

Indian Banks Reviews

I. Project Planning & Management

A. Objective:

Develop an interactive Power BI dashboard that provides a clear overview of customer perceptions across major Indian banks, helping stakeholders understand satisfaction levels, identify service gaps, and enhance overall banking experiences.

B. Scope:

- **Overall Overview:** Display key metrics such as total reviews, average ratings, and customer opinions summary.
- **Bank Comparison:** Compare major banks based on performance indicators like service quality and customer satisfaction.
- **Service Quality:** Evaluate how well each bank meets customer expectations across different service dimensions.
- **Review Insights:** Analyze customer feedback to identify common themes, recurring issues, and positive highlights.
- **Trends Over Time:** Monitor how ratings, opinions, and review activity evolve over time to detect performance patterns.

C. Project Plan:

Phase	Task	Duration	Milestone
1 – Data Selection	Select an appropriate dataset to be used for analysis and visualization	Week 1	Dataset selected
2 – Data Cleaning & Transformation	Clean and preprocess the data by removing duplicates, handling missing values, and creating additional analytical columns	Week 2	Cleaned and enhanced dataset ready

Phase	Task	Duration	Milestone
3 – Data Modeling	Develop a star schema by organizing data into fact and dimension tables	Week 3	Data model structured
4 – Data Analysis & Metrics Creation	Generate analytical measures and identify key insights such as satisfaction levels and service patterns	Week 4	Key insights identified
5 – Dashboard Development	Design and build an interactive Power BI dashboard with relevant visuals and KPIs	Week 5	First version of dashboard
6 – Review & Refinement	Validate data accuracy, optimize visuals, and finalize dashboard presentation	Week 6	Final dashboard ready
7 – Presentation & Documentation	Document the process, summarize findings, and present the final results	Week 7	Project completed

- **Resources: Power BI, Excel**

- **Task Assignment & Roles:**

- **Data Selection:** All team members
- **Data Cleaning & Transformation:** All team members
- **Data Modeling:** All team members
- **Data Analysis & Metrics Creation:** All team members
- **Dashboard Development:** All team members
- **Review & Refinement:** All team members
- **Presentation & Documentation:** All team members

D. Risk Assessment & Mitigation Plan:

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| 1- Data Inconsistency | Conduct thorough validation and data cleaning to maintain accuracy and reliability. |
| 2- Performance Issues | Implement a well-structured star schema and efficient DAX measures to enhance performance. |

3- Visualization Overload	Design clear, focused visuals to emphasize key insights and maintain readability.
4- Misinterpretation of Results	Include descriptive labels, legends, and tooltips to ensure clarity and accurate interpretation.
5- Unbalanced Data Distribution	Recognize variations in review counts among banks when analyzing and presenting comparisons.

E. KPIs:

Total Reviews, Average Rating, Average Word Count, Number of Cities, Total Engagement, Influential Reviews, Service Quality Distribution, Top 5 Banks by Rating, Ratings vs. Reviews Trends.

II. Dataset Overview:

The **Indian Banks Reviews dataset** contains 3,000 customer reviews from major Indian banks.

Column Name	Description
Address	Geographical location provided by the reviewer.
Bank	Name of the bank being reviewed.
BankID	Unique identifier assigned to each bank.
Bank Image	URL link to the bank's logo or visual identity.
City	Standardized city name extracted from the address.
CityID	Unique identifier assigned to each city.

Column Name	Description
Date	Date value from the generated Date dimension table (DimDate) used for linking time-based data.
DateID	Unique identifier for each date in the DimDate table (primary key).
Influential Review	Indicates whether a review's <i>Useful Count</i> exceeds the 75th percentile (Yes/No).
Rating	Numeric rating given by the reviewer (e.g., 1–5).
Rating Categories	Classifies reviews as <i>Positive</i> , <i>Neutral</i> , or <i>Negative</i> based on rating values.
RatingID	Unique identifier assigned to each rating record.
Rating Title by User	Descriptive label or title for the rating (e.g., “Excellent”, “Poor”).
Reviewer	Name or identifier of the person who wrote the review.
ReviewerID	Unique identifier assigned to each reviewer.
Review	Full text of the customer's review describing their experience.
ReviewDate	The actual date when the review was posted (fact table field).
ReviewDateID	Foreign key linking each review to the corresponding date in the DimDate table.
ReviewID	Unique identifier assigned to each review.
Review Title by User	Short title summarizing the review content.
Review Title Word Count	Number of words in the review title.

Column Name	Description
Review Word Count	Number of words in the full review text.
Service Quality	Categorizes service as <i>Bad</i> , <i>Good</i> , or <i>Excellent</i> based on rating thresholds.
Useful Count	Number of users who found the review helpful.