**Driving Improvements through Actionable Insights: Call Center Performance Dashboard**

1. **Project Problem Statement:**

The call centre is experiencing long wait times and low-resolution rates for customer calls. This results in poor customer satisfaction and potential loss of business.

1. **Project Obstacles/Complications:**

* Large call volume resulting in long wait times
* Inefficient call routing and assignment
* Lack of sufficient staff during peak times
* Agents lack skills/tools to quickly resolve issues

1. **Approach Adopted:**

* Analyze call volume patterns to identify peak demand times
* Review agent scheduling to ensure proper staffing levels
* Evaluate agent performance metrics to identify training opportunities
* Use the PowerBI dashboard to visualize key metrics for insights

1. **Techniques and Tools:**

* Power BI Desktop used to import and analyze call data
* Interactive dashboard created to visualize key metrics
* DAX used to calculate percentages, and averages, create new metrics

1. **Analysis:**

* Call volume highest in January with over 2,000 calls
* 81% of calls answered, but only 73% resolved
* Average speed of answer is 67.5 seconds
* Satisfaction ranges from 3.33 to 3.47 out of 5
* Top agents are Dan, Martha, and Joe based on calls answered, resolved, and satisfaction

1. **Business recommendations based on insights :**

* Increase staffing by 10% during January to reduce wait times
* Implement targeted training for agents scoring below average on satisfaction/resolution
* Configure call routing to balance volume across highest-performing agents
* Expand self-service options to lower easy-to-resolve call volume

1. **Conclusion:**

Improving call canter operations will require a combination of better scheduling, training, and tools for agents. The Power BI dashboard provides visibility into current performance and will enable tracking progress on initiatives to improve customer satisfaction.