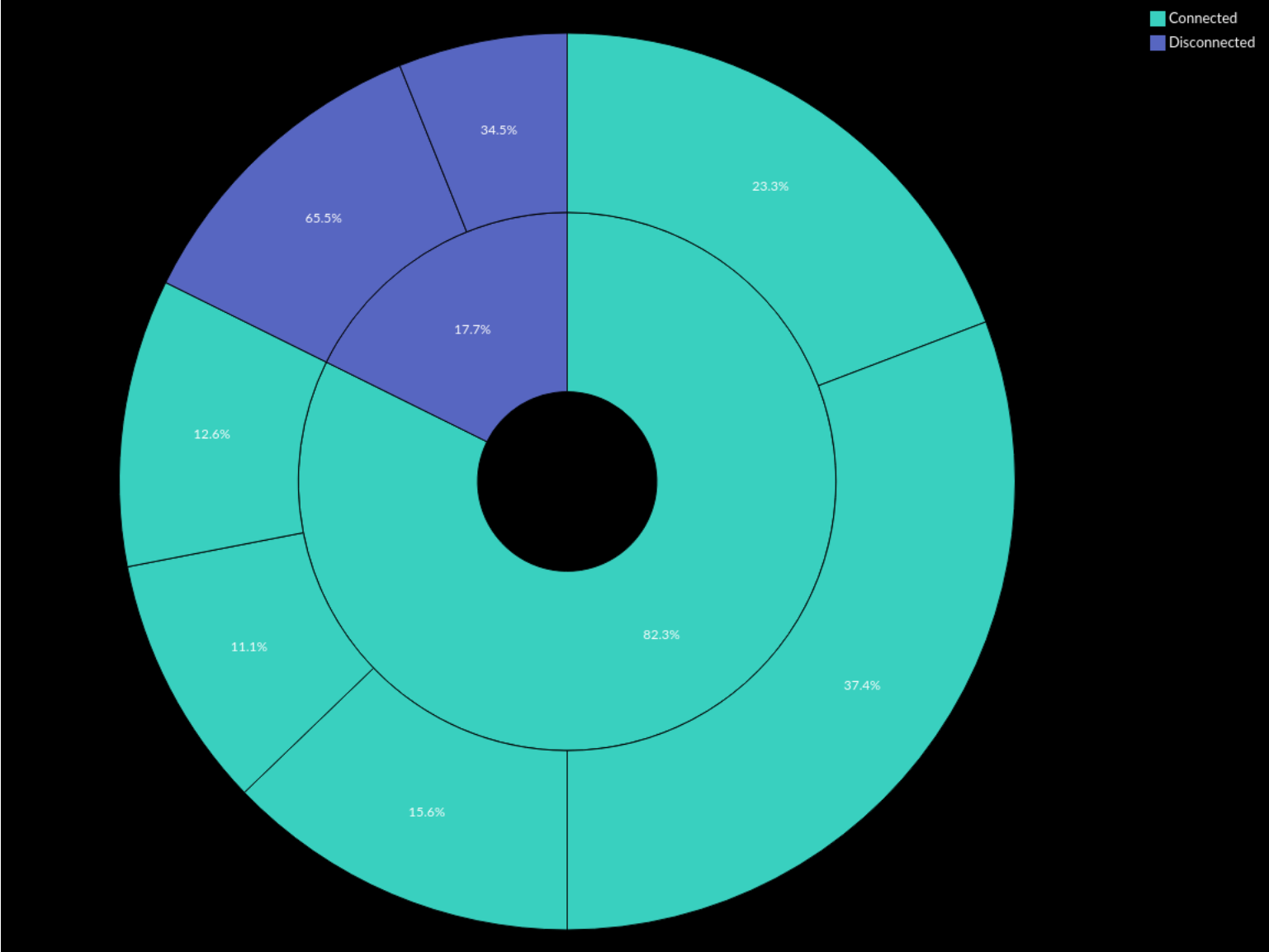


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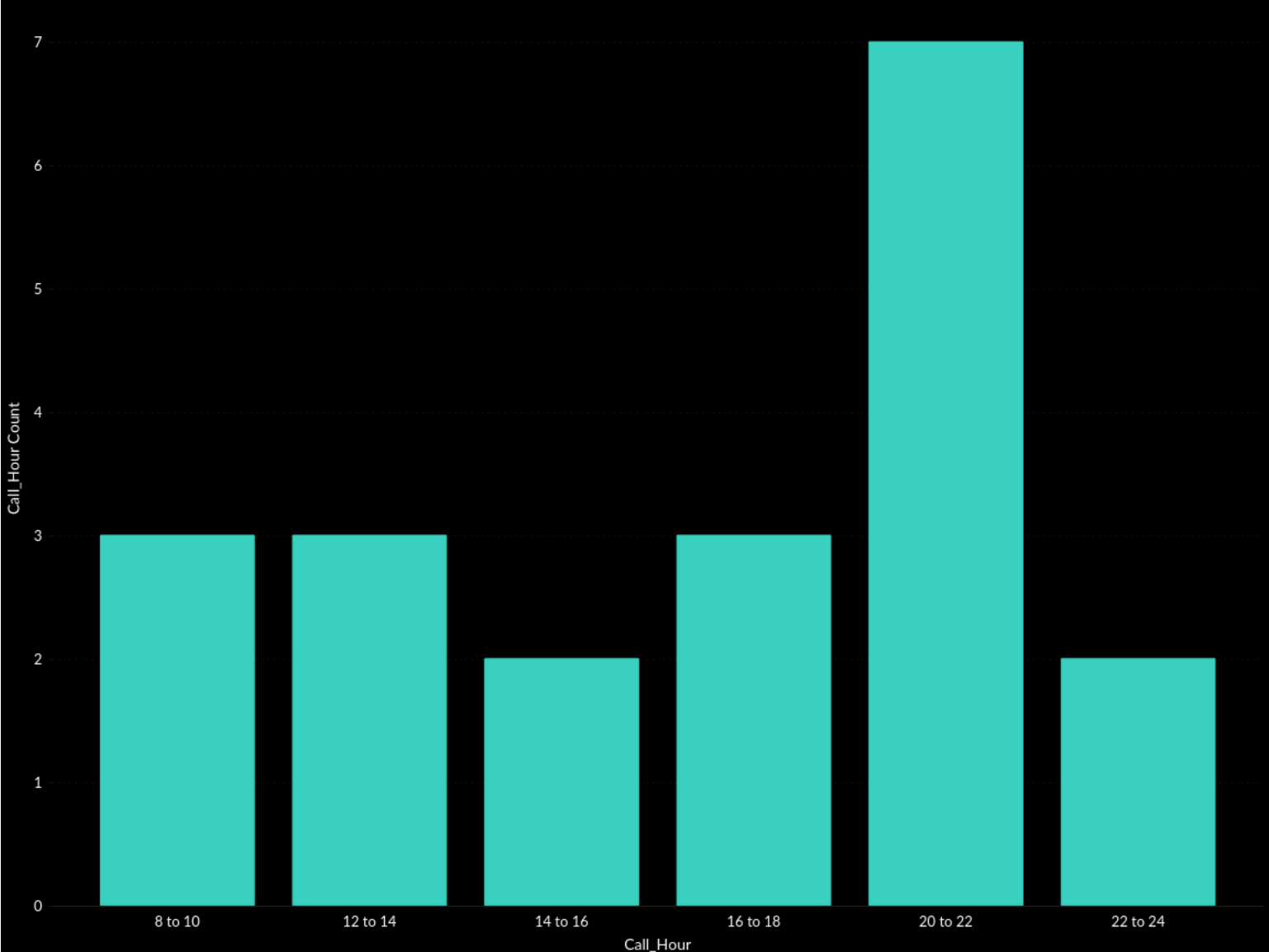
Campaign_Name-wise Call_Hour by Status(1)

Campaign_Name-wise Call_Hour by Status

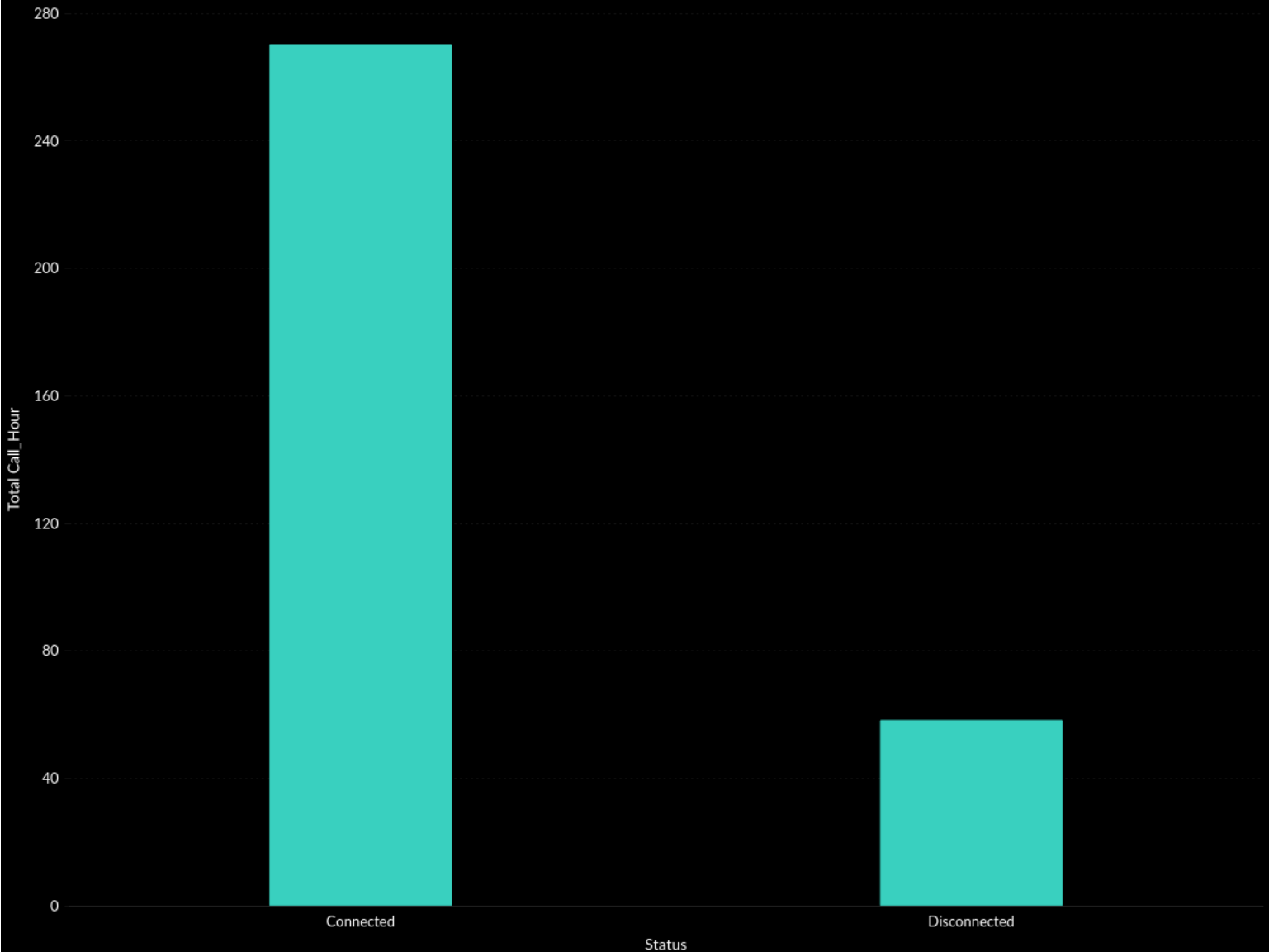


Distribution of Call_Hour over different ranges

Distribution of Call_Hour over different ranges

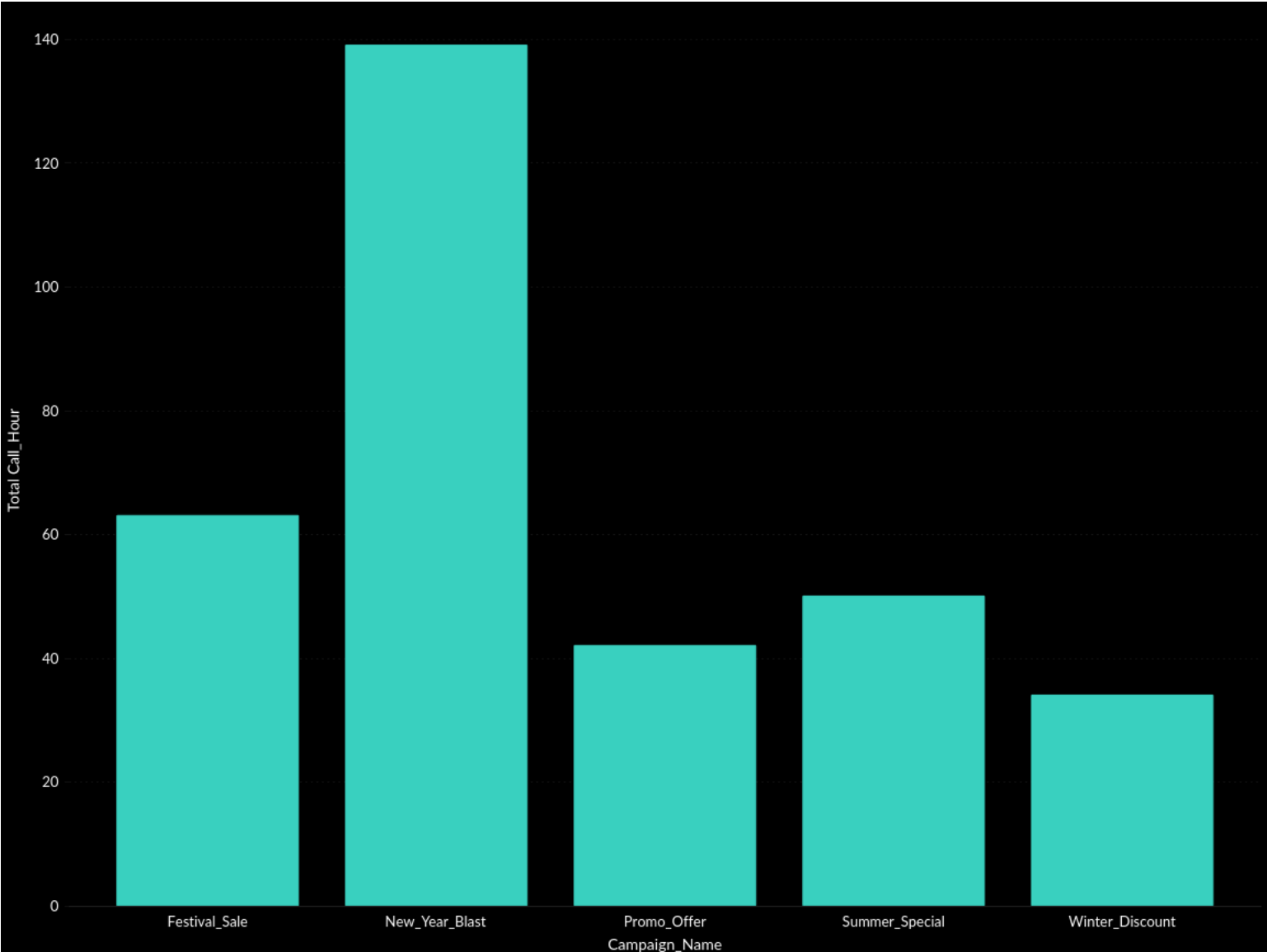


Status-wise Call_Hour
Status-wise split up of Call_Hour



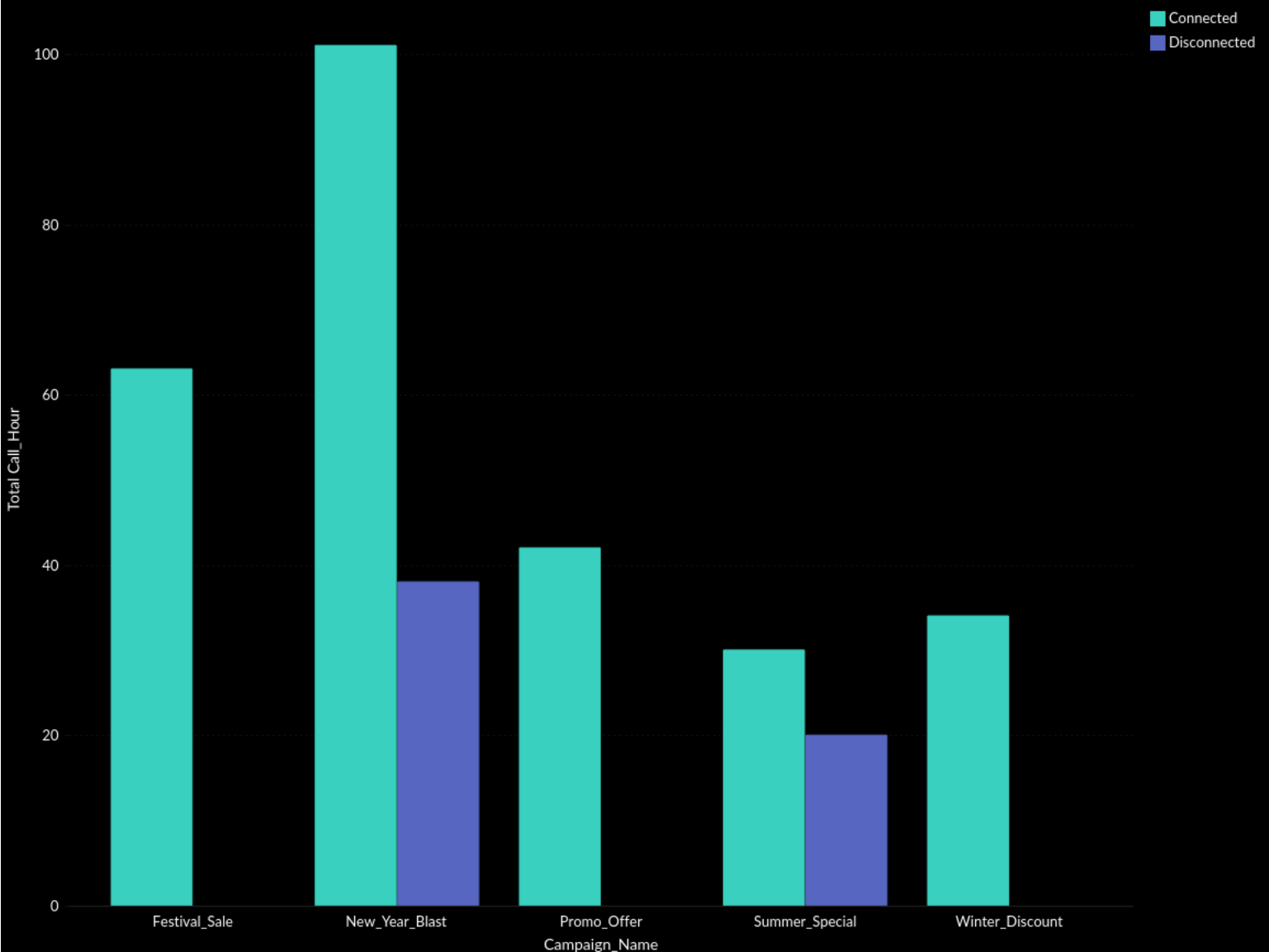
Campaign_Name-wise Call_Hour

Campaign_Name-wise split up of Call_Hour. Average of Call_Hour plotted as Threshold value



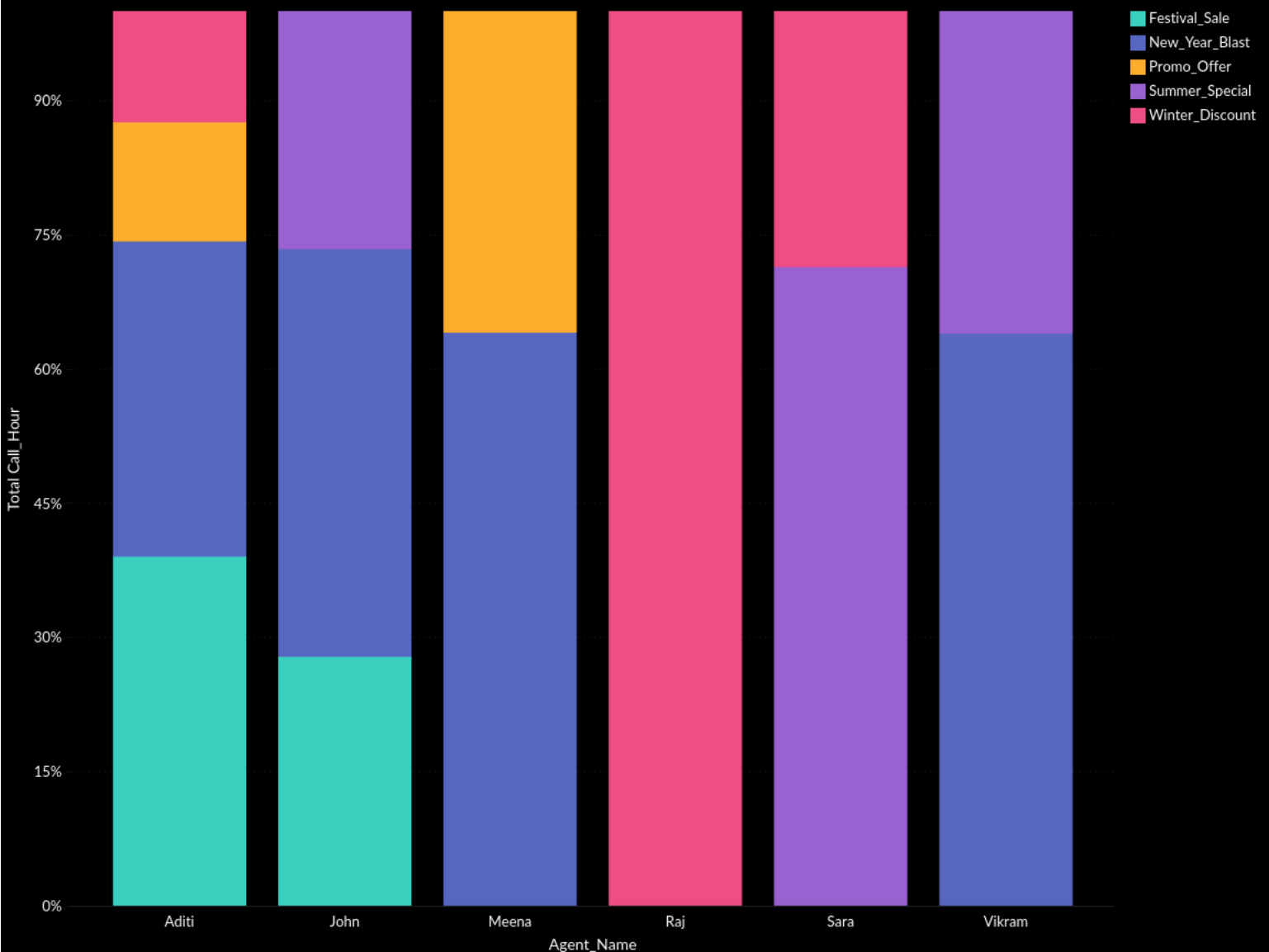
Campaign_Name-wise Call_Hour by Status

Campaign_Name-wise split up of Call_Hour by Status

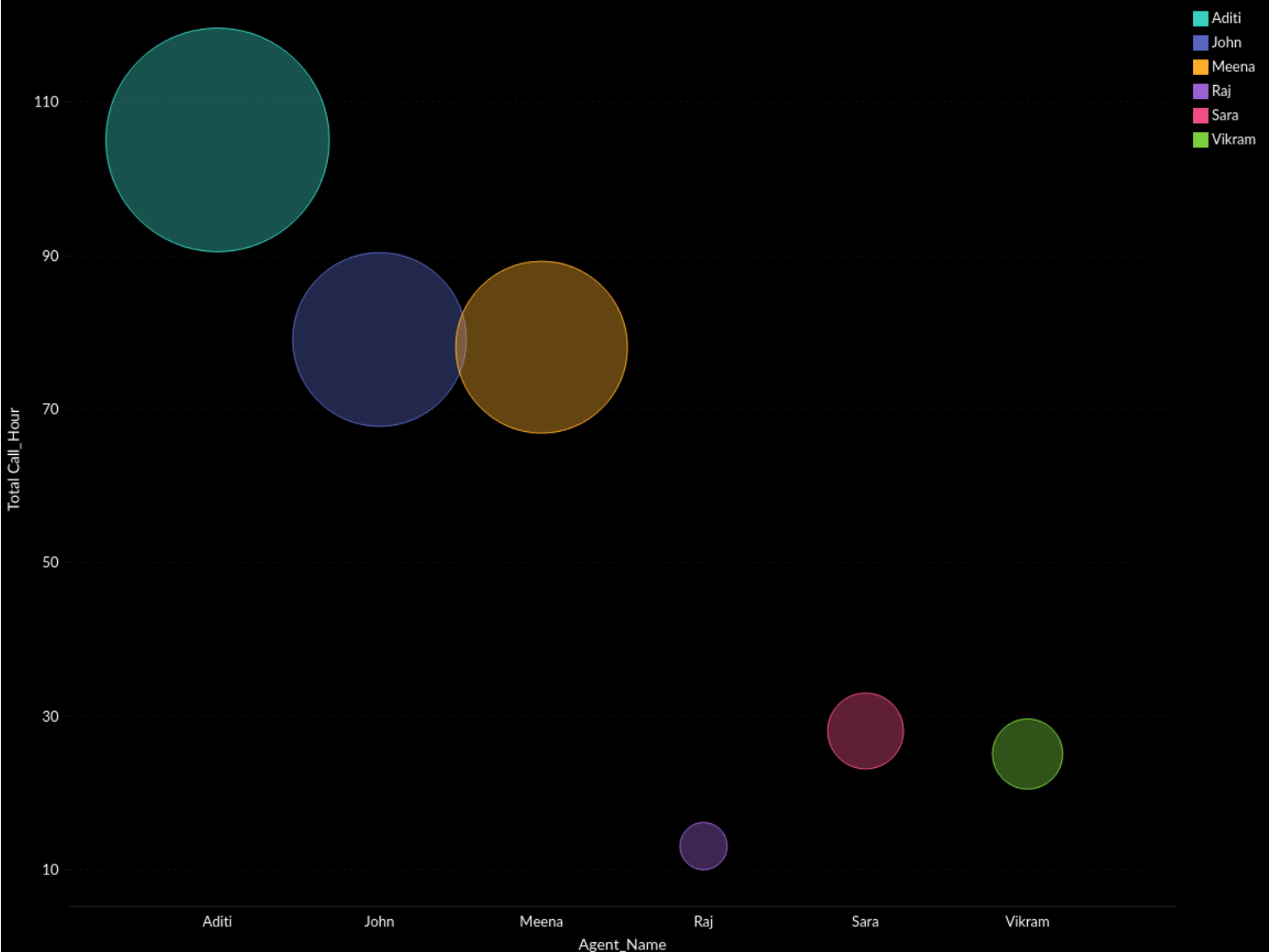


Ratio of Agent_Name-wise Call_Hour by Campaign_Name

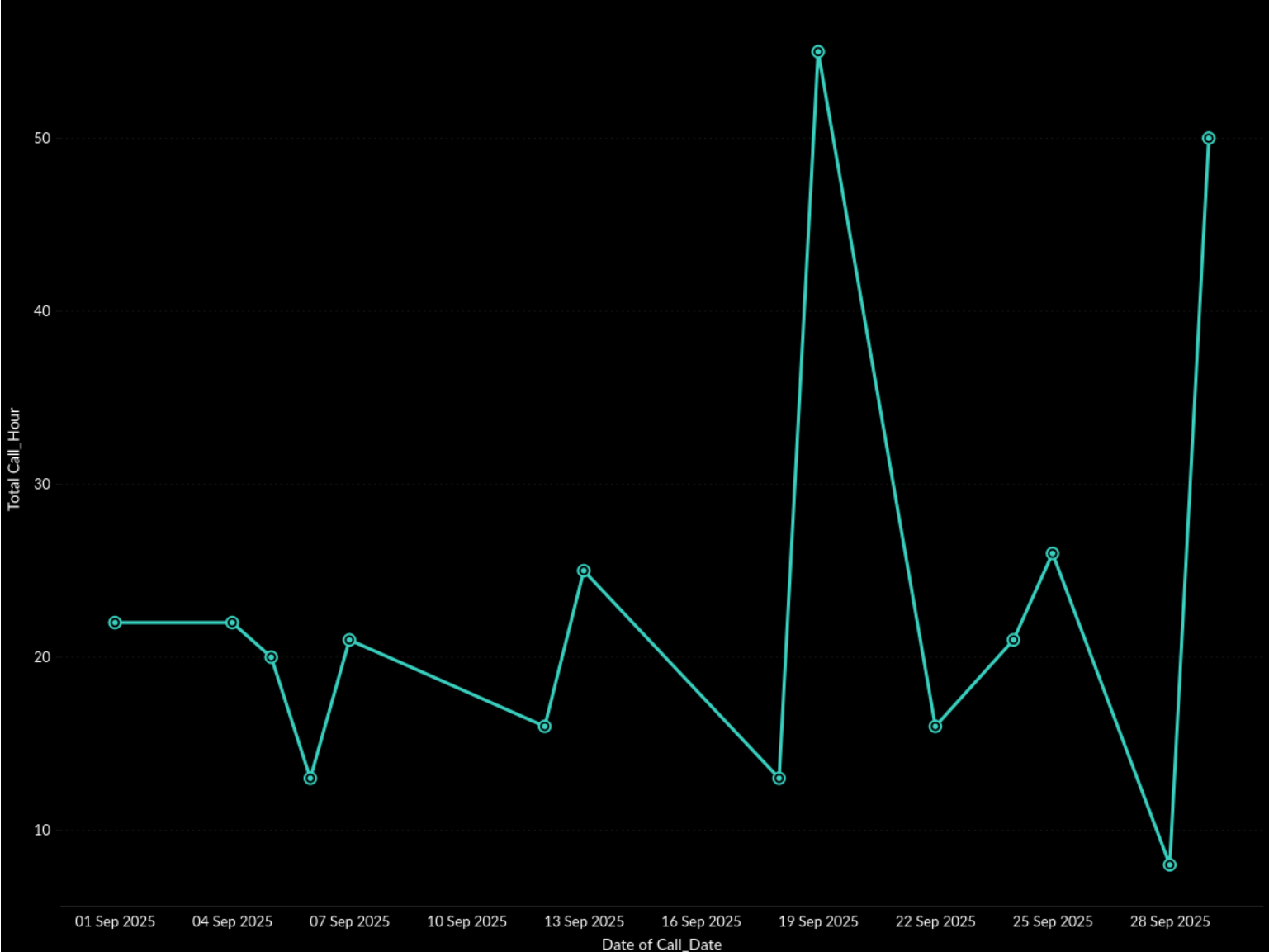
Ratio of Agent_Name-wise split up of Call_Hour by Campaign_Name plotted as a 100% Stacked bar



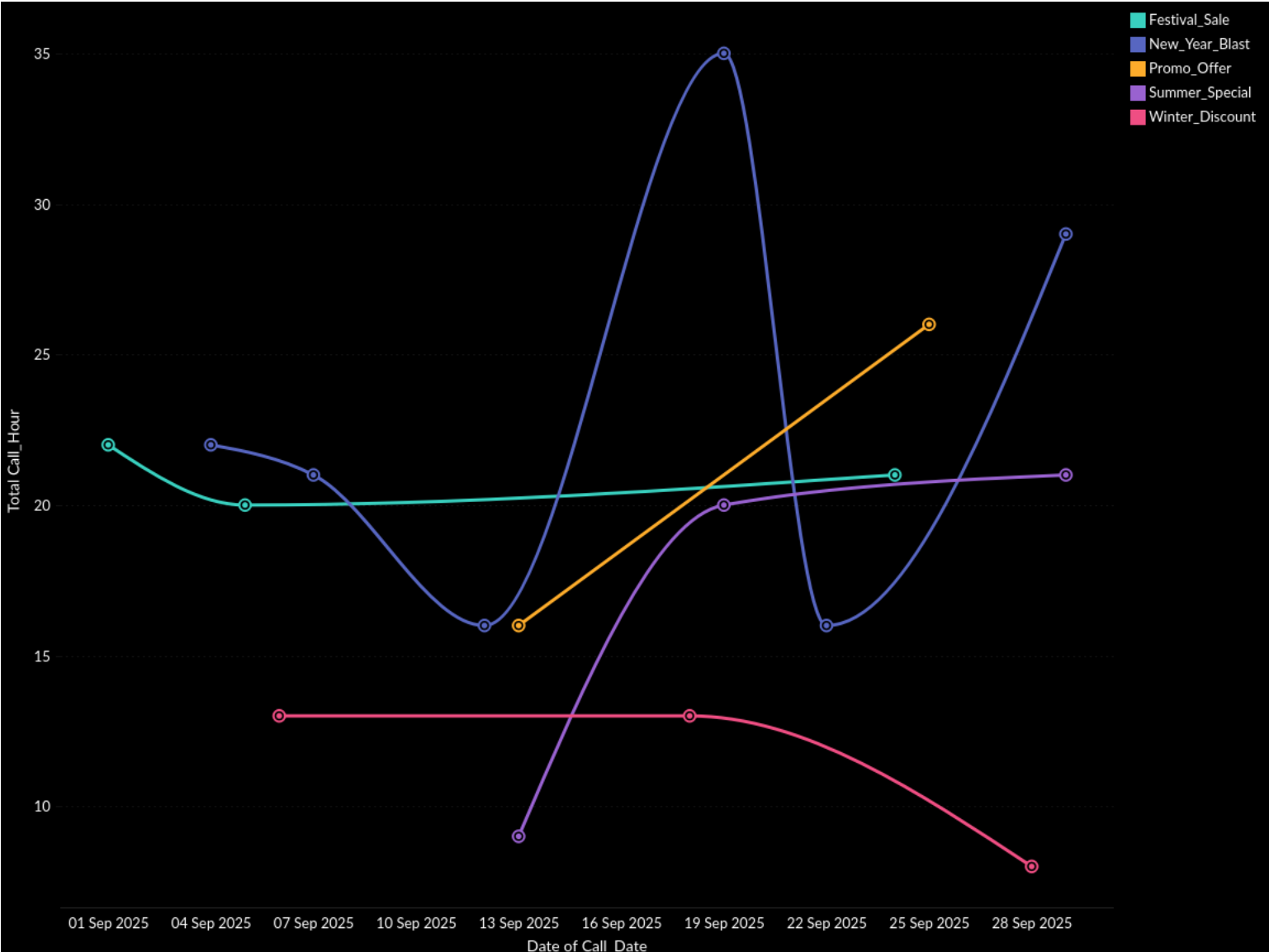
Agent_Name-wise Call_Hour
Agent_Name-wise split up of Call_Hour



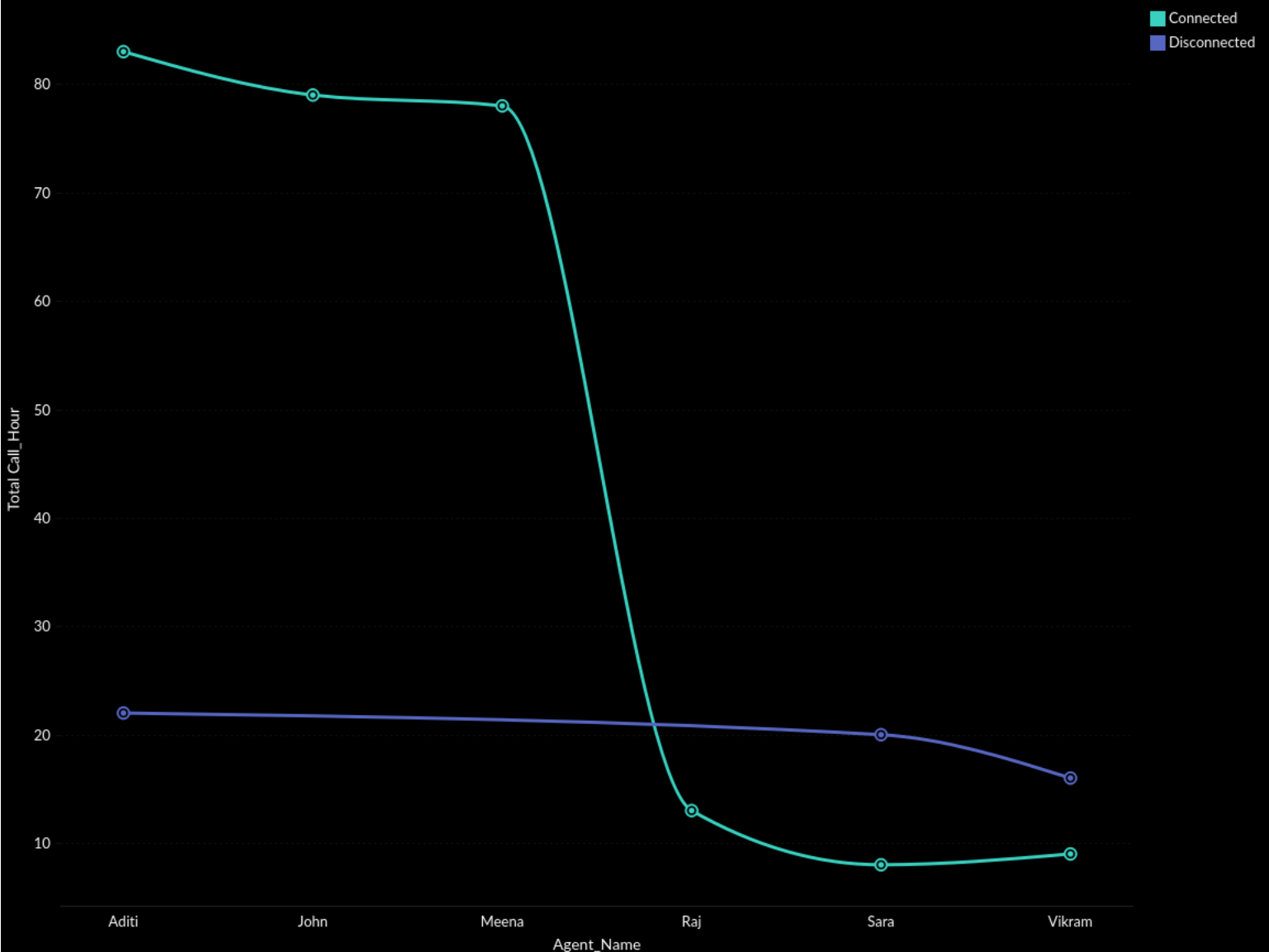
Call_Hour Across each Day
Call_Hour across each Day (based on Call_Date)



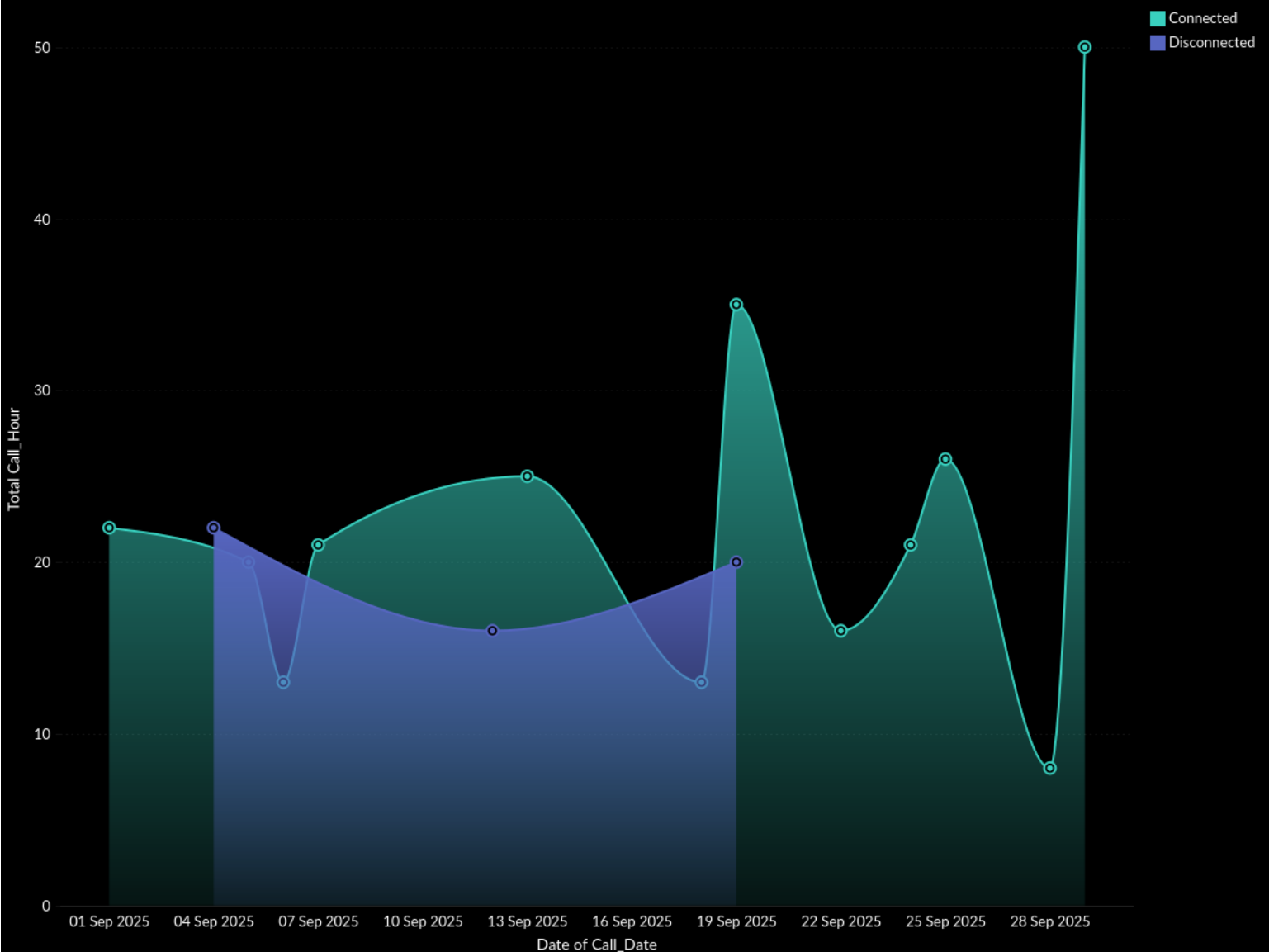
Call_Hour Across each Day by Campaign_Name
Call_Hour across each Day (based on Call_Date) by Campaign_Name



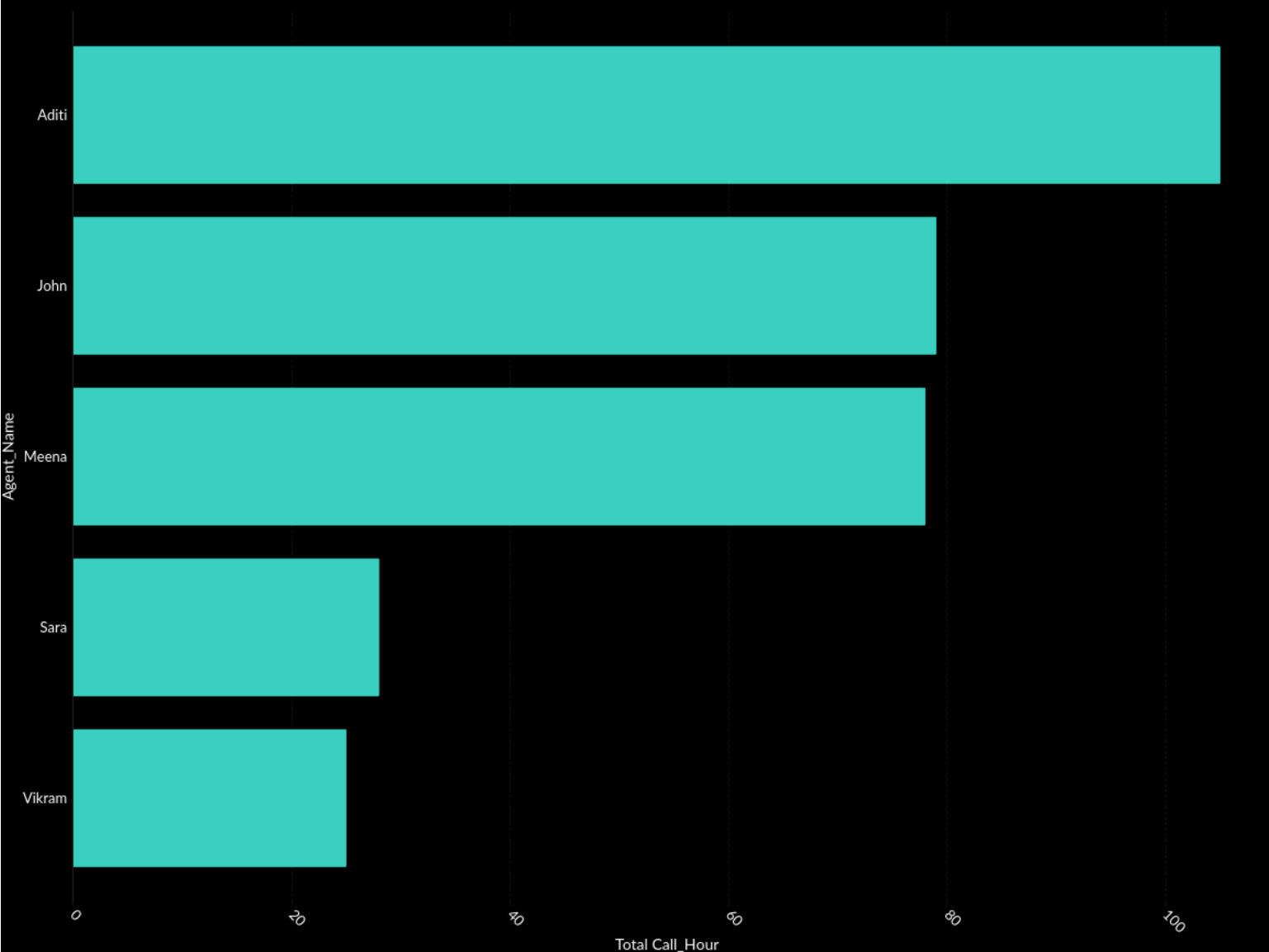
Agent_Name-wise Call_Hour by Status
Agent_Name-wise split up of Call_Hour by Status



Call_Hour Across each Day by Status
Call_Hour across each Day (based on Call_Date) by Status

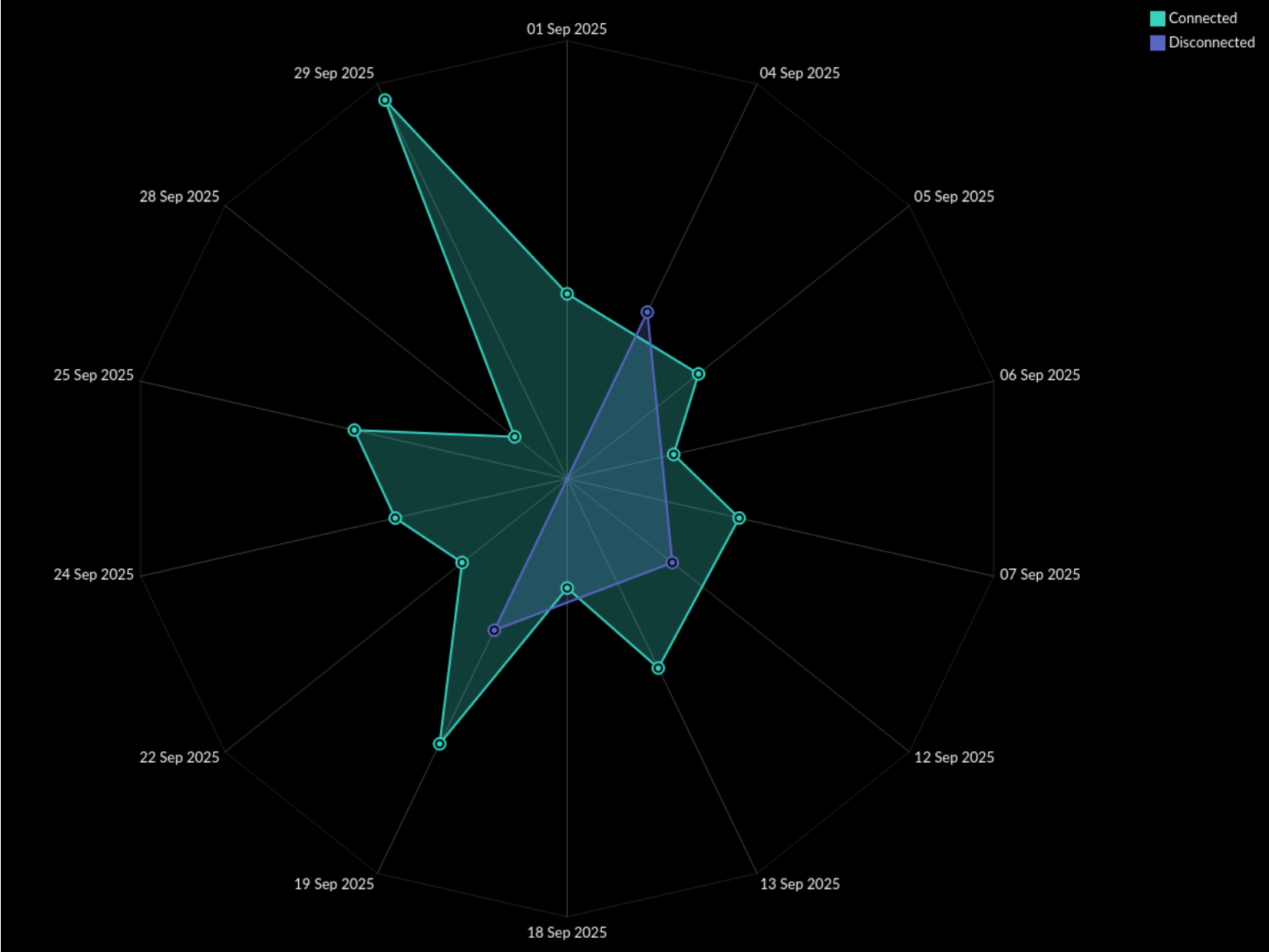


Top 5 Agent_Name by Call_Hour
Top 5 Agent_Name with more Call_Hour



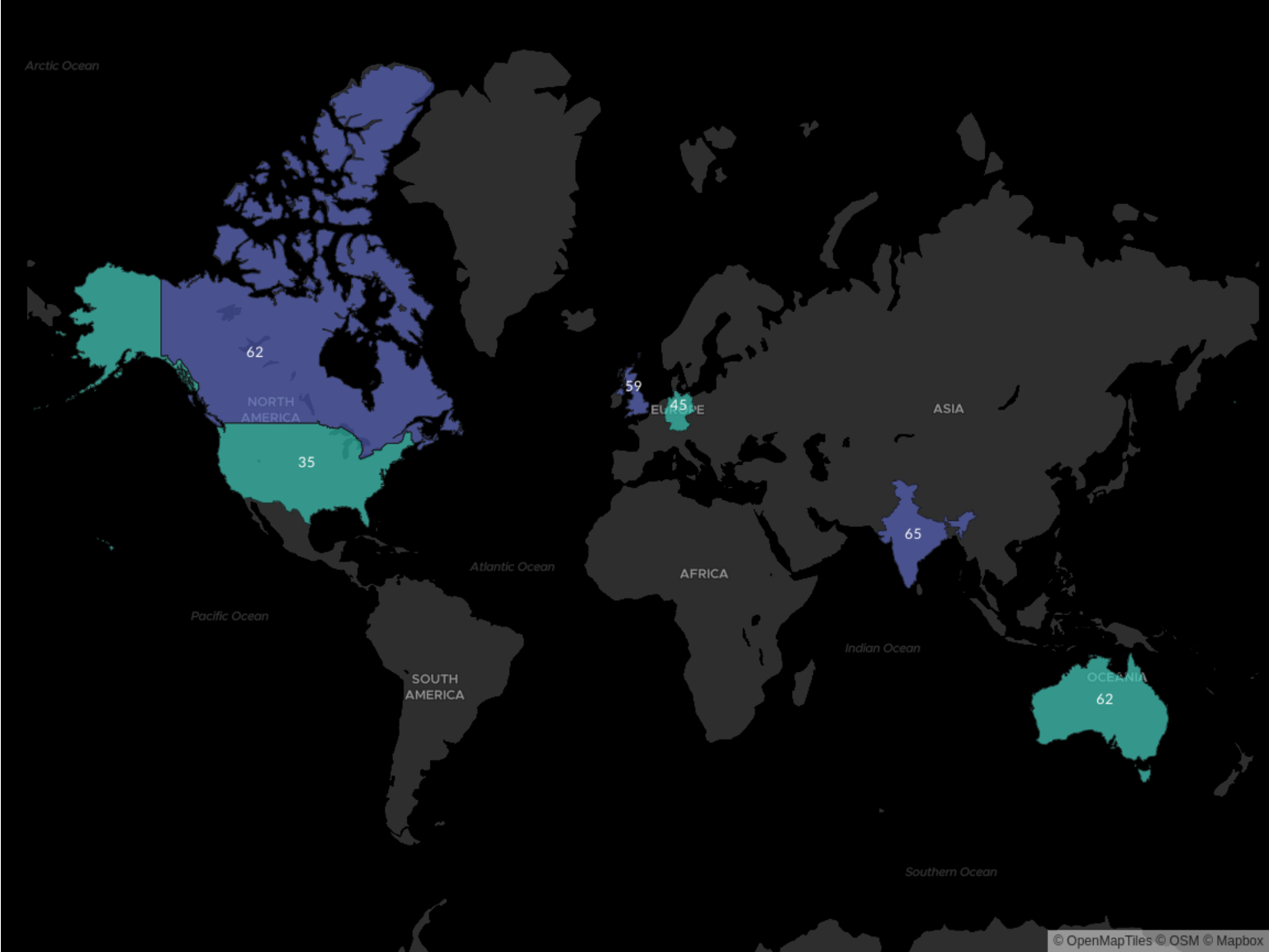
Call_Date-wise Call_Hour by Status

Call_Date-wise split up of Call_Hour by Status



Country-wise Call_Hour

Country-wise split up of Call_Hour



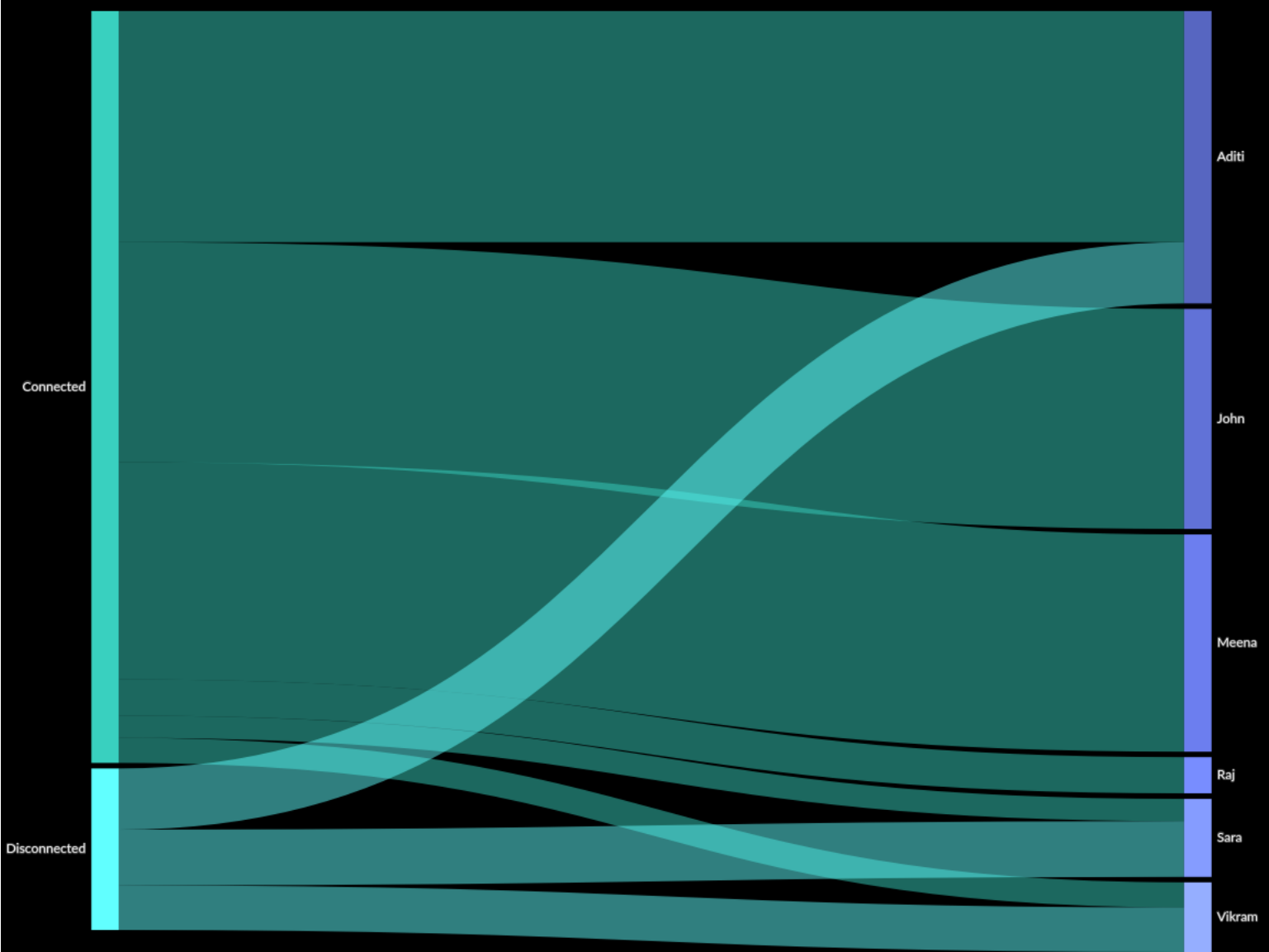
Country-wise Call_Hour by Status

Country-wise split up of Call_Hour by Status



Agent_Name & Status Contribution to Call_Hour

Agent_Name & Status Contribution to Call_Hour



Call_Hour distribution across each Day by Status

Total Call_Hour for each each Day (based on Call_Date) by each Status

Date of Call_Date	Connected	Disconnected	Total Call_Hour
2025-09-01	6.7%	0.0%	6.7%
2025-09-04	0.0%	6.7%	6.7%
2025-09-05	6.1%	0.0%	6.1%
2025-09-06	4.0%	0.0%	4.0%
2025-09-07	6.4%	0.0%	6.4%
2025-09-12	0.0%	4.9%	4.9%
2025-09-13	7.6%	0.0%	7.6%
2025-09-18	4.0%	0.0%	4.0%
2025-09-19	10.7%	6.1%	16.8%
2025-09-22	4.9%	0.0%	4.9%
2025-09-24	6.4%	0.0%	6.4%
2025-09-25	7.9%	0.0%	7.9%
2025-09-28	2.4%	0.0%	2.4%
2025-09-29	15.2%	0.0%	15.2%
Grand Total:	82.3%	17.7%	100.0%

pgsql

Data Sources

dummy_calls_dashboard_dataset.csv Imported Successfully

Uploaded On: 18-Sep-2025

Rows: 500 Columns: 8

Dashboard Design Documentation

1. Chart Selection

- Bar Charts: Used for comparisons across Agents, Countries, and Campaigns.
- Line Charts: Plotted for Call Hours across different Dates to highlight time trends.
- Pie/Donut Charts: Show proportions of Connected vs Disconnected Calls (Connectivity Rate).
- Stacked Bar Charts: Used for Agent-wise contribution within each Campaign and Status distribution.
- Tables with Drill-downs: Enable deeper exploration by Agent → Campaign → Date.

2. Color Scheme

- Green → Connected Calls (positive outcome).
- Red → Disconnected Calls (negative outcome).
- Blue → Overall trends and totals.
- Orange/Yellow → Campaign-specific KPIs.

Consistent use of these colors across all charts ensures clarity and prevents confusion.

3. Layout Design

- Top Section (KPIs): Connectivity Rate, Total Connected Calls, Total Disconnected Calls, and Total Call Hours.
- Middle Section (Trends & Comparisons): Line charts for Call Hours over time, Campaign-wise comparisons.
- Bottom Section (Filters & Exploration): Interactive filters by Agent, Country, Call Date, Call Hour, Campaign. Comparative charts like Country vs Campaign performance are also placed here.

4. Storytelling Approach

- The dashboard follows a logical flow:
 1. Start with KPIs → Snapshot of overall performance.
 2. Drill into Trends → Fluctuations across time, highlighting peaks and problem periods.
 3. Zoom into Details → Agent-wise and campaign-wise performance to identify top/bottom contributors.
 4. Comparative Insights → Country and campaign breakdowns for cross-market performance analysis.

This structure ensures decision-makers can go from "What happened?" → "When did it happen?" → "Why did it happen?"

■ This design ensures clarity, accuracy, and relevance while supporting quick insights for decision-making.