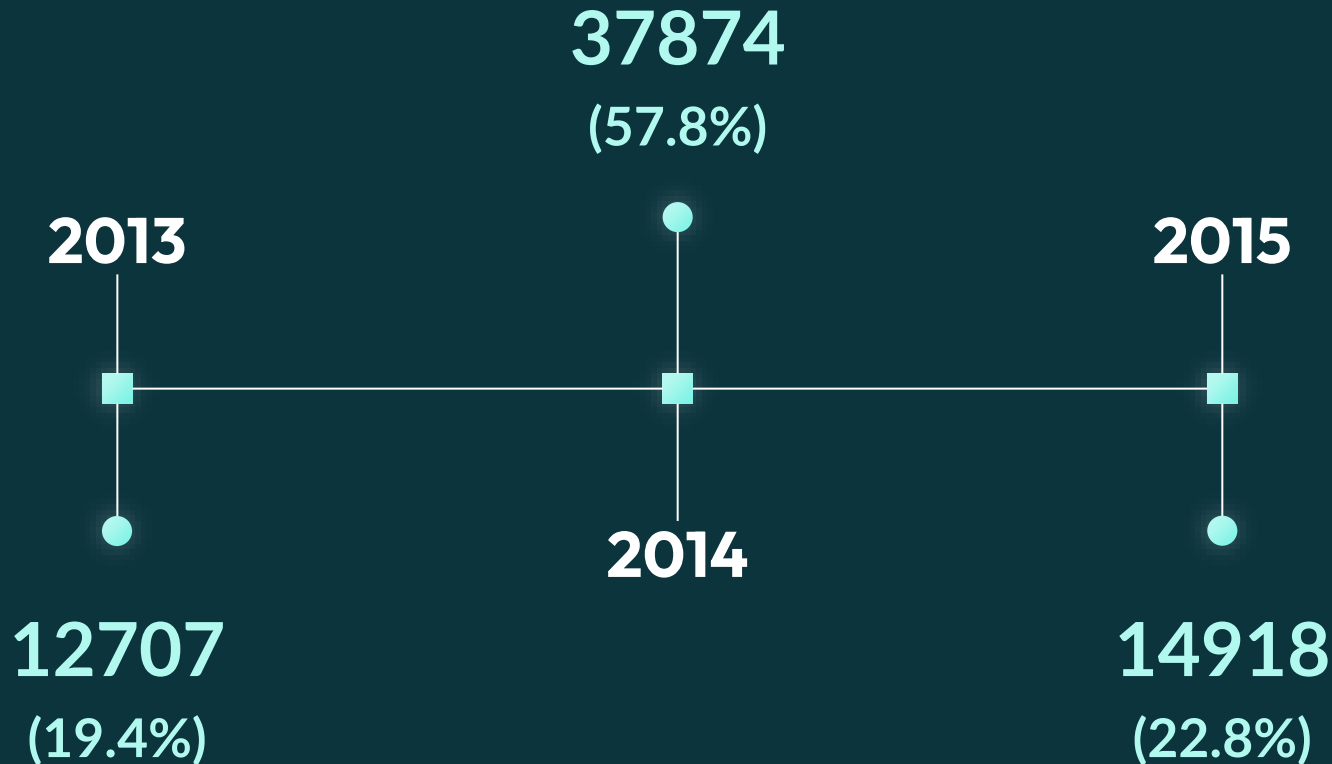


**Satisfied Customers**



**Timely Response**

# Timeline – Reported Cases





06

# Recommendations

# Recommendations

**Review policies to identify  
loop holes causing  
customer complaints**

**Review proficiency of data  
entry employees to avoid  
unnecessary paper work at  
later stages**

# Recommendations

**Review of company policies  
at state level making them  
more customer friendly**

**Establish a mechanism at  
state level to resolve  
outstanding cases by  
providing legal aid to  
customers**

# Recommendations

**Customer care agents to better guide customers for better handling of complaints**

**Companies to identify real and fake complaints after thorough checks to discourage lodging of unnecessary complaints**



The background is a solid dark teal color. It is decorated with several vertical columns of small, light teal squares. On the left side, there are three columns: one with 12 squares, one with 10 squares, and one with 18 squares. On the right side, there are three columns: one with 12 squares, one with 10 squares, and one with 18 squares. The squares are arranged in a staggered, grid-like pattern.

# Thank you