

Connectivity Rate Analysis Dashboard

Introduction

The **Connectivity Rate Analysis Dashboard** is designed to track, analyze, and improve overall call connectivity performance across different regions, agents, campaigns, and time periods.

Objective

To provide both strategic and operational insights into call connectivity by enabling performance monitoring, bottleneck identification, and trend analysis.

Key KPIs Tracked

- **Connected Calls** – Successful call connections.
- **Disconnected Calls** – Failed call attempts.
- **Connectivity Rate** – Efficiency of connections.

The formula is given as:

$$\text{Connectivity Rate} = \frac{\text{Connected Calls}}{\text{Connected Calls} + \text{Disconnected Calls}} \times 100$$

Data Context

- **Data Volume:** 20,000+ call records
- **Period Covered:** July–September 2025
- **Source:** PostgreSQL / Supabase / CSV integrated into Looker Studio

Comparisons Across Dimensions

- **Country** – Regional analysis of performance
- **Agent** – Individual agent productivity & efficiency
- **Campaign** – Campaign-level breakdowns
- **Time (Daily/Hourly)** – Peak & off-peak performance trends

Chart Types

- **Country-wise Performance (Stacked Bar Chart):** Compare connected vs. disconnected calls across countries.
- **Agent-wise Performance (Stacked Bar Chart):** Evaluate individual agent outcomes.
- **Connectivity Rate Over Time (Line Chart):** Show connectivity trend over days/hours (improved from $\sim 66\% \rightarrow \sim 71\%$ during the reporting period).
- **Drill-Down Table (Hierarchical):** Campaign \rightarrow Agent \rightarrow Hour view with interactive filters.

Color Scheme

- **Orange** – Connected Calls (Success, positive outcomes)
- **Red** – Disconnected Calls (Failures, strong contrast)
- **Yellow (Line)** – Connectivity Rate (Neutral highlight for clarity)

Reasoning: A warm contrasting palette was chosen for easy recognition, consistency, and quick interpretation.

Layout Decisions

- **Top Section:** KPI Cards – Quick insights (Connected, Disconnected, Rate).
- **Middle Section:** Charts –
 - Country-wise (strategic regional view)
 - Agent-wise (operational performance)
 - Time-series (trend monitoring)
- **Bottom Section:** Drill-Down Table (Campaign \rightarrow Agent \rightarrow Hour breakdown).
- **Side Panel:** Filters – Interactive controls for Date, Country, Agent, Campaign.

Storytelling & Insights

- India had the highest total calls, while the UK achieved the best connectivity rate.
- Agents **Amit & Sara** emerged as top performers in connected calls.
- Connectivity rate improved steadily from $\sim 66\%$ to $\sim 71\%$ during the period.