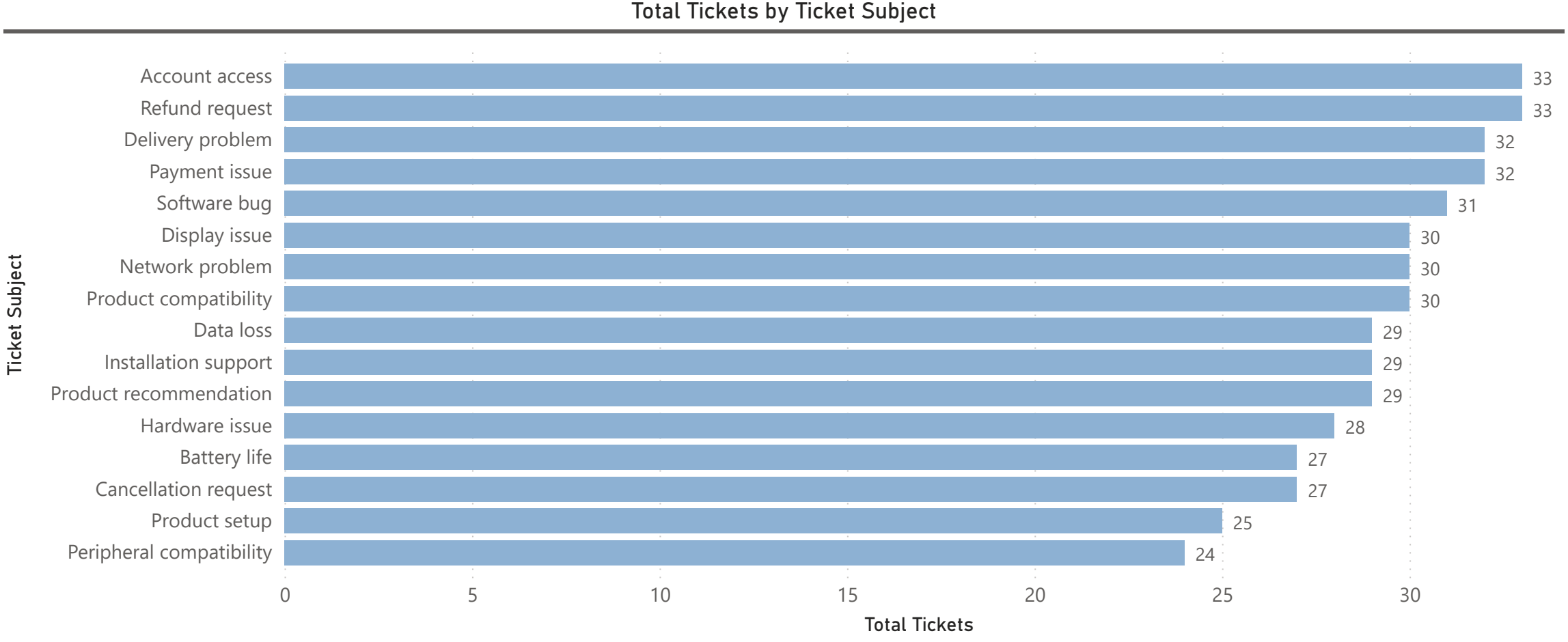
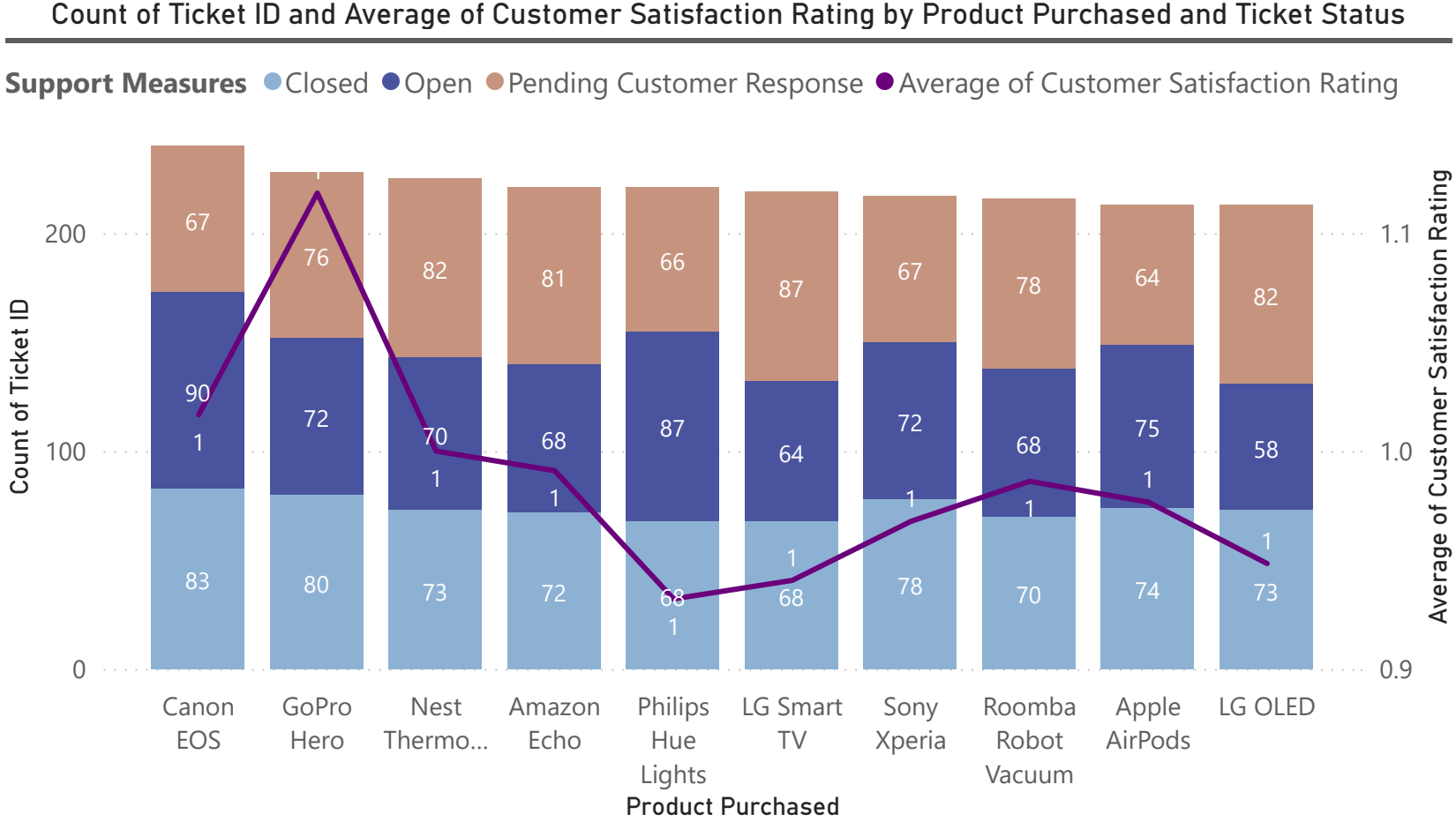
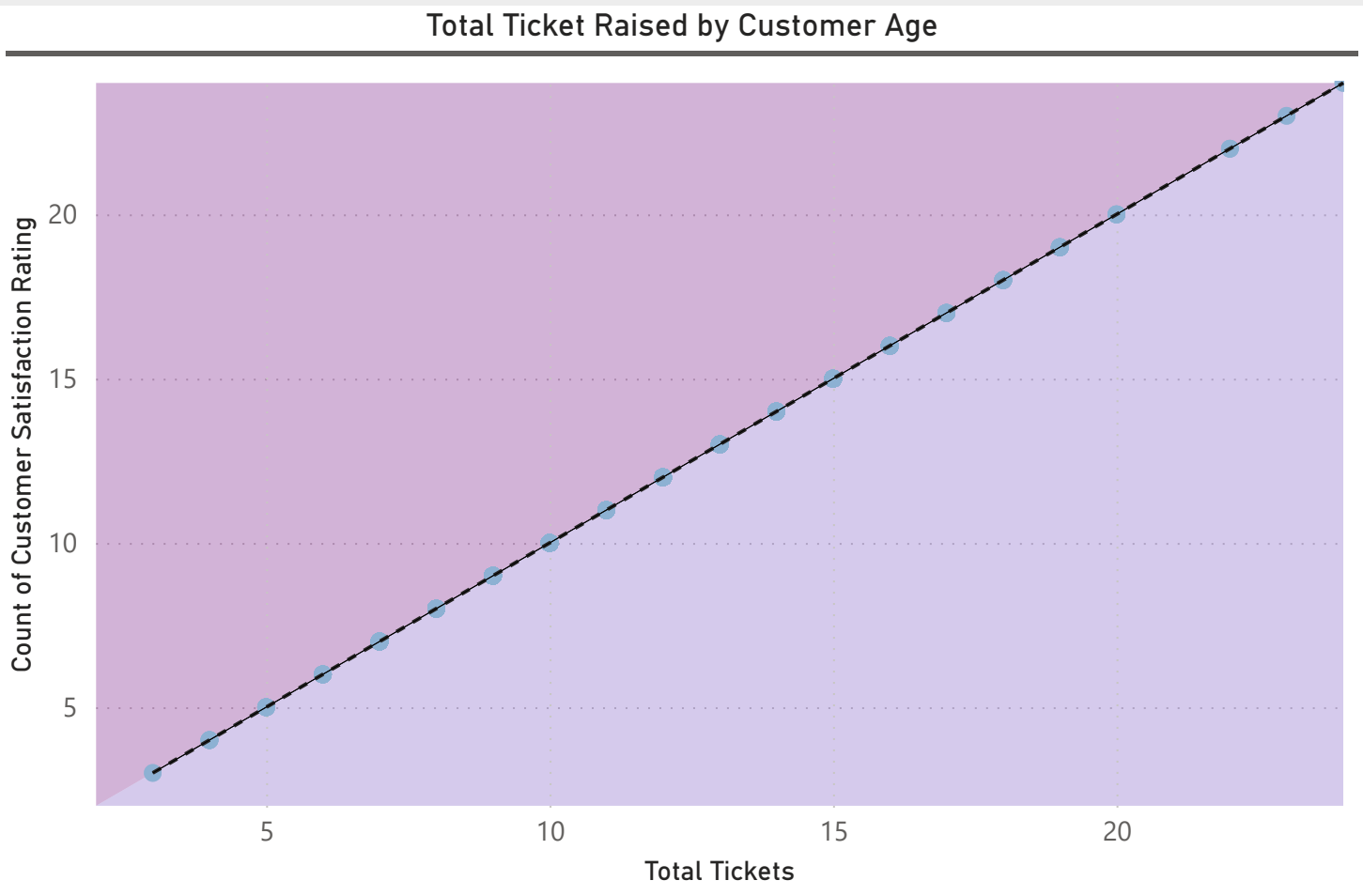
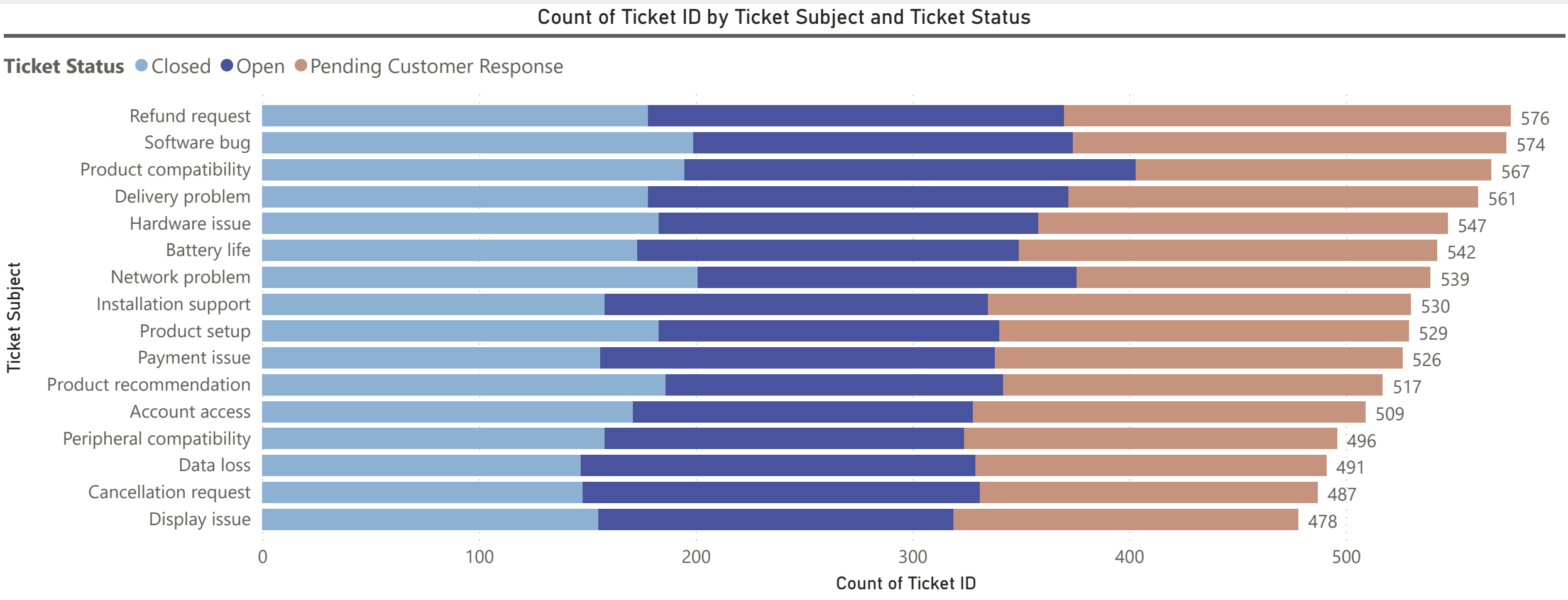
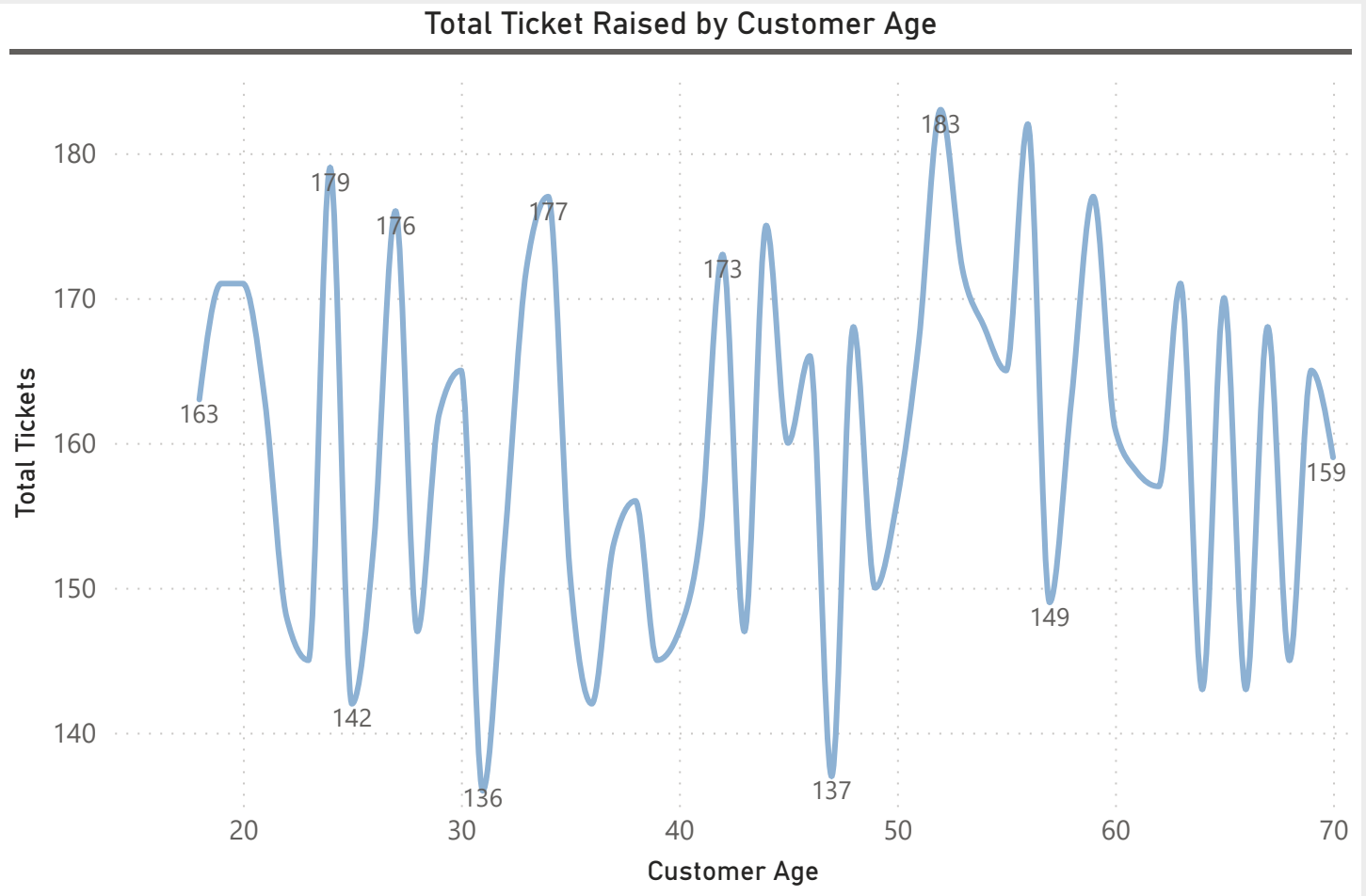
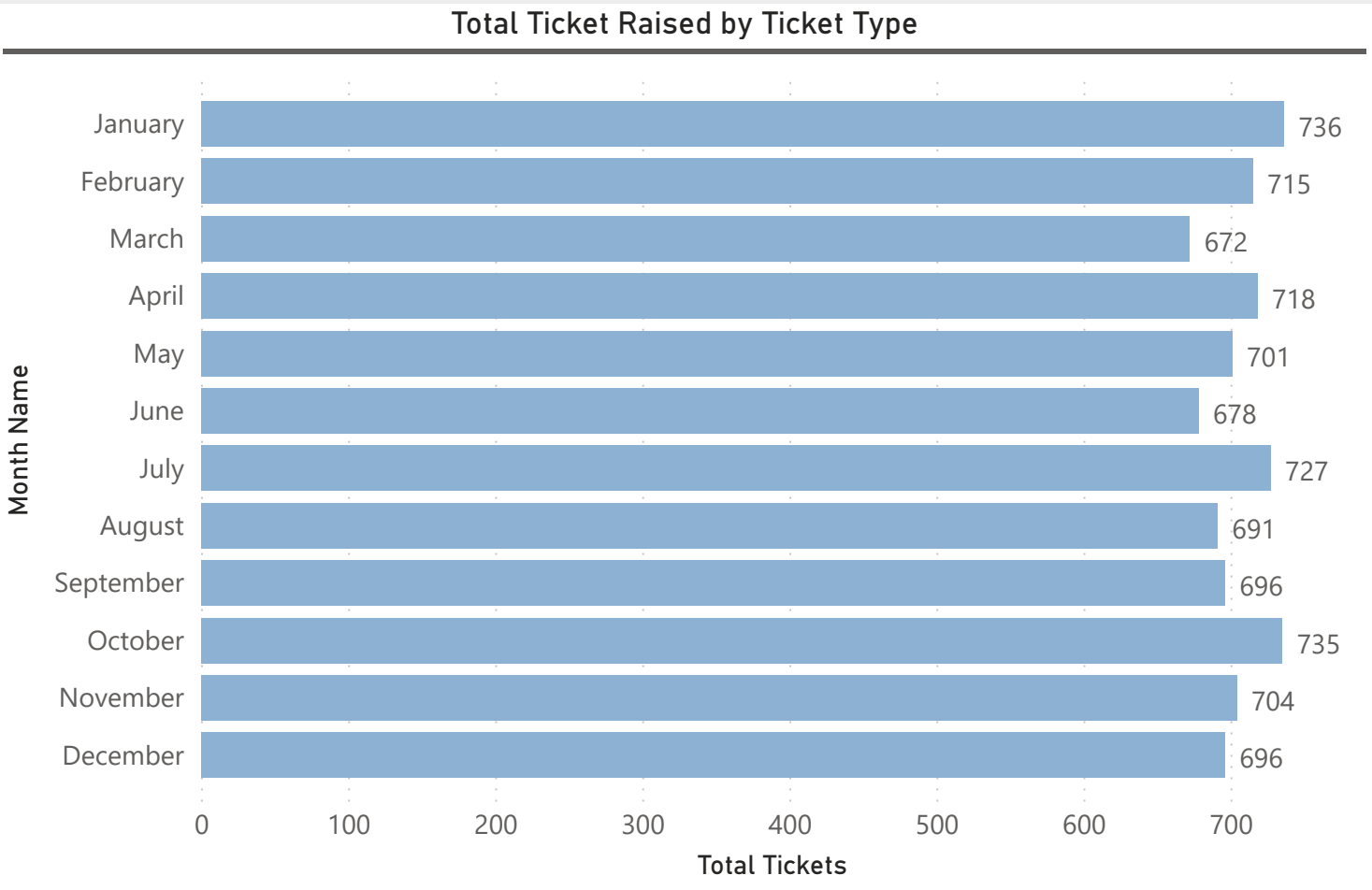
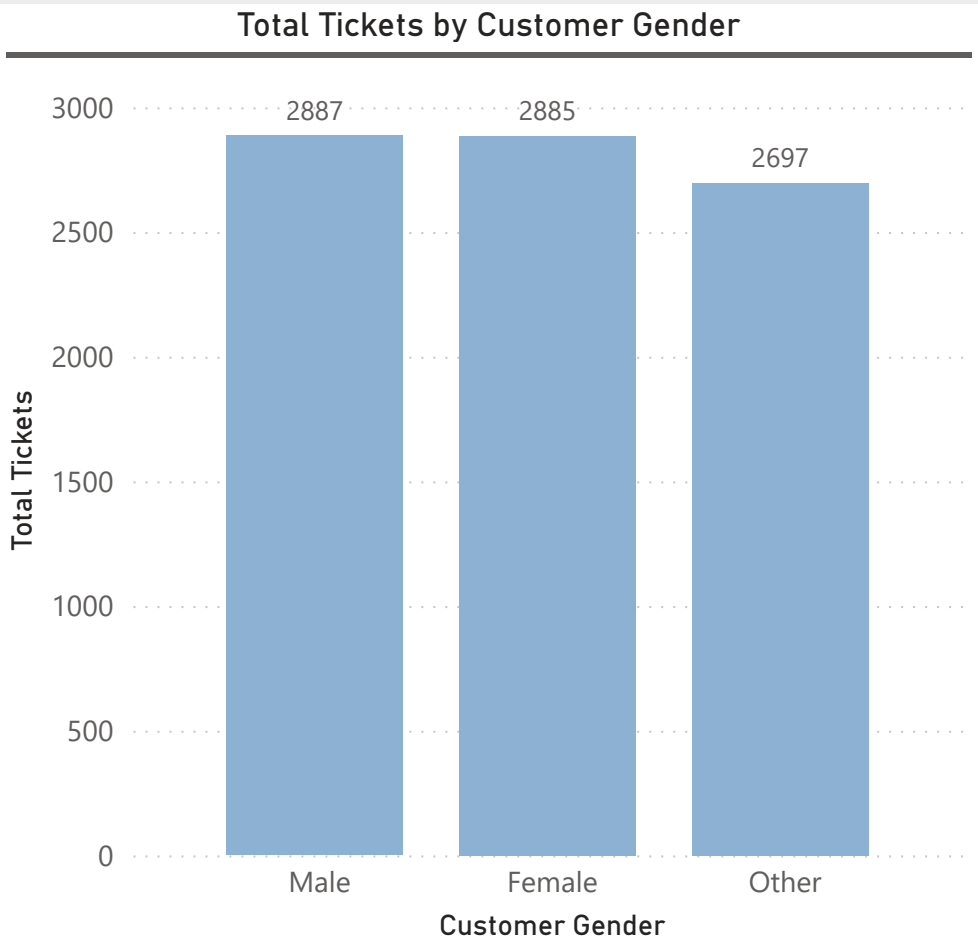
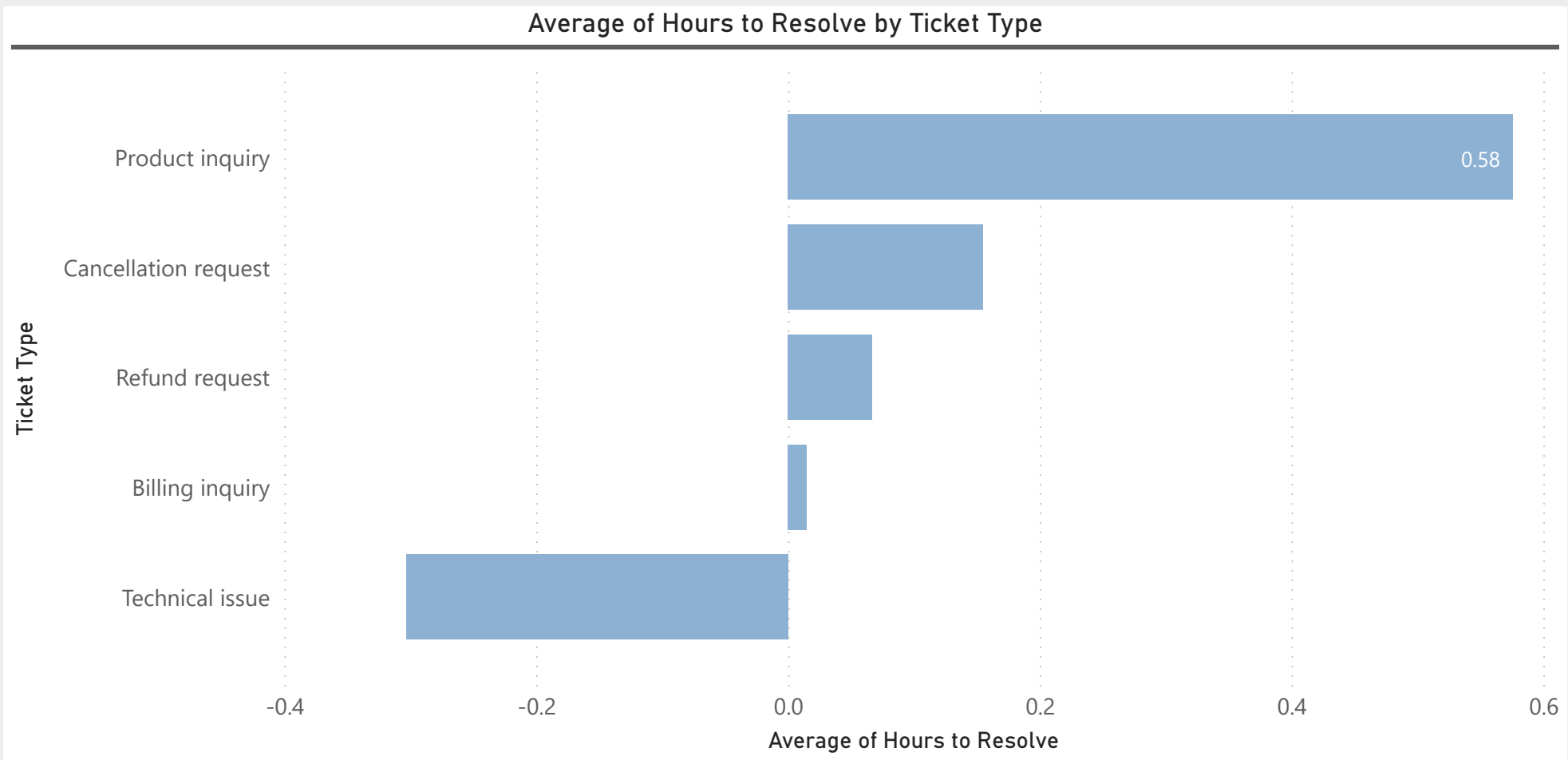
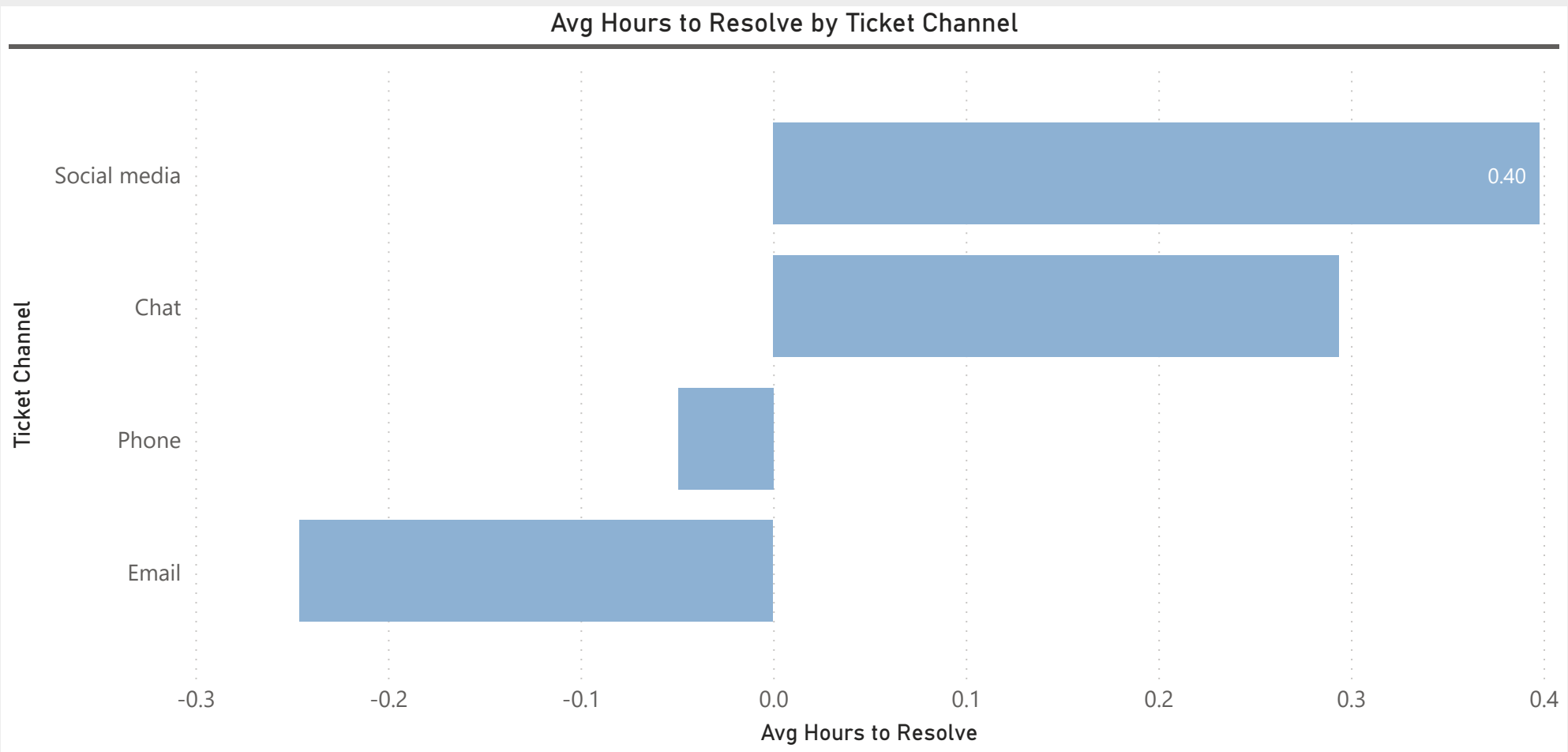
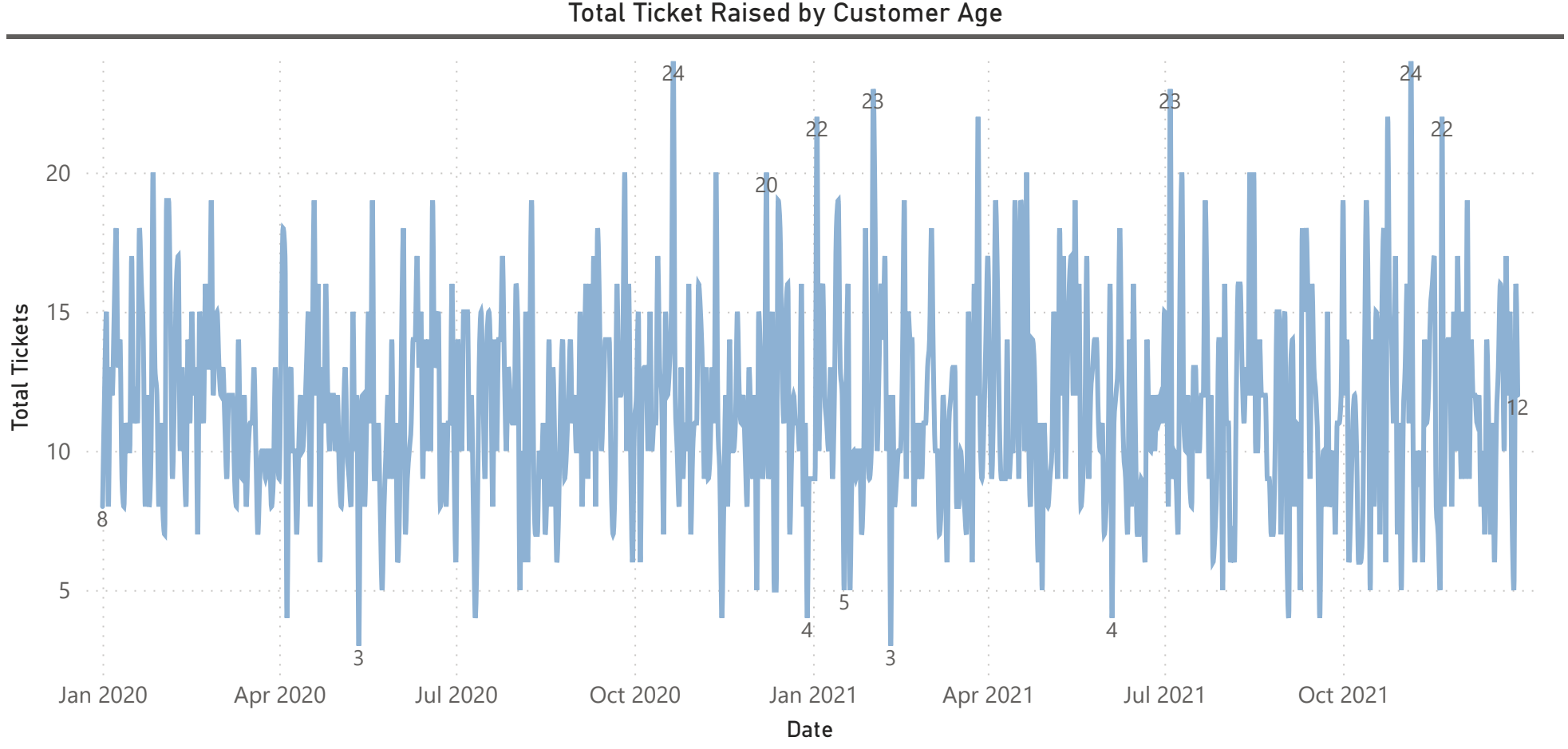
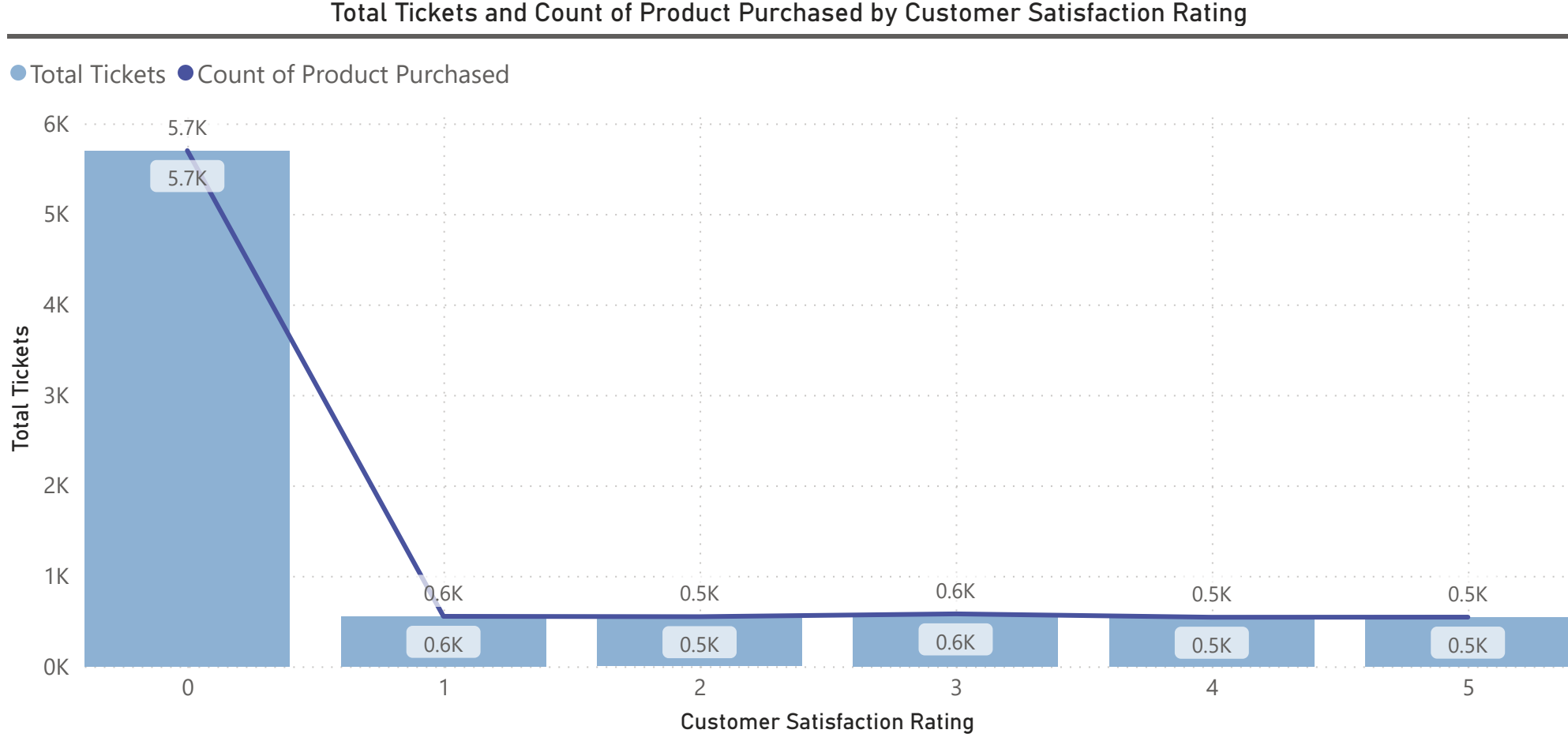
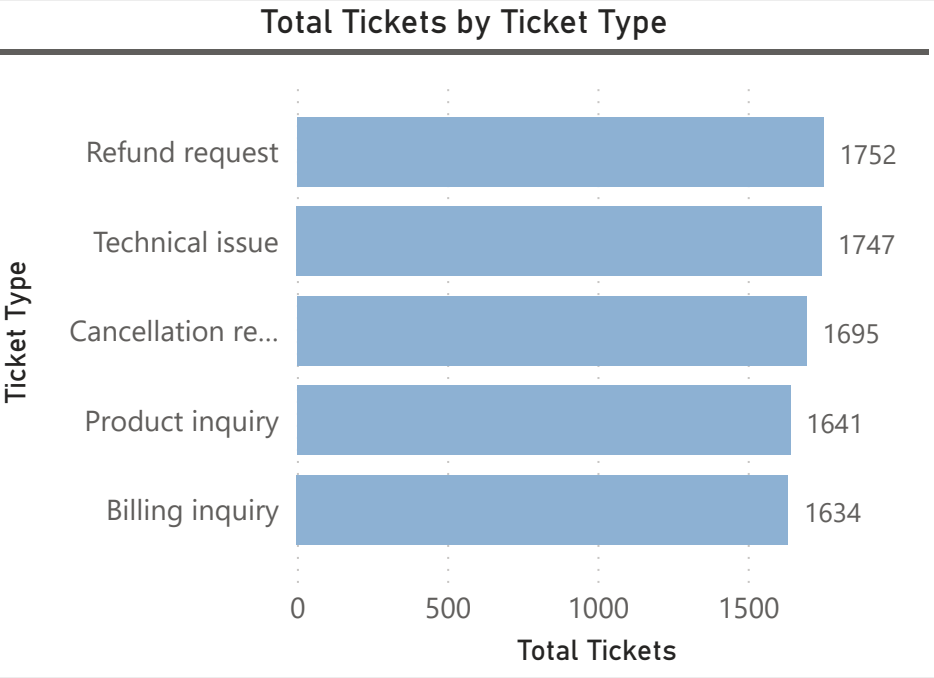
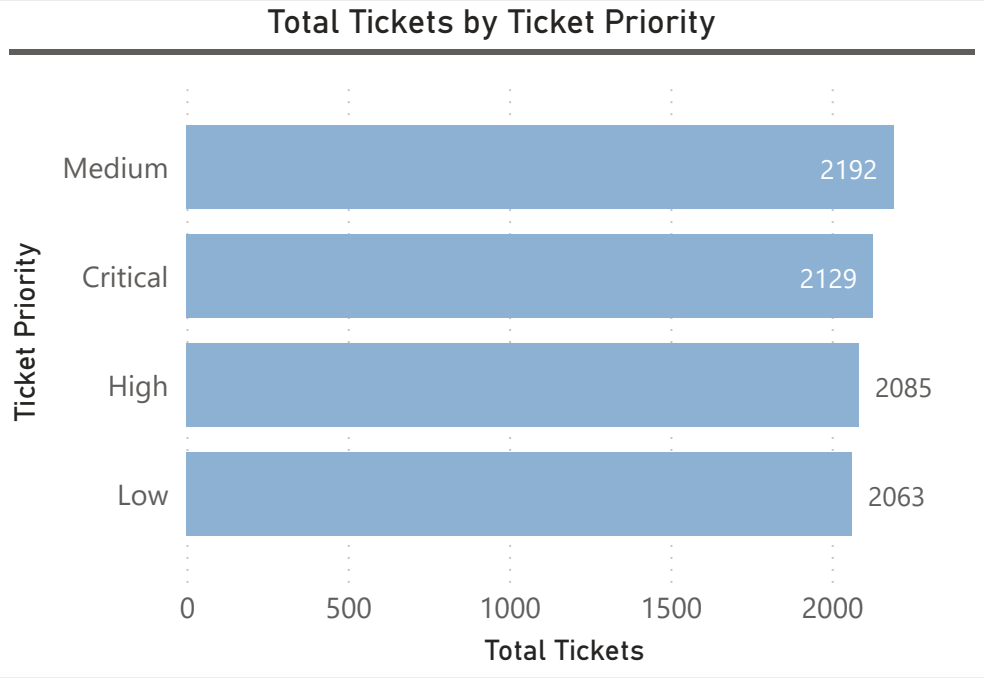
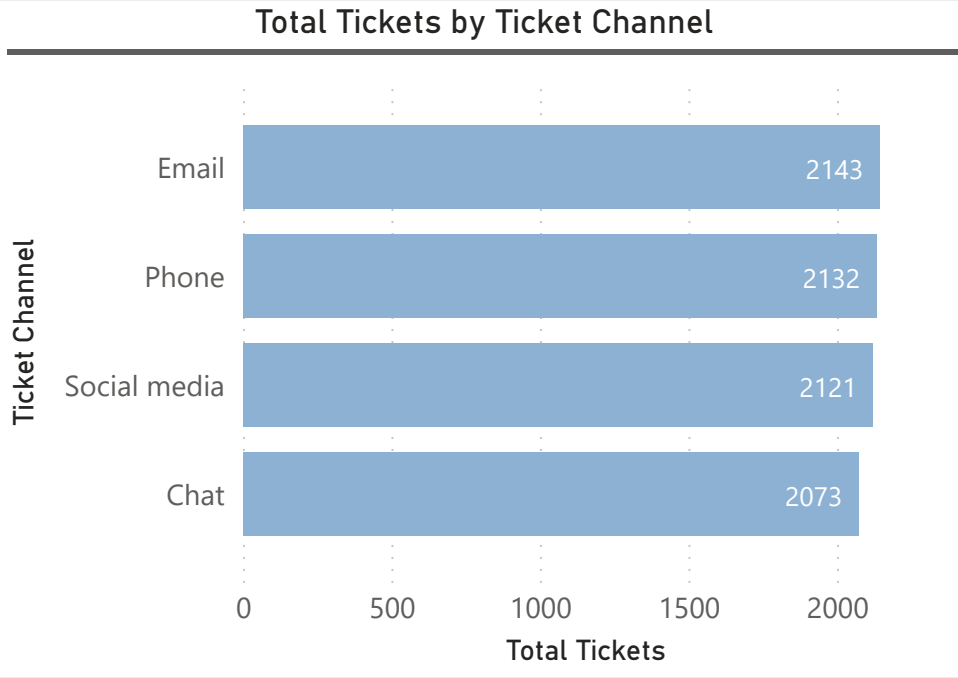
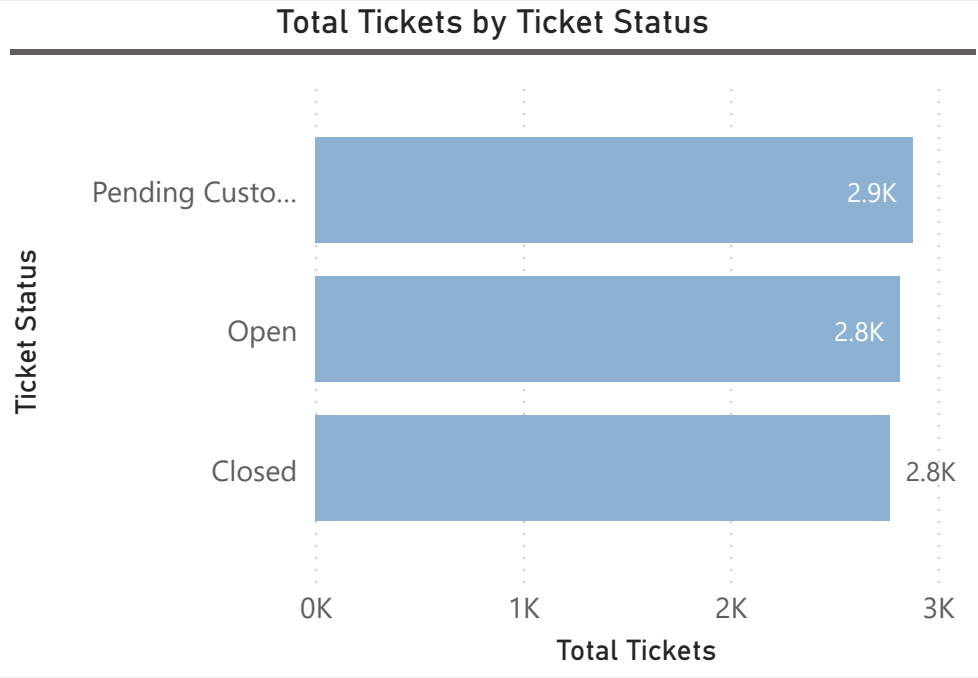
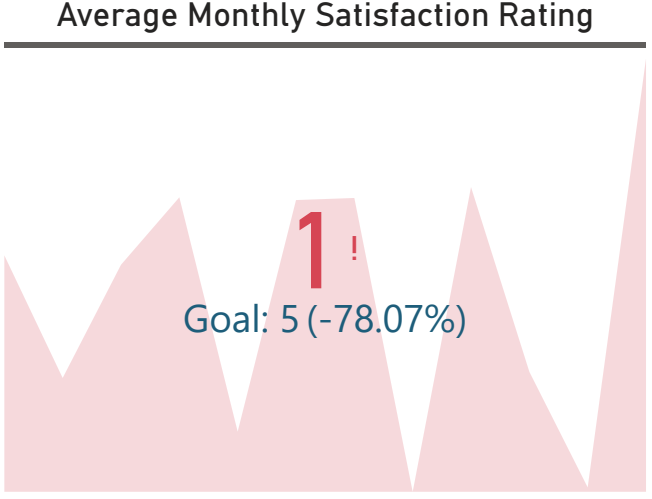
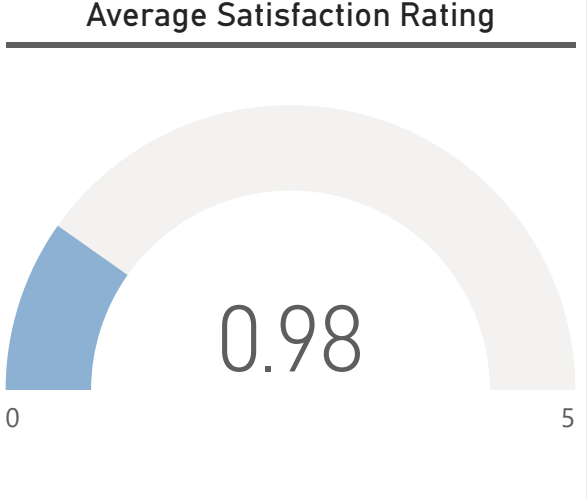
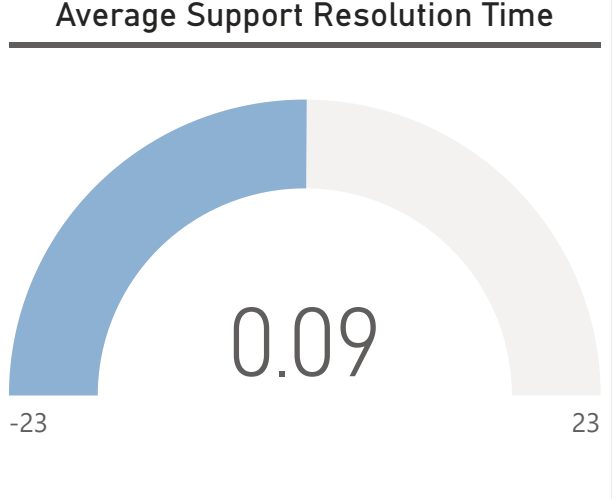
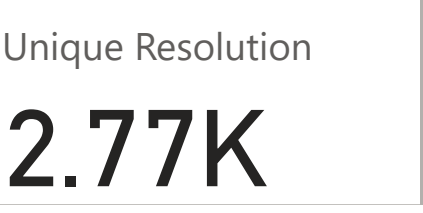
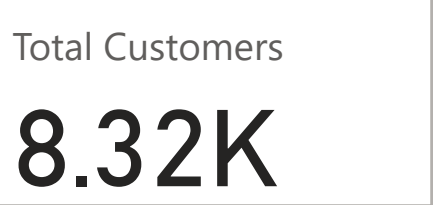
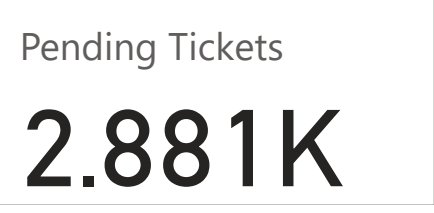
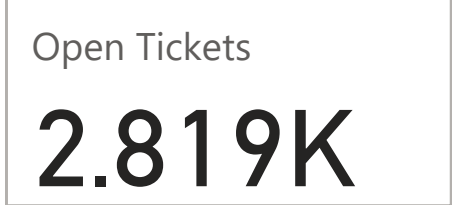
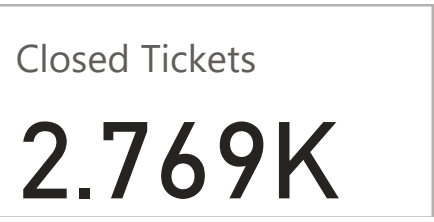
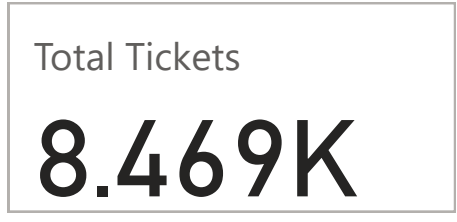
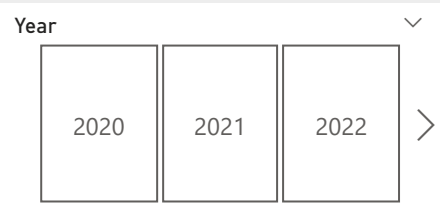
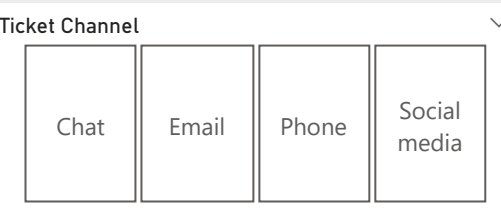
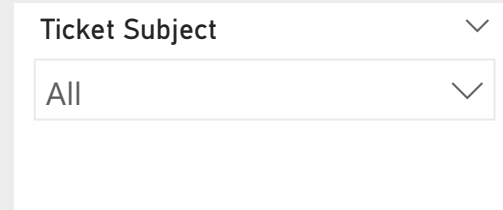
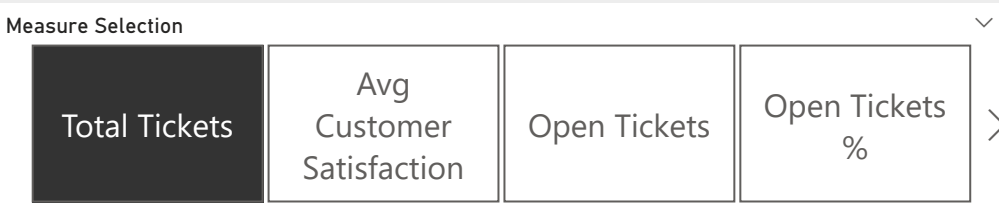


Customer Support Analysis



Purchased Product Analysis

Customer Gender

Female

Other

Male

Ticket Priority

Critical

Low

High

Medium

Ticket Subject

All

Ticket Channel

Chat

Email

Phone

Social media

Year

2020

2022

2021

2023

Total Tickets

8.469K

Open Tickets

2.819K

Closed Tickets

2.769K

Pending Tickets

2.881K

Satisfaction Rating

1

Avg Age

44

Unique Ticket Title

16

Resolved Tickets

2.77K

Customer Support Details by Purchased Product

Product Purchased	Total Tickets	Avg Rating	Open Tickets	Open Tickets %	Closed Tickets	Closed Tickets %	Pending Tickets	Pending Tickets %	Avg Hours to Resolve	Rating Counts	Avg Days B/W Purchase & Support			
Adobe Photoshop	181	1.03	58	🟡	32.04%	63	✅	34.81%	60	🟡	33.15%	-1.46	181	877
Amazon Echo	221	0.99	68	✅	30.77%	72	🟡	32.58%	81	🟡	36.65%	0.44	221	888
Amazon Kindle	198	0.96	62	🟡	31.31%	66	🟡	33.33%	70	🟡	35.35%	-1.06	198	894
Apple AirPods	213	0.98	75	🟡	35.21%	74	🟡	34.74%	64	🟢	30.05%	0.73	213	879
Asus ROG	187	1.04	60	🟡	32.09%	61	🟡	32.62%	66	🟡	35.29%	0.62	187	863
Autodesk AutoCAD	196	1.05	74	❌	37.76%	64	🟡	32.65%	58	🟢	29.59%	-0.55	196	905
Bose QuietComfort	190	1.01	61	🟡	32.11%	68	✅	35.79%	61	🟢	32.11%	0.21	190	862
Bose SoundLink Speaker	197	0.94	62	🟡	31.47%	64	🟡	32.49%	71	🟡	36.04%	1.05	197	895
Canon DSLR Camera	206	1.21	61	✅	29.61%	81	✅	39.32%	64	🟢	31.07%	-0.78	206	871
Canon EOS	240	1.02	90	❌	37.50%	83	🟡	34.58%	67	🟢	27.92%	-0.45	240	880
Dell XPS	185	0.71	67	❌	36.22%	48	❌	25.95%	70	🔴	37.84%	-0.46	185	878
Dyson Vacuum Cleaner	198	0.96	67	🟡	33.84%	59	🟡	29.80%	72	🟡	36.36%	0.37	198	891
Fitbit Charge	202	0.90	74	❌	36.63%	63	🟡	31.19%	65	🟢	32.18%	-1.54	202	922
Fitbit Versa Smartwatch	191	0.84	63	🟡	32.98%	63	🟡	32.98%	65	🟡	34.03%	-0.87	191	928
Garmin Forerunner	208	1.08	65	🟡	31.25%	70	🟡	33.65%	73	🟡	35.10%	-0.30	208	867
Google Nest	198	0.95	68	🟡	34.34%	63	🟡	31.82%	67	🟡	33.84%	-0.90	198	875
Google Pixel	203	1.09	67	🟡	33.00%	69	🟡	33.99%	67	🟡	33.00%	-0.03	203	883
GoPro Action Camera	183	0.89	60	🟡	32.79%	59	🟡	32.24%	64	🟡	34.97%	-0.20	183	887
GoPro Hero	228	1.12	72	🟡	31.58%	80	✅	35.09%	76	🟡	33.33%	0.43	228	883
HP Pavilion	200	0.94	73	❌	36.50%	62	🟡	31.00%	65	🟡	32.50%	1.56	200	891
iPhone	212	1.21	62	✅	29.25%	82	✅	38.68%	68	🟢	32.08%	-1.59	212	867
Lenovo ThinkPad	183	0.79	69	❌	37.70%	47	❌	25.68%	67	🟡	36.61%	0.04	183	896
LG OLED	213	0.95	58	✅	27.23%	73	🟡	34.27%	82	🔴	38.50%	0.48	213	893
LG Smart TV	219	0.94	64	✅	29.22%	68	🟡	31.05%	87	🔴	39.73%	-0.62	219	862
LG Washing Machine	208	0.98	80	❌	38.46%	68	🟡	32.69%	60	🟢	28.85%	0.81	208	875
MacBook Pro	186	0.91	68	❌	36.56%	54	❌	29.03%	64	🟡	34.41%	0.91	186	885
Microsoft Office	200	1.26	64	🟡	32.00%	80	✅	40.00%	56	🟢	28.00%	0.58	200	862
Microsoft Surface	190	0.95	62	🟡	32.63%	61	🟡	32.11%	67	🟡	35.26%	1.39	190	896
Microsoft Xbox Controller	196	0.83	74	❌	37.76%	58	🟡	29.59%	64	🟡	32.65%	0.07	196	865
Nest Thermostat	225	1.00	70	🟡	31.11%	73	🟡	32.44%	82	🟡	36.44%	2.25	225	895
Nikon D	204	1.06	61	✅	29.90%	69	🟡	33.82%	74	🟡	36.27%	0.80	204	912
Nintendo Switch	178	0.90	58	🟡	32.58%	56	🟡	31.46%	64	🟡	35.96%	0.75	178	883
Nintendo Switch Pro Controller	203	0.77	82	❌	40.39%	49	❌	24.14%	72	🟡	35.47%	1.41	203	881
Philips Hue Lights	221	0.93	87	❌	39.37%	68	🟡	30.77%	66	🟢	29.86%	1.49	221	870
PlayStation	192	0.97	62	🟡	32.29%	65	🟡	33.85%	65	🟡	33.85%	-1.11	192	899
Roomba Robot Vacuum	216	0.99	68	🟡	31.48%	70	🟡	32.41%	78	🟡	36.11%	-0.74	216	893
Samsung Galaxy	194	0.88	64	🟡	32.99%	57	🟡	29.38%	73	🔴	37.63%	1.12	194	887
Samsung Soundbar	188	0.95	56	✅	29.79%	62	🟡	32.98%	70	🔴	37.23%	-2.15	188	873
Sony 4K HDR TV	210	1.08	72	🟡	34.29%	74	✅	35.24%	64	🟢	30.48%	1.95	210	888
Total	8469	0.98	2819	33.29%	2769	32.70%	2881	34.02%	0.09	8469	884			

Measure Selection

Total Tickets

Avg Customer Satisfact...

Open Tickets

Open Tickets %

Closed Tickets

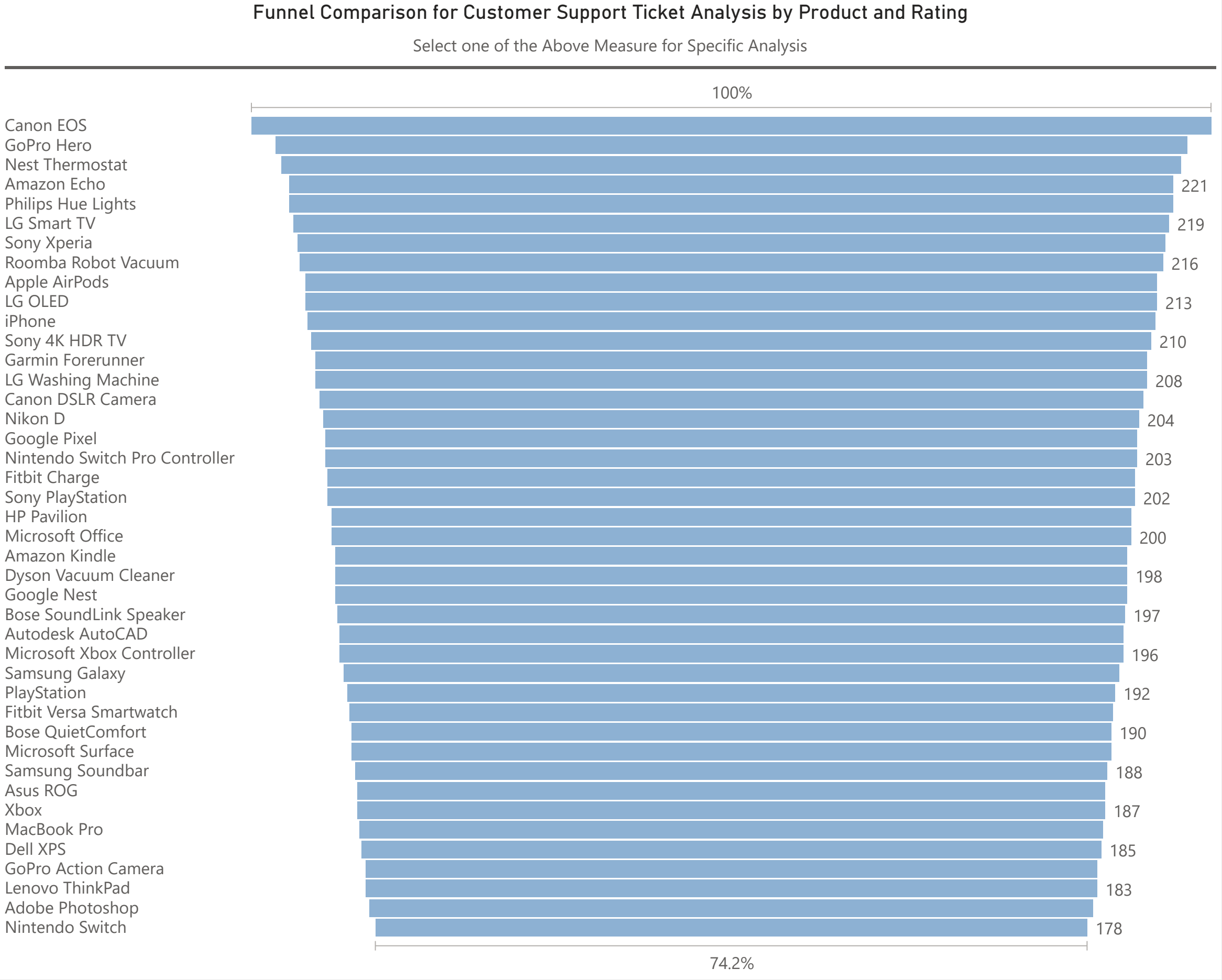
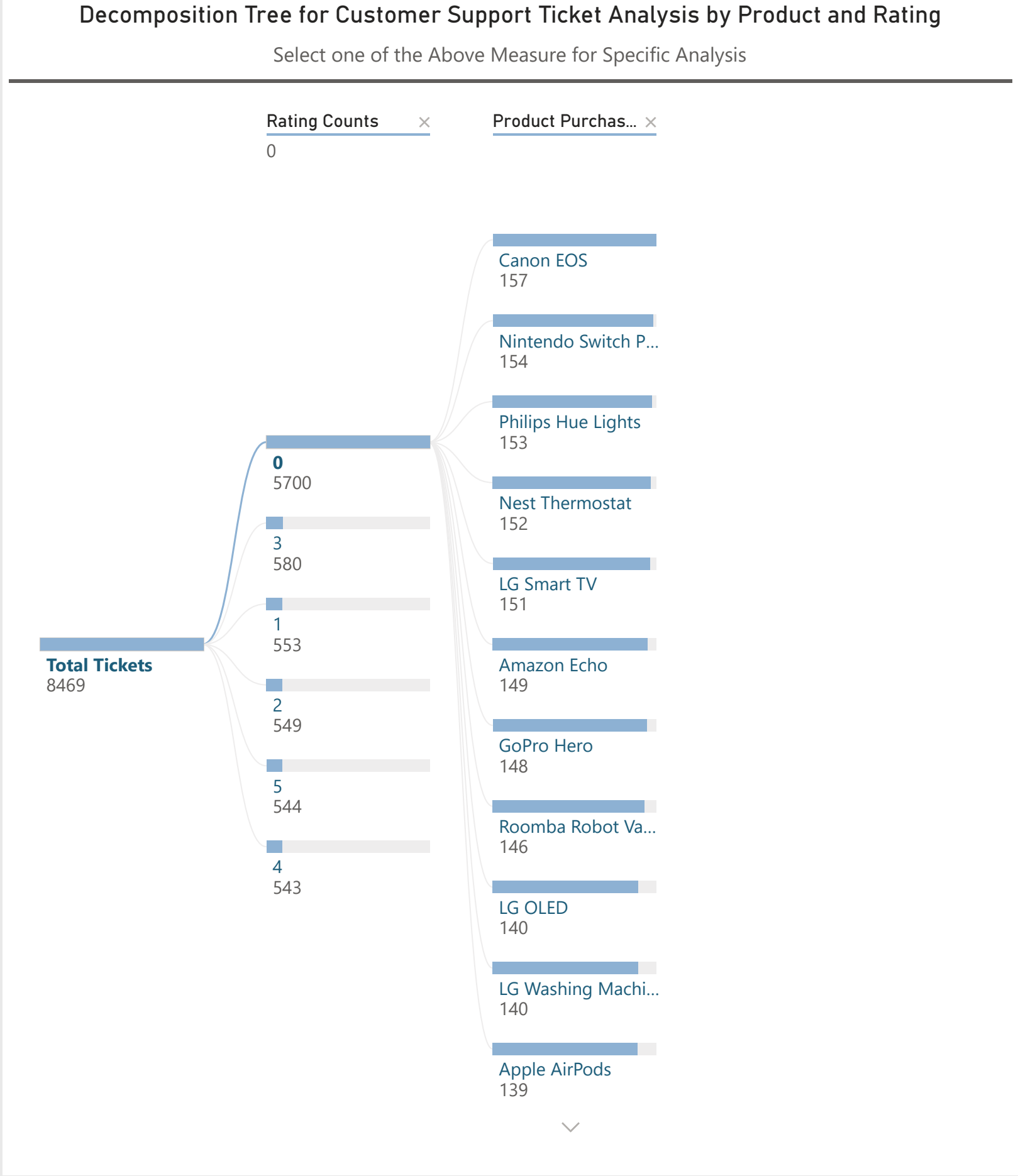
Closed Tickets %

Pending Tickets

Pending Tickets %

Avg Days B/W Purchas...

Avg Hours to Resolve



Response Time Analysis

Customer Gender

Female	Other
Male	

Ticket Priority

Critical

High

Low

Medium

Ticket Subject

All

Ticket Channel

Chat

Email

Phone

Social media

Year

2020	2022
2021	2023

8.469K

2.819K

2.769K

2.881K

1

44

16

2.77K

Customer Support Details by Support Response

Hours to Resolve	Total Tickets	Avg Rating	Open Tickets	Open Tickets %	Closed Tickets	Closed Tickets %	Pending Tickets	Pending Tickets %	Avg Hours to Resolve	Rating Counts	Unique Subject	Unique Resolution	
-23	2	2.00			2	✓				-23.00	2	2	2
-22	8	3.63			8	✓				-22.00	8	6	8
-21	13	3.08			13	✓				-21.00	13	8	13
-20	14	3.07			14	✓				-20.00	14	9	14
-19	27	2.67			27	✓				-19.00	27	14	27
-18	21	3.00			21	✓				-18.00	21	11	21
-17	22	2.77			22	✓				-17.00	22	15	22
-16	36	2.97			36	✓				-16.00	36	14	36
-15	31	2.97			31	✓				-15.00	31	13	31
-14	47	3.06			47	✓				-14.00	47	15	47
-13	50	3.22			50	✓				-13.00	50	16	50
-12	52	3.08			52	✓				-12.00	52	16	52
-11	52	2.85			52	✓				-11.00	52	16	52
-10	66	3.12			66	✓				-10.00	66	16	66
-9	67	2.85			67	✓				-9.00	67	16	67
-8	85	3.02			85	✓				-8.00	85	16	85
-7	80	2.80			80	✓				-7.00	80	16	80
-6	81	2.95			81	✓				-6.00	81	15	81
-5	99	2.93			99	✓				-5.00	99	16	99
-4	80	3.01			80	✓				-4.00	80	16	80
-3	85	3.14			85	✓				-3.00	85	16	85
-2	100	2.87			100	✓				-2.00	100	16	100
-1	122	2.85			122	✓				-1.00	122	16	122
0	210	2.94			210	✓				0.00	210	16	210
1	119	3.04			119	✓				1.00	119	16	119
2	126	2.96			126	✓				2.00	126	16	126
3	132	3.03			132	✓				3.00	132	16	132
4	102	2.97			102	✓				4.00	102	16	102
5	90	2.91			90	✓				5.00	90	16	90
6	77	3.10			77	✓				6.00	77	16	77
7	92	3.09			92	✓				7.00	92	16	92
8	79	3.22			79	✓				8.00	79	16	79
9	69	3.04			69	✓				9.00	69	16	69
10	58	3.05			58	✓				10.00	58	16	58
11	51	2.88			51	✓				11.00	51	15	51
12	55	3.11			55	✓				12.00	55	15	55
13	35	3.03			35	✓				13.00	35	14	35
14	36	3.31			36	✓				14.00	36	13	36
15	44	2.70			44	✓				15.00	44	14	44
Total	2769	2.99			2769	100.00%			0.09	2769	16	2769	

Measure Selection

Total Tickets

Avg Customer Satisfact...

Open Tickets

Open Tickets %

Closed Tickets

Closed Tickets %

Pending Tickets

Pending Tickets %

Avg Days B/W Purchas...

Avg Hours to Resolve

Decomposition Tree for Customer Support Ticket Analysis by Response Time

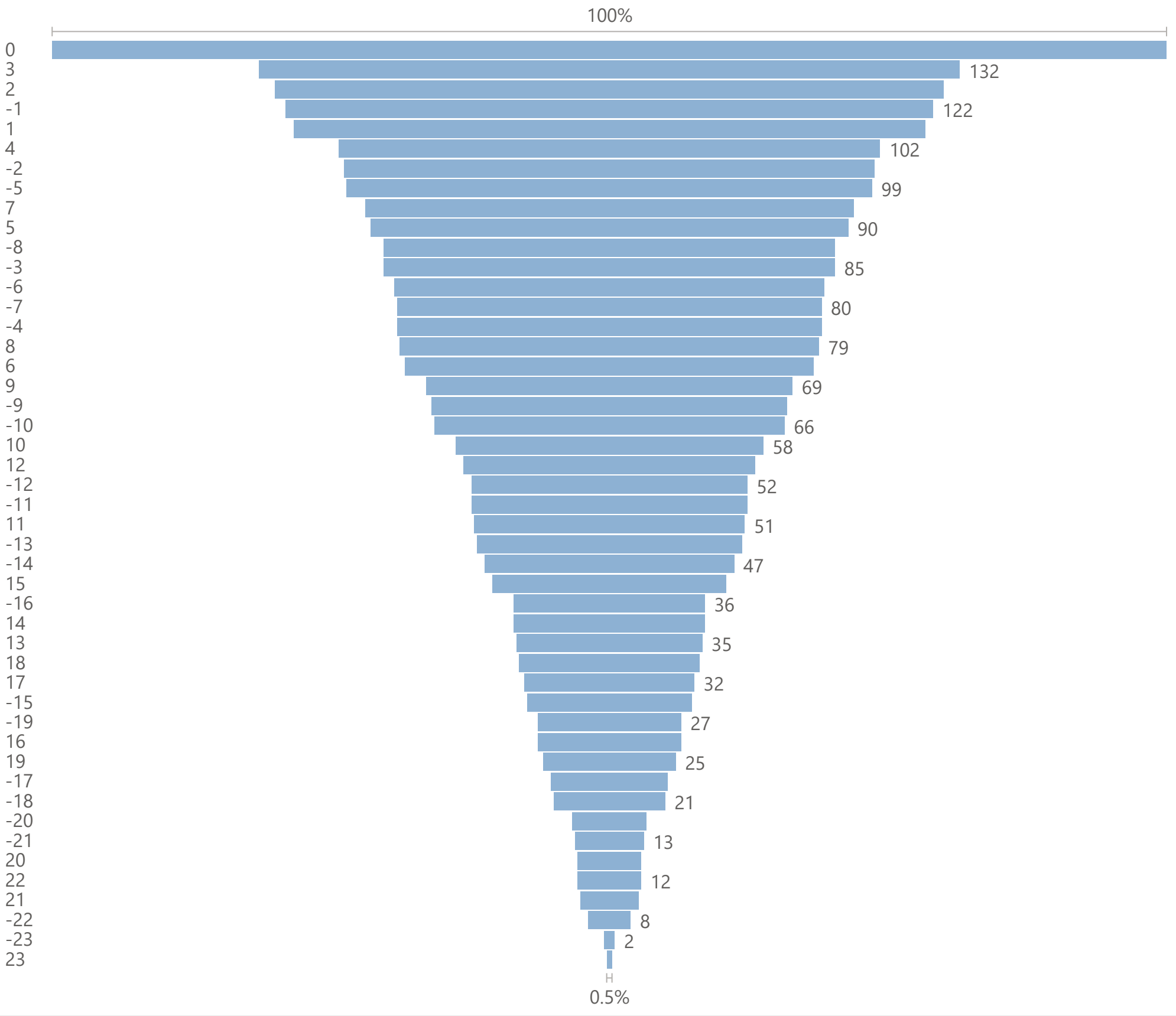
Select one of the Above Measure for Specific Analysis



Funnel Comparison for Customer Support Ticket Analysis by Response Time

Select one of the Above Measure for Specific Analysis

Select one of the Above Measure for Specific Analysis



Customer Support Analysis

Customer Gender

Female

Other

Male

Ticket Priority

Critical

Low

High

Medium

Ticket Channel

Chat

Email

Phone

Social media

Ticket Subject

All

Date

1/1/2020

2/1/2021

Year

2020

2021

Total Tickets

4.618K

Open Tickets

1.52K

Closed Tickets

1.533K

Pending Tickets

1.565K

Satisfaction Rating

1

Avg Age

44

Unique Ticket Title

16

Resolved Tickets

1.534K

Customer Support Details by Purchased Product

Customer Name	Total Tickets	Avg Rating	Open Tickets	Open Tickets %	Closed Tickets	Closed Tickets %	Pending Tickets	Pending Tickets %	Avg Hours to Resolve	Avg Days B/W Purchase & Support	Unique Subject	Unique Resolution
Aaron Abbott	1	0.00	1	100.00%							1	1
Aaron Brown	1	0.00	1	100.00%							1	1
Aaron Chavez	1	0.00					1	100.00%			1081	1
Aaron Dixon	1	0.00					1	100.00%			894	1
Aaron Henry	1	3.00			1	100.00%			-10.00		987	1
Aaron Kelly	1	3.00			1	100.00%			20.00		940	1
Aaron Morales	1	1.00			1	100.00%			18.00		1181	1
Aaron Nelson	1	0.00	1	100.00%							1	1
Aaron Norris	2	0.00					2	100.00%			1134	2
Aaron Petty	1	2.00			1	100.00%			-11.00		1129	1
Aaron Powell	1	4.00			1	100.00%			9.00		1196	1
Aaron Reese	1	0.00	1	100.00%							1	1
Aaron Roberts	1	0.00					1	100.00%			1056	1
Abigail Harrison	1	1.00			1	100.00%			-7.00		856	1
Abigail Lee	1	5.00			1	100.00%			1.00		1218	1
Abigail Walls	1	0.00					1	100.00%			1228	1
Abigail White PhD	1	0.00	1	100.00%							1	1
Adam Bennett	1	0.00					1	100.00%			992	1
Adam Booth	1	1.00			1	100.00%			2.00		898	1
Adam Carlson	1	0.00					1	100.00%			926	1
Adam Carroll Jr.	1	0.00					1	100.00%			905	1
Adam Delgado	1	2.00			1	100.00%			-16.00		1199	1
Adam French	1	0.00					1	100.00%			996	1
Adam Garcia	1	5.00			1	100.00%			10.00		1181	1
Adam Hamilton	1	1.00			1	100.00%			-18.00		911	1
Adam Howard	1	0.00					1	100.00%			851	1
Adam Jensen	1	0.00	1	100.00%							1	1
Adam Jones MD	1	3.00			1	100.00%			-9.00		1106	1
Adam Lee	1	4.00			1	100.00%			2.00		851	1
Adam Lopez	1	3.00			1	100.00%			-10.00		908	1
Adam Martin	1	0.00					1	100.00%			930	1
Adam Matthews	1	0.00	1	100.00%							1	1
Adam Morales	1	4.00			1	100.00%			3.00		992	1
Adam Nunez	1	0.00					1	100.00%			1038	1
Adam Pope	1	0.00					1	100.00%			1101	1
Adam Reeves	1	2.00			1	100.00%			-15.00		1136	1
Adam Silva	1	0.00					1	100.00%			885	1
Adam Smith	1	0.00					1	100.00%			1001	1
Adrian Harmon	1	5.00			1	100.00%			4.00		1016	1
Total	4618	1.01	1520	32.91%	1533	33.20%	1565	33.89%	0.08		1050	16
Total												1534

Measure Selection

Total Tickets

Avg Customer Satisfact...

Open Tickets

Open Tickets %

Closed Tickets

Closed Tickets %

Pending Tickets

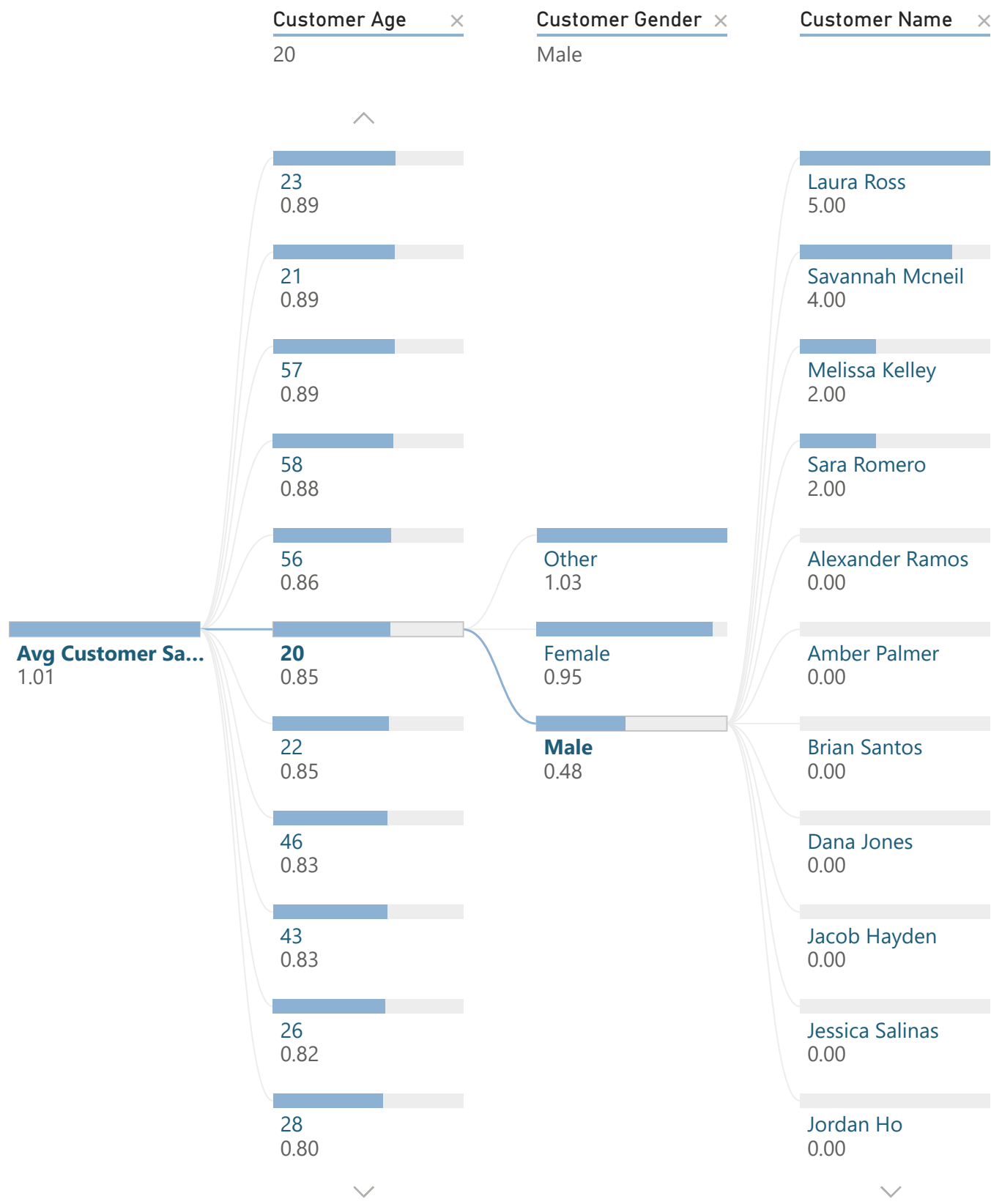
Pending Tickets %

Avg Days B/W Purchas...

Avg Hours to Resolve

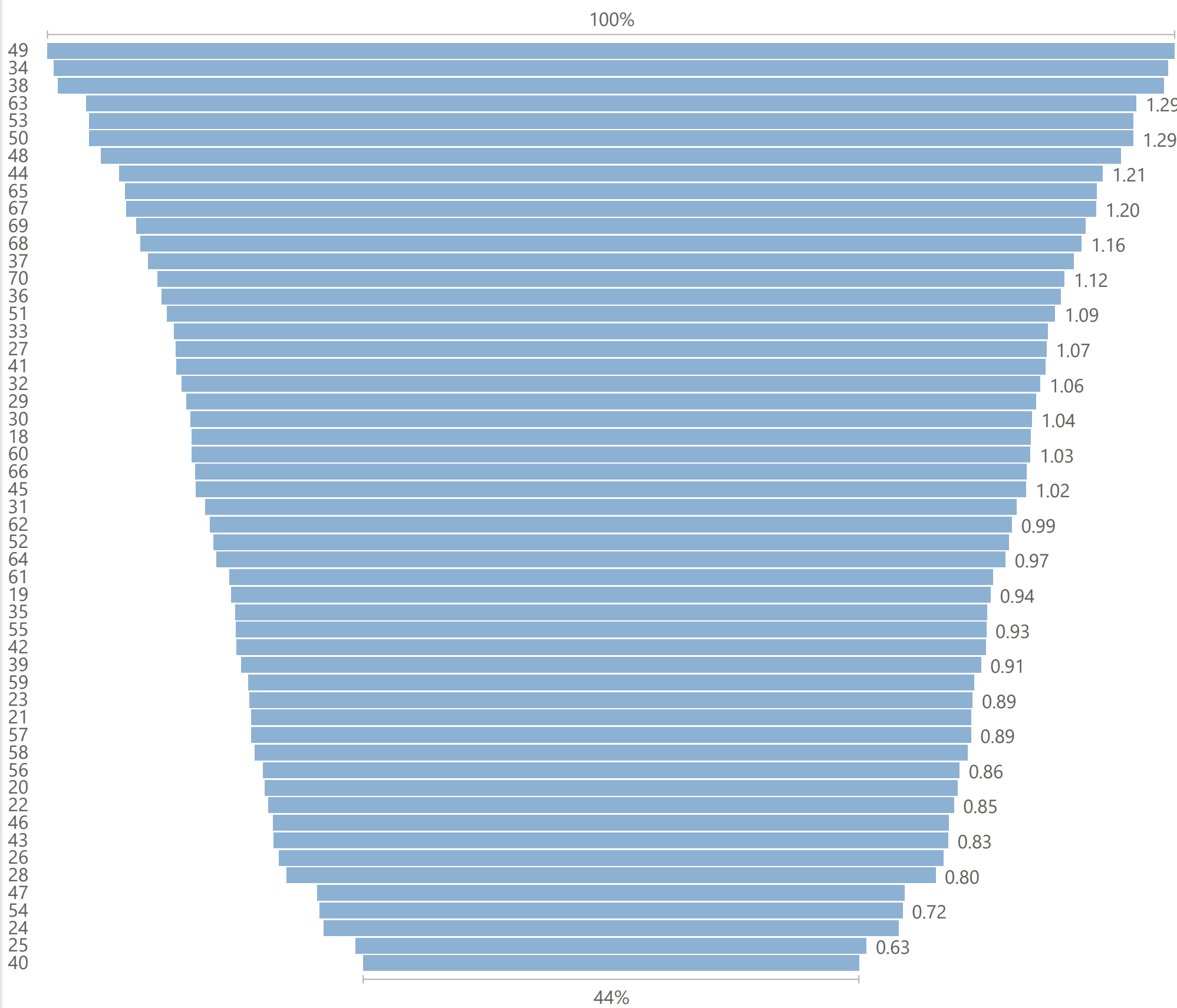
Decomposition Tree for Customer Support Ticket Analysis by Customer

Select one of the Above Measure for Specific Analysis



Funnel Comparison for Customer Support Ticket Analysis by Product and Rating

Select one of the Above Measure for Specific Analysis



Support Ticket Analysis

Customer Gender

Female

Other

Male

Ticket Priority

Critical

Low

High

Medium

Ticket Channel

Chat

Email

Phone

Social media

Ticket Subject

All

Date

1/1/2020

6/2/2023

Year

2020

2022

2021

2023

Total Tickets	Open Tickets	Closed Tickets	Pending Tickets	Satisfaction Rating	Avg Age	Unique Ticket Title	Resolved Tickets
8.469K	2.819K	2.769K	2.881K	1	44	16	2.77K

Ticket Order of Analysis: Status -> Channel -> Priority -> Type

Customer Support Details by Purchased Product												
Use Above Mentioned Order to Drill-Up/Down or Expand the Tickets Details for Further Analysis												
Ticket Status	Total Tickets	Avg Rating	Open Tickets	Open Tickets %	Closed Tickets	Closed Tickets %	Pending Tickets	Pending Tickets %	Avg Hours to Resolve	Rating Counts	Avg Days B/W Purchase & Support	Unique Subject
[-] Closed	2769	2.99			2769	100.00%			0.09	2769		884
[-] Chat	674	3.08			674	100.00%			0.29	674		885
[-] Critical	165	3.13			165	100.00%			-0.45	165		906
Billing inquiry	37	3.14			37	✓	100.00%		-0.38	37		948
Cancellation request	28	2.68			28	✓	100.00%		-0.64	28		852
Product inquiry	29	3.24			29	✓	100.00%		-0.45	29		868
Refund request	32	2.88			32	✓	100.00%		-0.28	32		958
Technical issue	39	3.56			39	✓	100.00%		-0.54	39		889
[-] High	189	3.06			189	100.00%			1.81	189		879
Billing inquiry	37	3.43			37	✓	100.00%		1.22	37		938
Cancellation request	41	2.90			41	✓	100.00%		2.29	41		812
Product inquiry	30	2.90			30	✓	100.00%		0.70	30		854
Refund request	41	3.15			41	✓	100.00%		2.39	41		889
Technical issue	40	2.90			40	✓	100.00%		2.10	40		901
[-] Low	157	3.18			157	100.00%			1.09	157		890
Billing inquiry	35	3.09			35	✓	100.00%		1.80	35		877
Cancellation request	25	3.56			25	✓	100.00%		2.00	25		860
Product inquiry	28	3.07			28	✓	100.00%		1.21	28		911
Refund request	36	3.11			36	✓	100.00%		-0.81	36		912
Technical issue	33	3.18			33	✓	100.00%		1.61	33		886
[-] Medium	163	2.97			163	100.00%			-1.47	163		865
Billing inquiry	28	2.79			28	✓	100.00%		-1.50	28		858
Cancellation request	42	3.21			42	✓	100.00%		-0.67	42		901
Product inquiry	29	3.10			29	✓	100.00%		-0.45	29		810
Refund request	34	2.76			34	✓	100.00%		-0.56	34		871
Technical issue	30	2.90			30	✓	100.00%		-4.60	30		867
[-] Email	720	2.96			720	100.00%			-0.25	720		892
[-] Critical	189	2.83			189	100.00%			-0.42	189		911
Billing inquiry	29	2.90			29	✓	100.00%		0.97	29		864
Cancellation request	45	2.73			45	✓	100.00%		-0.73	45		897
Product inquiry	40	2.68			40	✓	100.00%		-2.80	40		962
Refund request	39	3.08			39	✓	100.00%		1.41	39		937
Technical issue	36	2.81			36	✓	100.00%		-0.50	36		882
[-] High	174	3.00			174	100.00%			0.03	174		866
Total	8469	0.98	2819	33.29%	2769	32.70%	2881	34.02%	0.09	8469		884

Measure Selection

Total Tickets

Avg Customer Satisfact...

Open Tickets

Open Tickets %

Closed Tickets

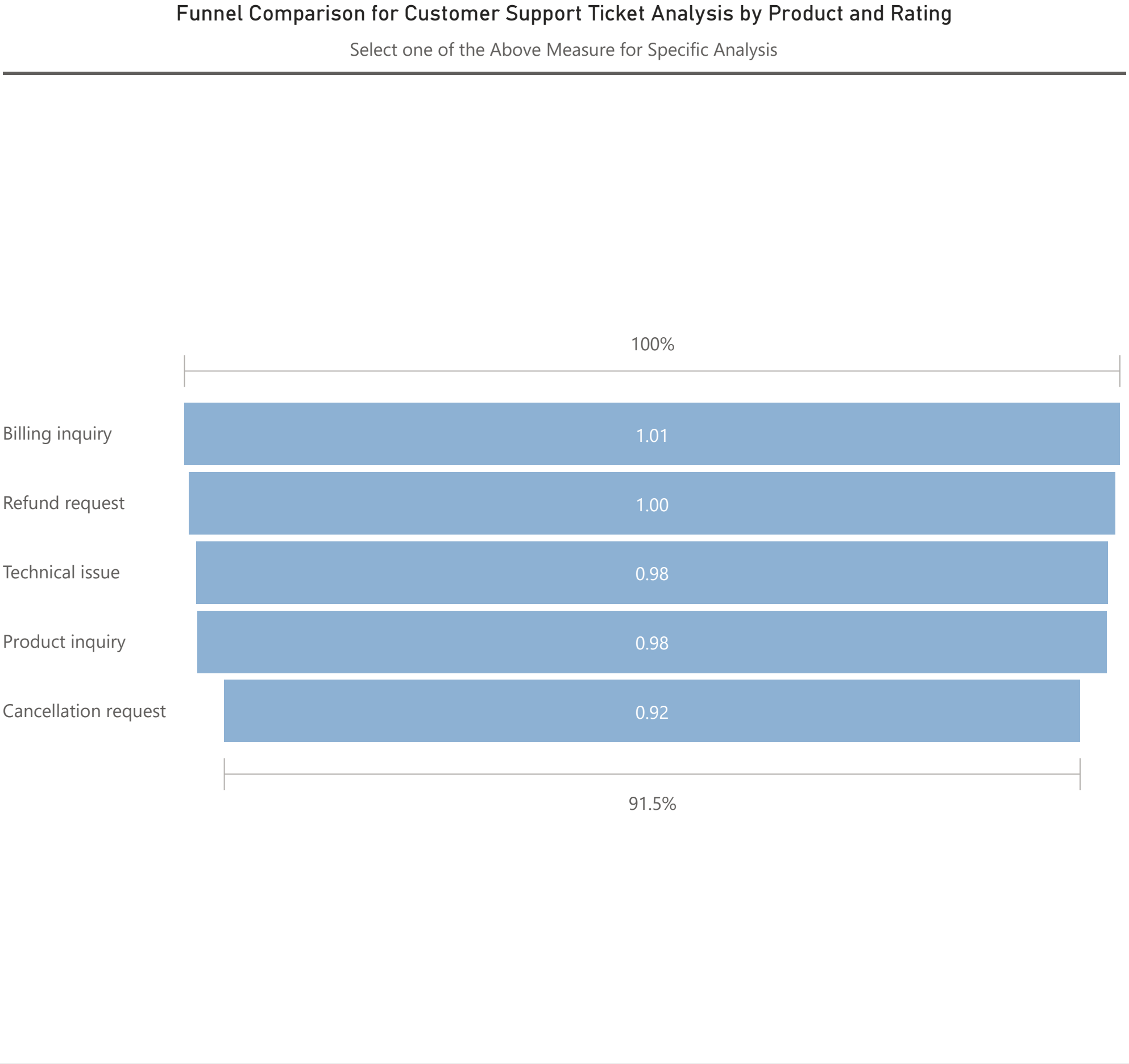
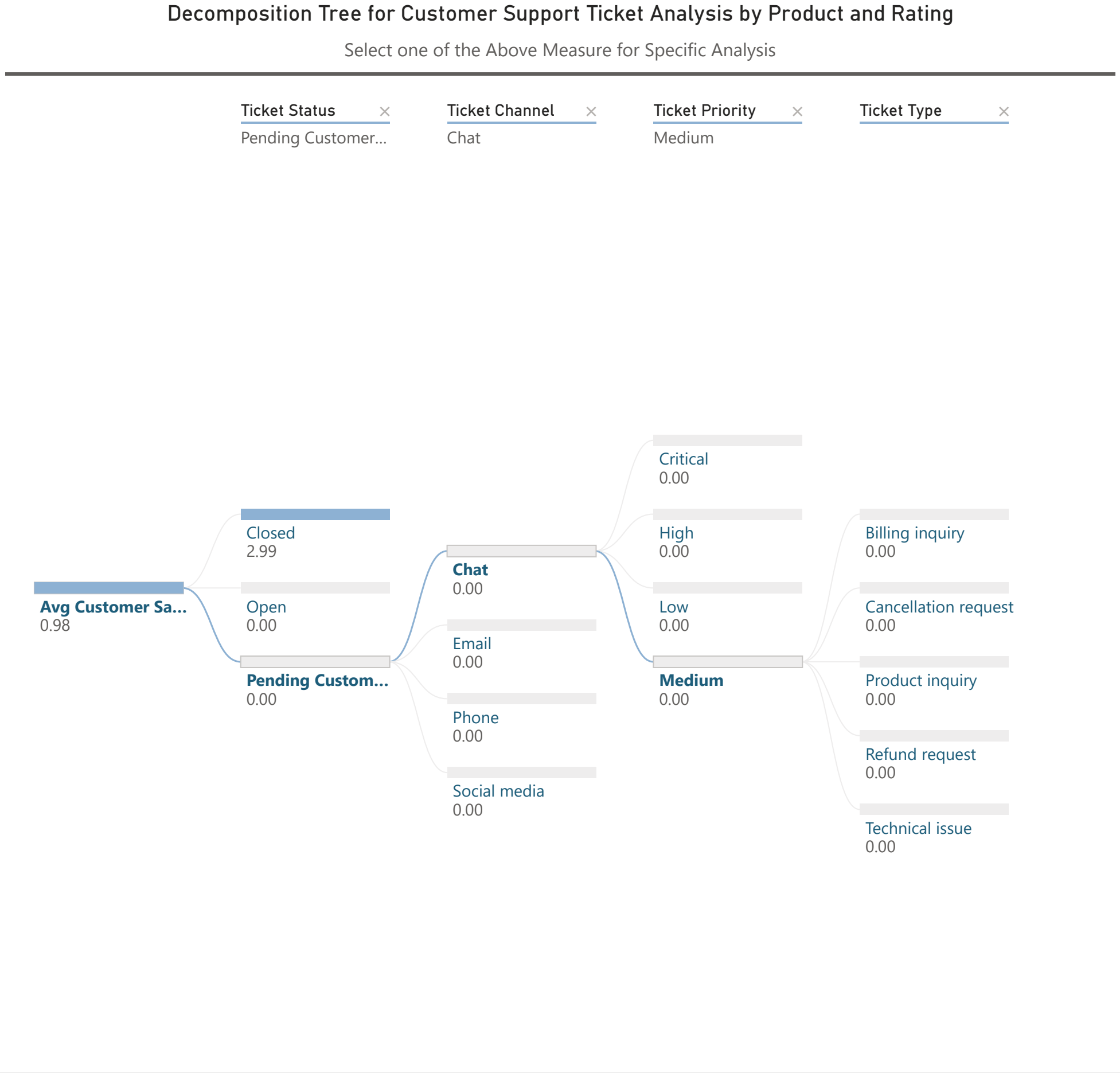
Closed Tickets %

Pending Tickets

Pending Tickets %

Avg Days B/W Purchas...

Avg Hours to Resolve



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×

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show me total tickets for the last year

top fact ticket support product purchased by total tickets

top customer genders by closed tickets

top customer genders by open tickets %

top fact ticket support ticket subjects by pending tickets

show me open tickets % for the last year

show me pending tickets for the last year

number of dim products over time

Show all suggestions

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Customer IT Support Analysis: Actionable Insights:

.Customer Patterns:

- 1. Customers with age 50 to 54 created more tickets and they need more support assistance.
- 2. Tickets for technical support via Email channel took more time than expected resolution time.

.Response Trends:

- 1. The Average response time is 0.9 Hours which is good but mostly tickets response time marginally more than expected.
- 2. Product billing and refund requests tickets through chat resolved in minimum time.

.Support Types:

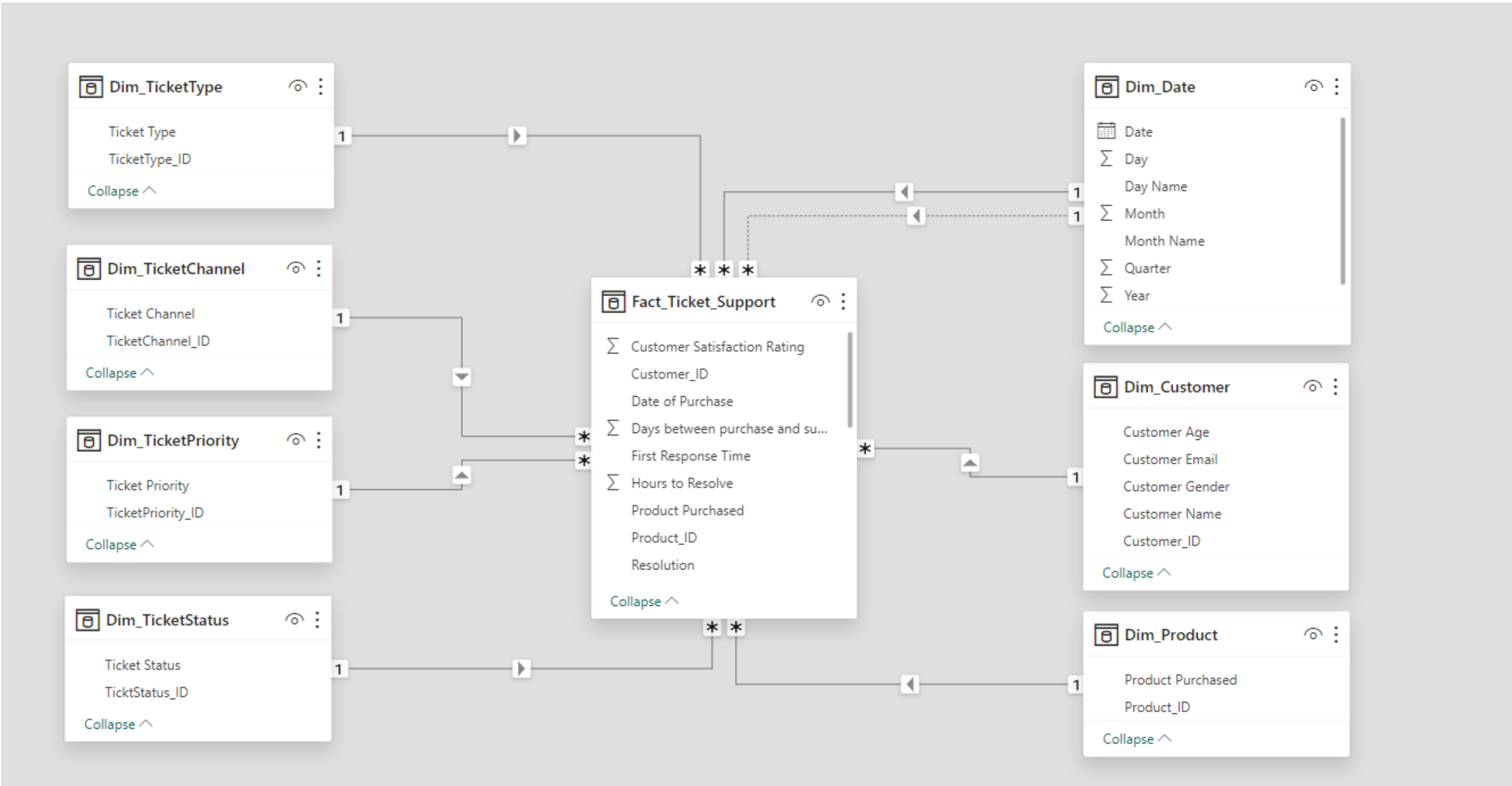
- 1. In January, July and November More Tickets are Resolved and Closed as compared to Other Months.
- 2. Ticket Channel Email performed well as it resolved more tickets than other under High Category.

.Support Satisfaction:

- 1. Ticket Subject with Cancellation Request has gained more satisfaction rating which is 4.0 in Ticket Priority as High.
- 2. Customers are more satisfied and rated more than 3 when tickets are closed after resolution.

Business Semantics Data Model:

There are 7 Business areas to measure the customer support and satisfaction for effective Customer IT Support analysis.



Customer IT Support Dataset Description

The Customer Support Ticket Dataset is a dataset that includes customer support tickets for various tech products. It consists of customer inquiries related to hardware issues, software bugs, network problems, account access, data loss, and other support topics. The dataset provides information about the customer, the product purchased, the ticket type, the ticket channel, the ticket status, and other relevant details.

Features Description:

- Ticket ID: A unique identifier for each ticket.
- Customer Name: The name of the customer who raised the ticket.
- Customer Email: The email address of the customer (Domain name - @example.com is intentional for user data privacy concern).
- Customer Age: The age of the customer.
- Customer Gender: The gender of the customer.
- Product Purchased: The tech product purchased by the customer.
- Date of Purchase: The date when the product was purchased.
- Ticket Type: The type of ticket (e.g., technical issue, billing inquiry, product inquiry).
- Ticket Subject: The subject/topic of the ticket.
- Ticket Description: The description of the customer's issue or inquiry.
- Ticket Status: The status of the ticket (e.g., open, closed, pending customer response).
- Resolution: The resolution or solution provided for closed tickets.
- Ticket Priority: The priority level assigned to the ticket (e.g., low, medium, high, critical).
- Ticket Channel: The channel through which the ticket was raised (e.g., email, phone, chat, social media).
- First Response Time: The time taken to provide the first response to the customer.
- Time to Resolution: The time taken to resolve the ticket.
- Customer Satisfaction Rating: The customer's satisfaction rating for closed tickets (on a scale of 1 to 5).

Use Cases:

- Customer Support Analysis: The dataset can be used to analyze customer support ticket trends, identify common issues, and improve support processes.
- Natural Language Processing (NLP): The ticket descriptions can be used for training NLP models to automate ticket categorization or sentiment analysis.
- Customer Satisfaction Prediction: The dataset can be used to train models to predict customer satisfaction based on ticket information.
- Ticket Resolution Time Prediction: The dataset can be used to build models for predicting the time it takes to resolve a ticket based on various factors.
- Customer Segmentation: The dataset can be used to segment customers based on their ticket types, issues, or satisfaction levels.
- Recommender Systems: The dataset can be used to build recommendation systems for suggesting relevant solutions or products based on customer inquiries.

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Dataset Source: <https://www.kaggle.com/datasets/suraj520/customer-support-ticket-dataset/data>