



CALL CENTRE DASHBOARD

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Problem Statement

▶ KPI Requirement

- ▶ Total Number of Calls: We need to track and display the total number of calls received by our call center over a specified period.
- ▶ Total Call Duration in Hours: It is crucial to understand the total amount of time our call center staff spend on calls in hours, which can help us in resource allocation and capacity planning
- ▶ Total Call Duration in Minutes : Similar to the total call duration in hours, this KPI provides the total call time but in minutes, offering more granular view of call durations.
- ▶ Average Call Duration in Minutes: To assess the efficiency of our agents, we need to calculate and display the average call duration in minutes. This metric can help identify trends in call handling.
- ▶ Response time Percentage: Response time is a critical factor in customer satisfaction. This KPI should display the percentage of call answered within a predefined time frame, helping us gauge our ability to provide prompt service

Dashboard 1: Home

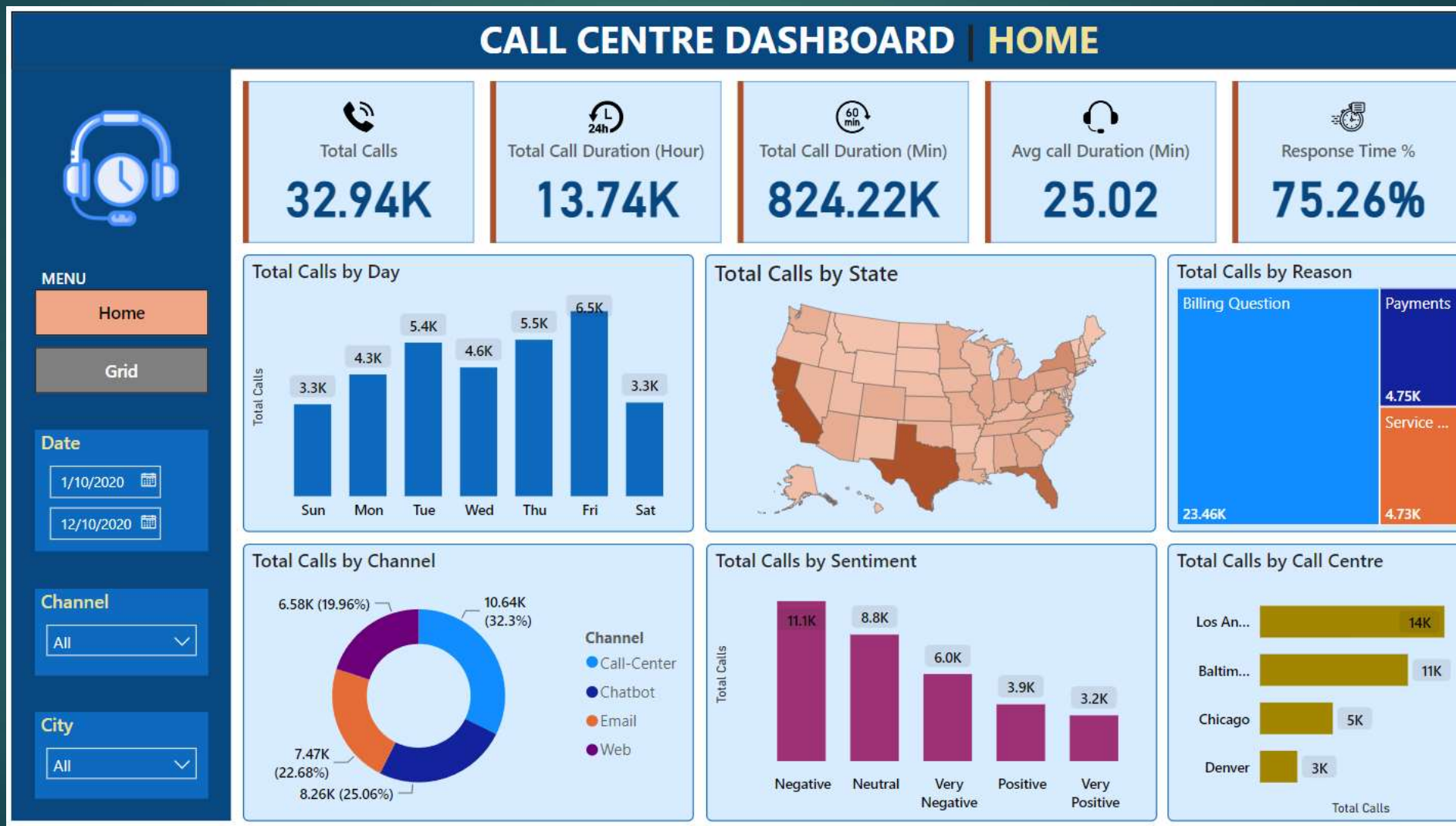
► Chart Requirements

- Total call by Day (Column Chart): Display a column chart that shows the total number of call on each day over a specified time period.
- Total calls by state (Filled Map chart): Create a filled map chart that visualizes the total number of call received from different states or regions.
- Top Reason for Calls (Tree Map): Implement a tree map chart to display the top reasons for calls. Each box in the tree map represents a call reason/
- Total Calls by Channel (Donut Chart): Create a donut chart to showcase the distribution of calls by different communication channels.
- Total Calls by Sentiment (Column chart): Utilize a column chart to illustrate the distribution of calls by sentiment (e.g. Positive, Negative, Neutral)
- Total Calls by Call Centre (Bar Chart): Create a bar chart that presents the total number of call handled by each call centre or department.

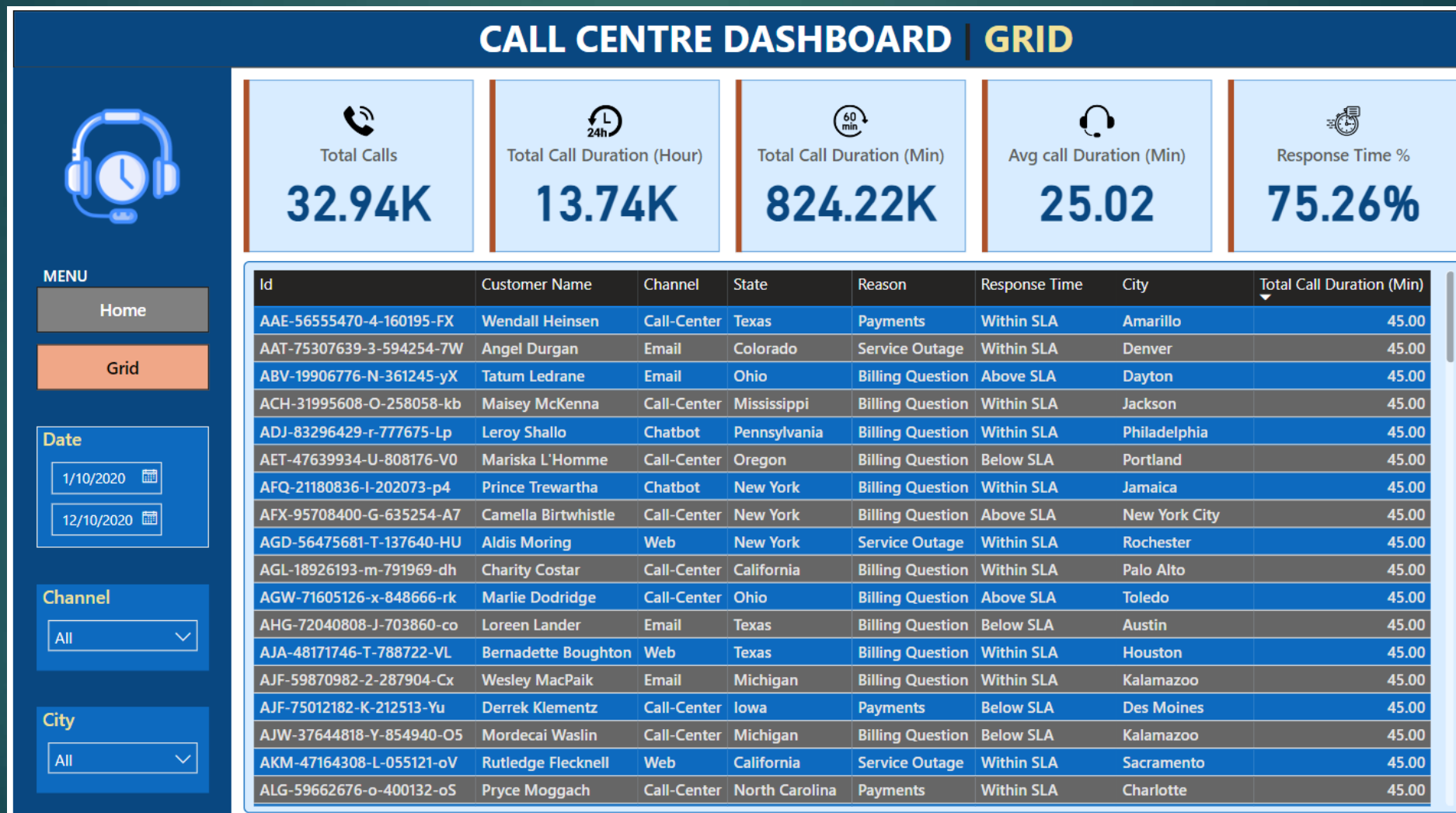
Columns information

- ▶ Column information of Data used in Dashboard
 - ▶ Id: Unique Identifier of Call.
 - ▶ Call Timestamp: Date of call made.
 - ▶ State: From which State Call is made.
 - ▶ Call-Centre City: Represents the city of call Centre.
 - ▶ City: City of call made.
 - ▶ Channel: Channel from which call is made.
 - ▶ Customer name: Name of customer who made the call.
 - ▶ Reason: Reason of why call is made.
 - ▶ Response: Shows response time Within, Below or Above SLA.
 - ▶ Sentiment: Sentiment of customer (Negative, Positive, Neutral).
 - ▶ Call Duration: Duration of call in minutes.
 - ▶ CSAT Score: Customer Satisfaction score on scale of 1 to 10.

Dashboard | HOME



Dashboard | GRID



FUNCTIONS USED

▶ Function Used In Dashboard

- ▶ Data Cleaning
- ▶ Data Modelling
- ▶ Data Processing
- ▶ Power Query
- ▶ Date Tables
- ▶ Time Intelligence Function
- ▶ DAX
- ▶ Date Function
- ▶ Customize Chart
- ▶ Filter Function
- ▶ Calculate
- ▶ SUM/SUMX
- ▶ Creating KPI's
- ▶ New Card Visual
- ▶ Creating Charts
- ▶ Formatting Visuals
- ▶ Creating Functions
- ▶ Navigations