

# Rounika Das - Advanced Project Case Study

## Project: Customer Inquiry Volume Forecast & Staffing Plan

Company: Amazon

Timeline: Jan 2024 - Feb 2024

Tools Used: Excel, Forecasting Functions, Charts, Conditional Formatting

### Context

Customer inquiry volumes vary drastically during seasonal campaigns and promotions at Amazon. Manual shift planning led to agent underutilization or missed SLAs.

### Problem Statement

The existing shift scheduling process was reactive and didn't account for forecasted volume trends, resulting in overstaffing or long wait times.

### Solution

I collected and analyzed daily inquiry volumes over a 30-day period and used Excel formulas and conditional logic to forecast future trends. A forecast model and dashboard were created to guide staffing decisions.

### Impact

The proposed staffing plan helped simulate a 10% reduction in overstaffing and aligned agents better with actual inquiry load during promotional weeks.

### Key Contributions:

- Created time series trend line using Excel's average and forecast formulas.
- Visualized inquiry peaks and adjusted recommended staffing hours.
- Improved SLA alignment through daily breakdowns of peak times.
- Presented summary dashboard for operational decision-makers.

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## Visual: Project Chart

