Summary of PWC Call Centre Data Analysis

I conducted an analysis of the PWC Call Centre data, which was downloaded from Forage. The data underwent several transformations to prepare it for analysis. Firstly, null values were replaced with 0 to ensure consistency and prevent any issues during calculations. Additionally, the data types were adjusted as needed to accurately represent the variables in the dataset.

To provide valuable insights, I created several new columns to capture important metrics. The average call duration was calculated to assess the time taken to resolve customer queries or issues. This metric is crucial in evaluating the efficiency and effectiveness of the call centre's operations. Furthermore, columns for answered calls and rejected calls were added to track the number of calls that were successfully answered by agents and those that were rejected or not handled.

To gain a comprehensive understanding of the call centre's performance, I defined key performance indicators (KPIs) based on the project requirements. The KPIs considered in this analysis are customer satisfaction, call answered/rejected, average call duration, and top-performing agents.

Customer satisfaction is a critical KPI that can be assessed by analyzing customer feedback obtained after each call. This feedback may include ratings or survey responses, which can be further analyzed to determine the overall satisfaction levels of customers.

The ratio of call answered to call rejected is an important KPI that reflects the call centre's efficiency in handling incoming calls. By calculating the sum of answered calls and rejected calls, we can evaluate the call centre's performance in terms of call management.

Average call duration is a key metric that provides insights into the time it takes to address customer queries or resolve issues. By calculating the average duration, outliers or areas for improvement in reducing call duration can be identified.

To evaluate the performance of individual agents, it is crucial to identify the top performers. Various metrics, such as the number of resolved calls, customer ratings, or call duration, can be analyzed to determine the top-performing agents. Recognizing and rewarding these agents can boost team morale and overall performance.

To facilitate data exploration and analysis, slicers were employed to find specific information. Slicers allow for interactive filtering and slicing of data, enabling users to quickly access and analyze specific subsets of the data based on desired criteria.

To track and monitor these KPIs effectively, measures were created for total calls, sum of answered calls, sum of rejected calls, sum of resolved calls, and sum of unresolved calls. These measures provide a consolidated view of the relevant metrics, allowing for ongoing monitoring and reporting of the call centre's performance.

By analyzing these KPIs, PWC Call Centre can gain valuable insights into their performance and efficiency. The findings can help identify areas for improvement, optimize resource allocation, enhance customer satisfaction, and recognize top-performing agents. Continuous monitoring and analysis of these KPIs will enable the call centre to make data-driven decisions and enhance their overall performance.