



Call Centre Dashboard Summary – 2025

1. Overall Performance

- **Total Calls Handled:** 1,000
 - **Total Revenue Generated:** \$96,688
 - **Total Call Duration:** 89,850 units (likely seconds/minutes)
 - **Average Rating:** ★ 4.0
 - **Happy Callers:** 307 (approx. 30.7% of total callers)
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2. 🕒 Call Trend & Timing

- **Peak Day: Saturday (38 calls)**
 - **Lowest Day: Monday (22 calls)**
 - **Consistent Call Volume** on weekdays (Tuesday–Friday: 27 calls each)
 - Opportunity: **Boost activity on low-call days** through campaigns or staff rotation.
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3. 👤 Gender-Based Call Distribution

- **Cincinnati:** Balanced – 132 female / 144 male
 - **Cleveland:** Female-dominated – 63 female / 326 male
 - **Columbus:** Male-dominated – 129 female / 206 male
 - Opportunity: Tailor communication tone or promotions based on caller demographics.
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4. ★ Customer Ratings

- Majority of ratings are **4 stars**, followed by **5 stars**, indicating overall satisfaction.
- Minimal complaints (few 2-star ratings), which reflects well on service quality.
- **Opportunity:** Analyze 3-star rating patterns for service improvement areas.

5. Agent/Representative Performance

- **Top Performers by Calls:**
 - R02: 218 calls
 - R03: 207 calls
 - R05: 200 calls
- **Top Performers by Revenue:**
 - R03: \$20.9k
 - R02: \$20.6k
 - R05: \$20.2k
- **Lowest Performer (Revenue):** R04 – \$16.7k

📌 **R05:** Balanced performer (3rd in both calls & amount) with 20% call share.

6. 🗺️ City-Wise Revenue Contribution

- **Top Revenue Cities:**
 - Cleveland: C0007 (\$1,598), C0010 (\$1,255), C0013 (\$1,863)
 - Columbus: C0006 (\$1,722), C0014 (\$1,363)
 - **Opportunity:** Consider boosting engagement in Cincinnati, which lags slightly behind others.
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