

ABC CALL VOLUME TREND ANALYSIS

PROJECT DESCRIPTION:

- In the given project we have to calculate the average call duration and total number of call per hour
- We had to propose a manpower plan required during each time bucket and reduce the abandon rate to 10%
- We also have to propose a manpower plan when calls are received across the 24 hours.

APPROACH:

- Data cleaning* and understanding the data set
- Understanding the required insight
- Making pivot tables and/or using formulas and functions to find the required insight
- Making Charts for better Visualisation

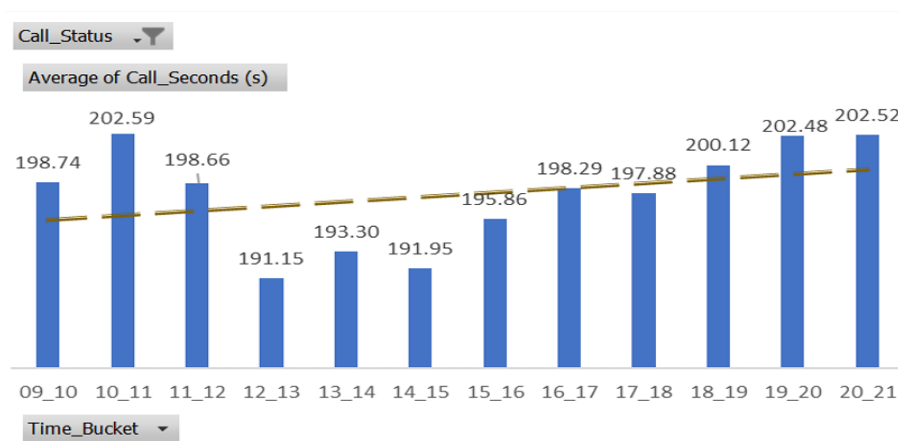
TECH STACK USED:

- I used Excel for the given project
- It is a fairly powerful tool and can analyse the dataset of this size and pivot table and its formulas & functions assist in deep analysis
- The charts provided excel helps in efficient data visualisation
- Many Tables and Visualisation can be seen in the excel sheets , this is the table of contents of the excel sheet

INSIGHTS

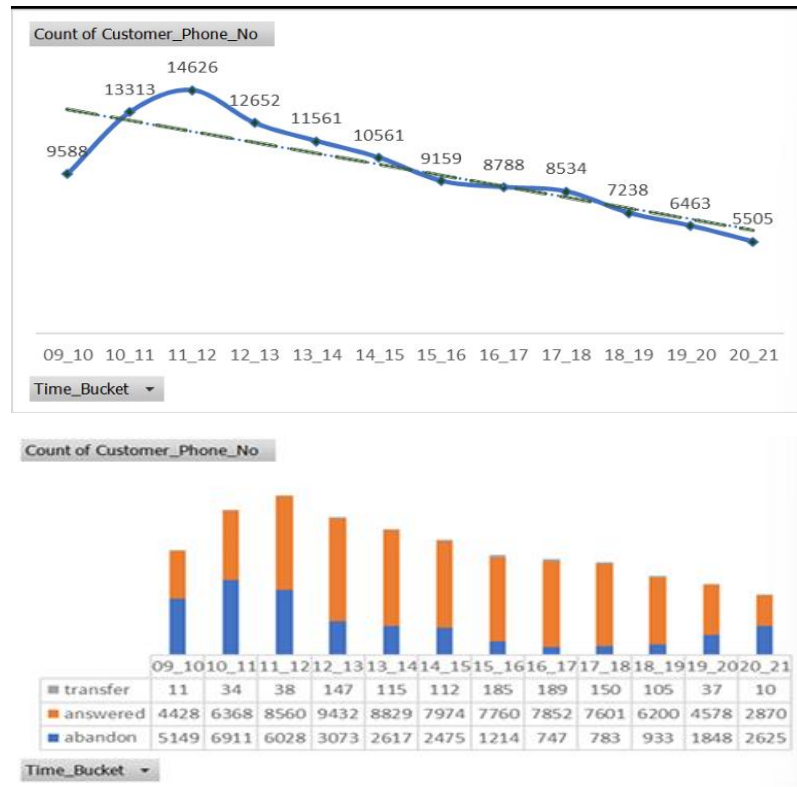
AVERAGE CALL TIME IN EACH TIME BUCKET

- An Overall Increasing Trend from 9am to 9pm with average duration of 196.96 seconds
- lowest during 12pm to 1pm slot followed by 2pm to 3pm then 1pm to 2pm
- Longest duration during 10am to 11am followed by 8pm to 9pm then 7pm to 8pm
- In morning hours from 9 am to 12 pm and from 6pm to 9pm the call duration is highest



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- The Call volume follows a left skewed bell curve, with the 9588 at 9am to 10am peaking at 11 to 12 with 14626 then continuously declining to 5505 in 8pm to 9pm slot
- Overall decreasing trend is followed
- During the initial number of hours large number of calls are abandoned, and during the last hour large number of calls are abandoned in comparison to the call answered
- During the day more than 11 lakhs calls are received



MANPOWER PLAN

Given Assumption: An agent work for 6 days a week; On an average total unplanned leaves per agent is 4 days a month; An agent total working hrs is 9 Hrs out of which 1.5 Hrs goes into lunch and snacks in the office. On average an agent occupied for 60% of his total actual working Hrs (i.e.60% of 7.5 Hrs) on call with customers/ users. Total days in a month is 30 days.

Call Status	Count of Customer_Phone_No	percentage
abandon	34403	29.16%
answered	82452	69.88%
transfer	1133	0.96%
Grand Total	117988	100.00%

Total Call Incoming (9am-9pm)	117988
Number of Calls Handled	83585
Gap	34403
Working Hour of Each Agent	9
Average Call Handling Time(s)	196
Occupancy on Average	60%

As we can see that abandon rate is around 30% we need to propose a manpower plan which can help reduce this to 10%	
Formulae Used	
Call handling Capacity=	$\frac{(\text{working time of agent in seconds})(\text{occupancy})}{(\text{Average Call Handling Time})}$
minimum agents required=	$\frac{\text{Total Incoming Calls}}{\text{Call Handling Capacity}}$
Head Count Required=	$\frac{\text{Minimum Agents Required}}{1 - \text{Shrinkage Percentage}}$
Shrinkage Percentage on an average is 25% so 1-Shrinkage Percentage will be taken as 0.75	

Formulae Source	Hence for each bucket we need 132 agents, as call handling capacity is 99 therefore if we multiply them, we get 13068 implying that 132 agents can handle 13068 call per hour. According to previous slide only 2 slots i.e. 10am-11am which receive 13133 calls and 11am to 12pm slot which receive 14626 calls receive more calls than call handling capacity of 132 agents, but the number is not big enough so as to exceed abandon rate by 10%.
Call Handling Capacity	99.18367347
minimum agents required	1189.590947
head count required	1586.121262
Man power in each time bucket	132.1767718

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24 HOUR MANPOWER PLAN

Distribution of 30 calls coming in night for every 100 calls coming in between 9am - 9pm (i.e. 12 hrs slot)											
9pm - 10pm	10pm - 11pm	11pm - 12am	12am - 1am	1am - 2am	2am - 3am	3am - 4am	4am - 5am	5am - 6am	6am - 7am	7am - 8am	8am - 9am
3	3	2	2	1	1	1	1	3	4	4	5

Formulae Used	
Total Call Incoming (9pm-9am)	30
Working Hour of Each Agent	9
Average Call Handling Time(s)	196
Occupancy on Average	60%

Call Handling Capacity	99.18367347
minimum agents required	0.302469136
head count required	0.403292181
Man power in each time bucket	0.033607682

**When only 30 calls are received we would need just 1 agent
But according to the given question we receive 30 calls at night
for every 100 calls received in day**

Distribution of 30 calls coming in night for every 100 calls coming in between 9am - 9pm (i.e. 12 hrs slot)											
9pm - 10pm	10pm - 11pm	11pm - 12am	12am - 1am	1am - 2am	2am - 3am	3am - 4am	4am - 5am	5am - 6am	6am - 7am	7am - 8am	8am - 9am
3	3	2	2	1	1	1	1	3	4	4	5

Total Incoming Calls in 9am to 9pm	117988
Given that calls between 9pm to 9 am is 30% of calls between 9am to 9pm	
Total Incoming calls in 9pm to 9am	35396.4

Formulae Used	
Call handling Capacity =	$\frac{(working\ time\ of\ agent\ in\ seconds)(occupancy)}{(Average\ Call\ Handling\ Time)}}$
minimum agents required=	$\frac{Total\ Incoming\ Calls}{Call\ Handling\ Capacity}$
Head Count Required=	$\frac{Minimum\ Agents\ Required}{1 - Shrinkage\ Percentage}$
Shrinkage Percentage on an average is 25% so 1-Shrinkage Percentage will be taken as 0.75	

Call Handling Capacity	99.18367347
minimum agents required	356.877284
head count required	475.8363786
Man power in each time bucket	39.65303155

Keeping in Mind the previous logic we require 40 agents in each time bucket based on the given data. Call Handling Capacity of 40 agents is 3967, this number is lower to only calls received at 6am-7am , 7am-8am and 8am to 9am but the difference is not much and calls abandon rate would not exceed 10%

Time Bucket	Number of Calls Projected
9_10	3540
10_11	3540
11_12	2360
12_1	2360
1_2	1180
2_3	1180
3_4	1180
4_5	1180
5_6	3540
6_7	4720
7_8	4720
8_9	5890
Grand Total	35396

RESULT

- Developed skills in identifying trends and patterns within call center data.
- Learned methods for optimizing call center performance and efficiency.
- Gained insights into customer behavior and preferences through data analysis.
- Explored strategies for improving employee productivity and job satisfaction.
- Acquired knowledge of key performance indicators (KPIs) for measuring call center success.
- Learned techniques for forecasting call volumes and staffing requirements.
- Enhanced ability to communicate data-driven insights to stakeholders.

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- Explored methods for identifying and addressing root causes of customer dissatisfaction.
- Learned techniques for analyzing customer feedback and implementing improvements.
- Developed a deeper understanding of the intersection between customer satisfaction and profitability in business operations.

Drive link :

<https://docs.google.com/spreadsheets/d/1AwMkQF0QyskePfyj899OVnTtrDfLh8Cm/edit?usp=sharing&ouid=115485968464328740595&rtpof=true&sd=true>