Performance Analysis

For a sample call centre

Power BI skills

Peter Archer 20/03/2025







Project Outline

Project background A newly appointed manager needs

to know how the call centre is performing

Tools and Approach

- Power BI
- Data cleansing, measures created, visualisations & dashboard created

Interesting DAX's

Interesting points

References

Meaningful metrics were determined

Metrics Setting

Dashboard / Results

Topic related graphs

operations

Agent performance

946 3646 5000 4054 **Total Calls Total Missed Calls** Total Answered Calls Total Resolved Calls 18.92% 81.08% 72.92% **Number of Agents** % Missed Calls % Answered Calls % Resolved Calls Average of Satisfaction Rating VS Target 67.52 Average Answering Speed (seconds) Jim Jim Top Agent - Most Answered Calls Top Agent - Most Resolved Calls Average of Speed of answer in seconds by Average of Satisfaction rating by Agent Agent 3.41 3.40 3.40 3.39 66.18 66.27 66.34 67.28 68.44 65 65:33 Total Calls by Month Average of Satisfaction rating by Topic 3.42 3.40 1772 3.40 3.38 1616 1612 March January February

Total Calls, Total Answered Calls and Total Missed Calls by Topic ■ Total Calls ■ Total Answered Calls ■ Total Missed Calls 1000 500 Support Total Answered Calls and Total Missed Calls by Agent ■ Total Answered Calls
■ Total Missed Calls 600 400 200 Martha Month Topic Agent January Admin Support Becky Jim February Contract related ☐ March Payment related Dan April Streaming Diane Martha ☐ May ☐ Technical Support ☐ June Greg Stewart

Agent related column chart

Other relevant indicators

Slicers for interactive results

Interesting points & DAXs

When determining measures, I decided to know who (which agent) had the highest number of calls and who had the highest number of calls that resolved customers' queries, the DAX is below:

```
Top Agent - Most Answered Calls =
VAR RankedAgents =
        SUMMARIZE (Sheet1, Sheet1 [Agent],
"TotalCallsAnswered", COUNTROWS (FILTER (Sheet1,
Sheet1[Answered (Y/N)] = "Y"))),
        [TotalCallsAnswered],
       DESC
   MAXX(RankedAgents, Sheet1[Agent])
```

Reference

Data source: Kaggle - link:

https://www.kaggle.com/datasets/gayatriwagadre/pwc-call-centre-analysis

Accessed on 15/03/2025

Final result can be viewed on my GitHub link:

https://github.com/P8Archer/CallCentrePerformanceAnalysis

Contact

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