

Consumer Complaints Insights Report

Introduction to the Dataset

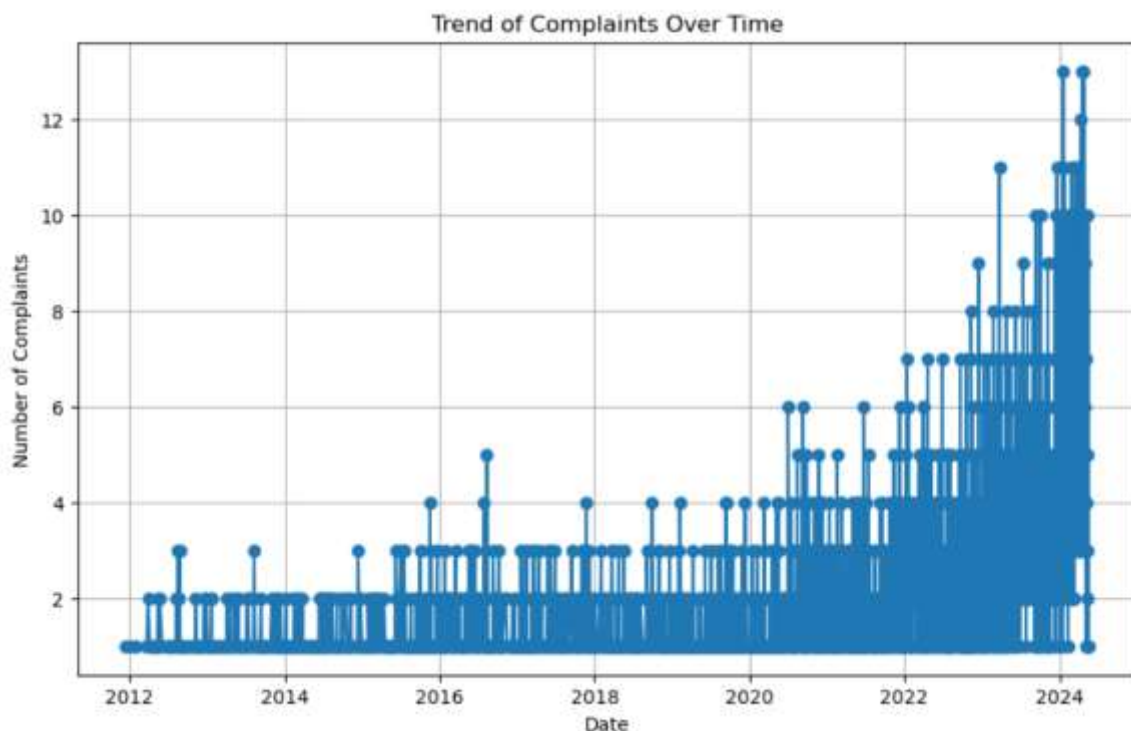
The dataset under consideration comprises consumer complaints received by a certain entity, encompassing various aspects of consumer interactions with companies. This dataset, although a representative subset due to memory constraints, offers valuable insights into consumer behaviour, company responses, and prevailing issues in consumer markets. The dataset includes several key attributes, including the date of complaint receipt, details about the product and sub-product involved, the specific issue raised by the consumer, the state and ZIP code of the consumer, along with additional metadata such as tags, submission method, and company response timelines. The objective of this report is to analyse and derive meaningful insights from this dataset, shedding light on consumer complaint patterns, company responsiveness, geographical variations, and potential correlations between complaint attributes.

Analysis of Consumer Complaints

In our analysis of consumer complaints data, we explored various insights to gain a comprehensive understanding of consumer sentiments and experiences. Let's delve into the key findings:

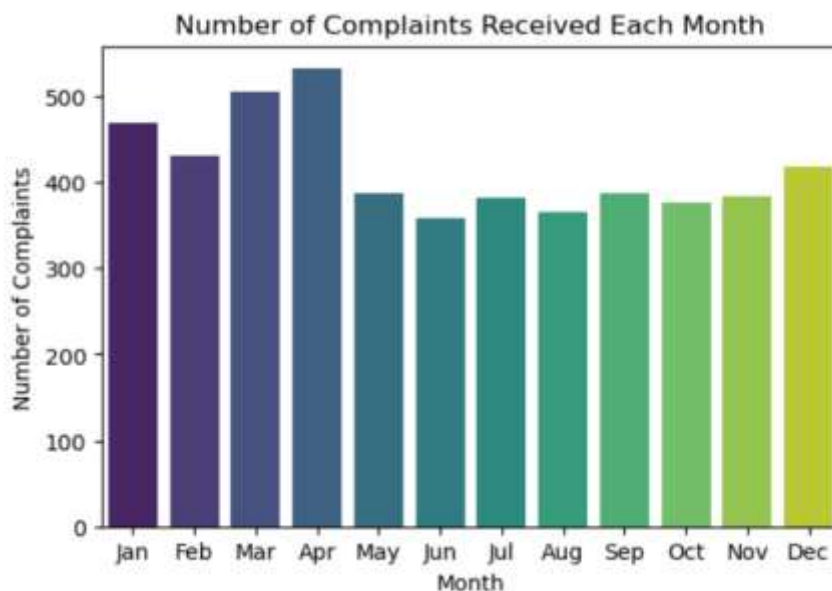
Trend of Complaints Over Time:

We initiated our analysis by scrutinizing the temporal trend of consumer complaints. Through visualization of the monthly complaint volumes, we observed a progressive increase in the number of grievances over time. This examination allowed us to discern fluctuations and potential patterns in consumer dissatisfaction throughout the duration covered by the dataset.



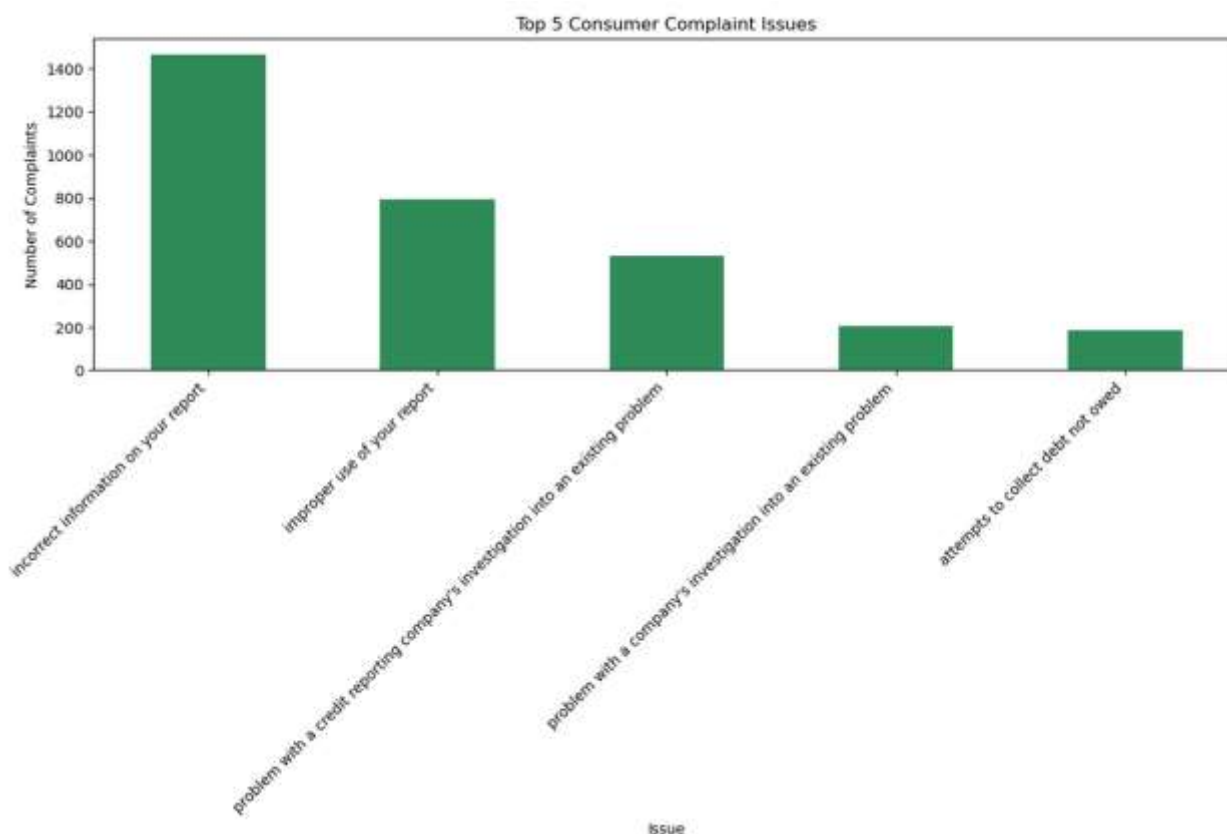
Number of Complaints Received Each Month:

Upon completion of this analysis, we were able to ascertain the months with the highest number of complaints, in decreasing order, were April, March, January, February, December, May, September, July, November, October, August, and June. This observation prompts further exploration into potential correlations with external factors or industry events, shedding light on underlying trends in consumer grievances.



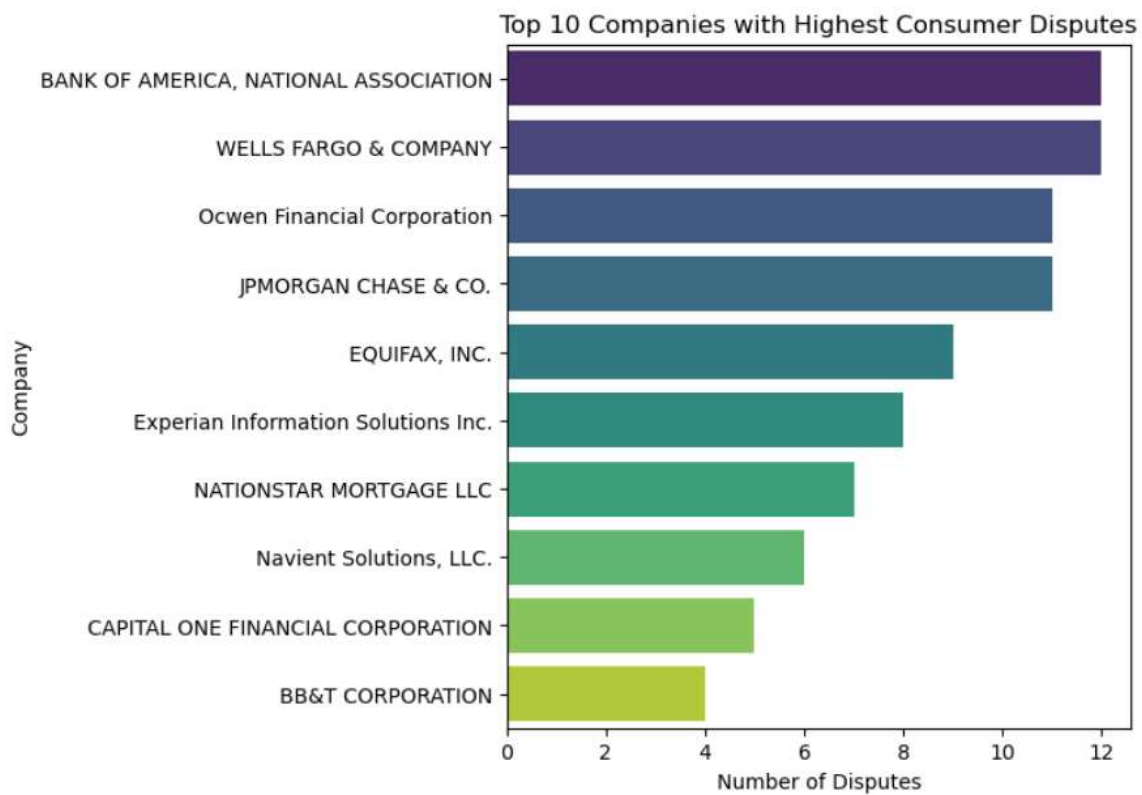
Top 5 Consumer Complaint Issues:

Next, we identified the top five consumer complaint issues, shedding light on the most prevalent concerns among consumers. By understanding these primary issues, businesses can prioritize areas for improvement and better address consumer needs.



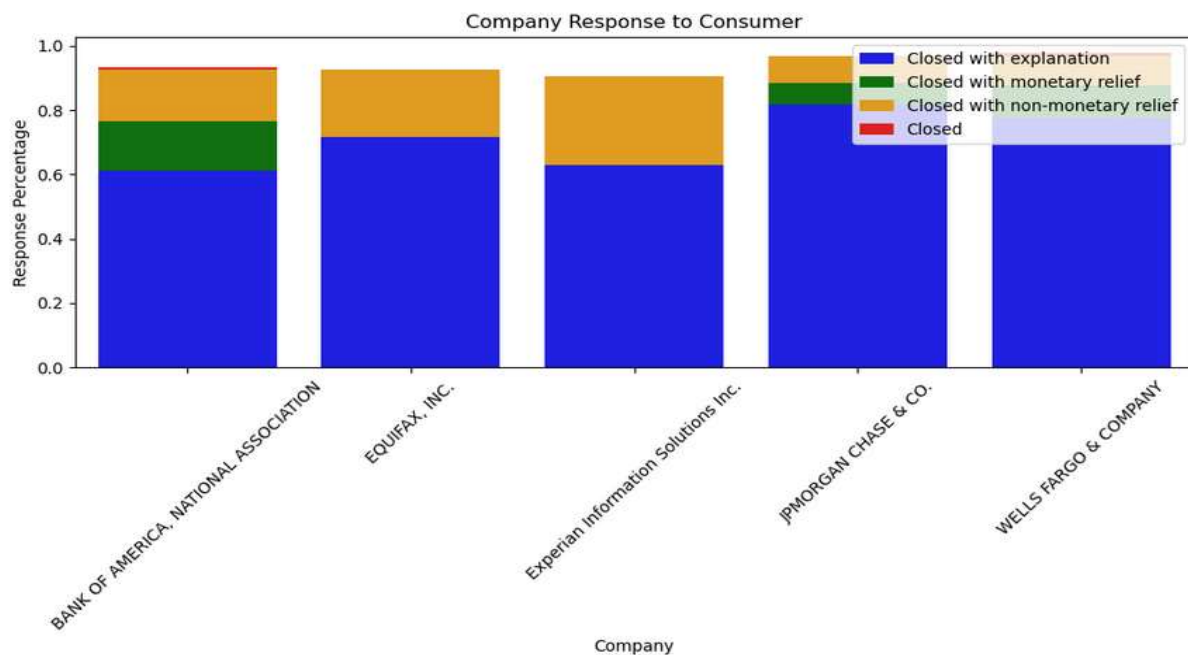
Top 10 Companies with Highest Consumer Disputes:

We also explored the companies with the highest number of consumer disputes, providing insights into areas where consumer dissatisfaction may be more pronounced.



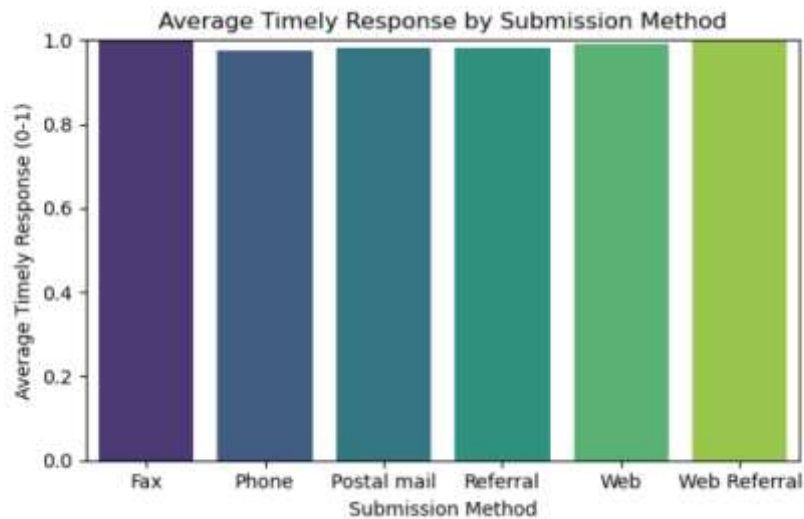
Response of the Top 5 Companies with Highest Disputes:

To gauge the effectiveness of companies in addressing consumer disputes, we analysed the responses of the top five companies with the highest number of disputes. Understanding how these companies handle consumer concerns can inform strategies for enhancing customer satisfaction and loyalty.



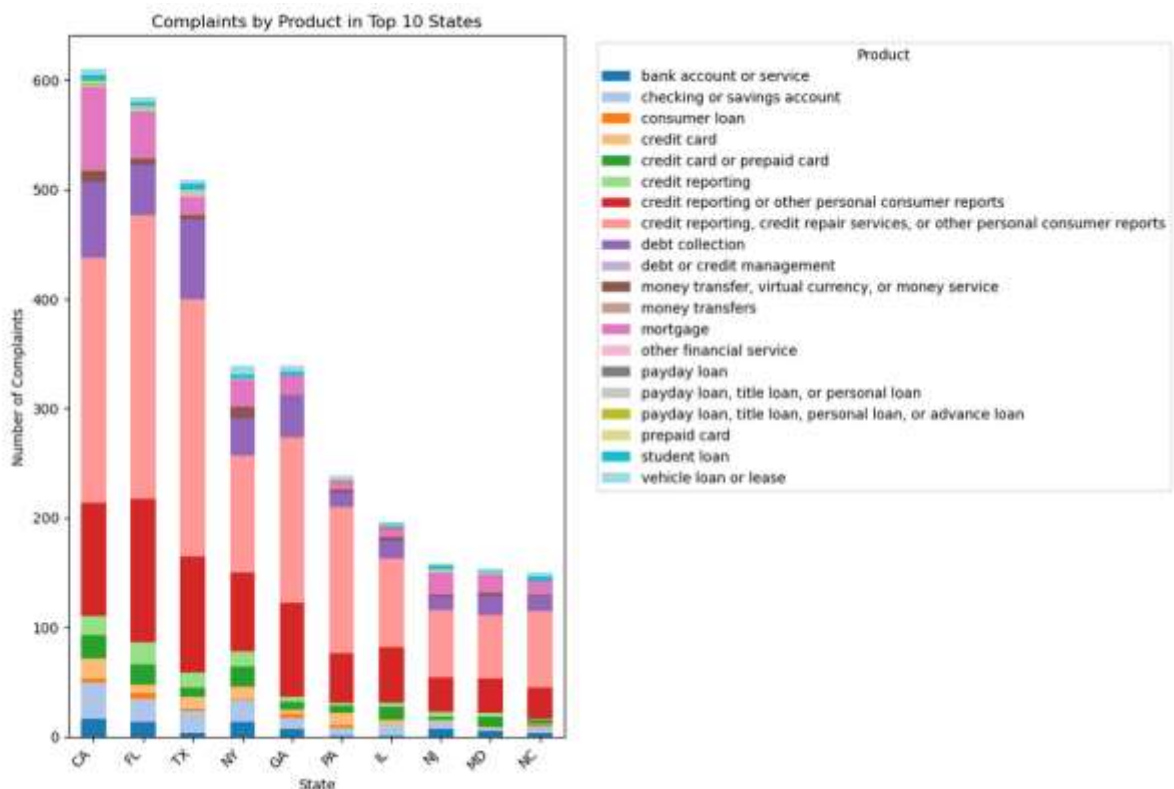
Average Timely Response by Submission Method:

By examining the average timely response based on submission methods, we evaluated the efficiency of different communication channels in facilitating timely resolutions. This insight can guide businesses in optimizing their customer service processes.



Top 5 Products of Complaints in Top 5 States:

Lastly, we explored the top five products of complaints in the top five states, providing localized insights into consumer preferences and concerns across different regions.



Conclusion:

In conclusion, our analysis of consumer complaints data provided valuable insights into consumer sentiments, preferences, and areas for improvement. By leveraging these insights, businesses can enhance their products, services, and customer support processes to better meet the needs and expectations of consumers.