



EXCEL PROJECT PRESENTATION

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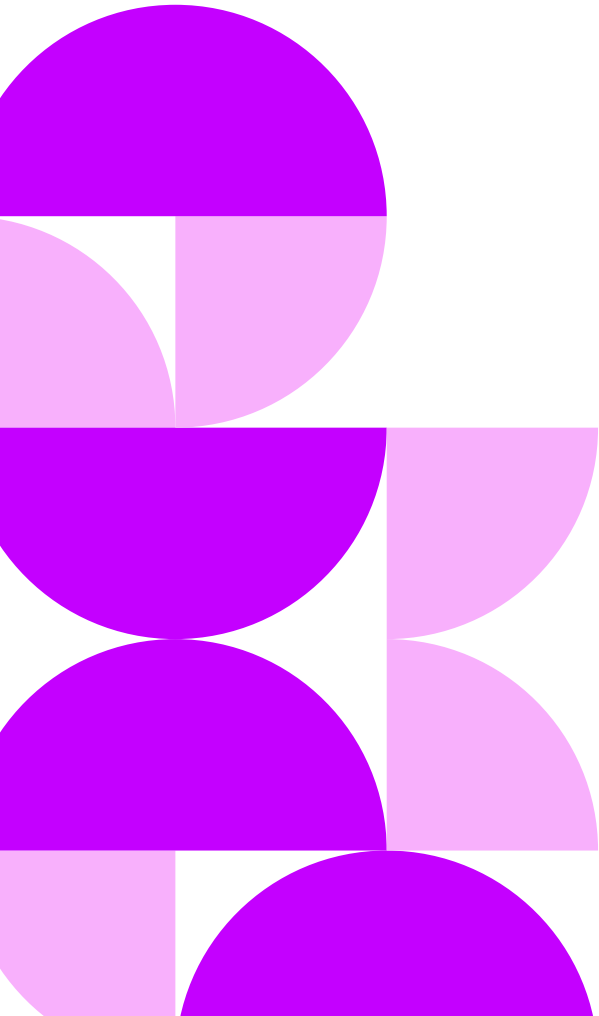




INTRODUCTION

Call Center Performance Analysis – Reya Communications

Reya Communications is a mid-sized customer support center handling inbound and outbound calls across multiple regions. The center receives 1,000+ calls daily, assisting customers with product inquiries, issue resolutions, and service requests.



PROJECT OVERVIEW

To develop an interactive Excel dashboard for a call center's performance analysis, leveraging Power Query, web scraping, data cleaning, and automation. The goal was to:

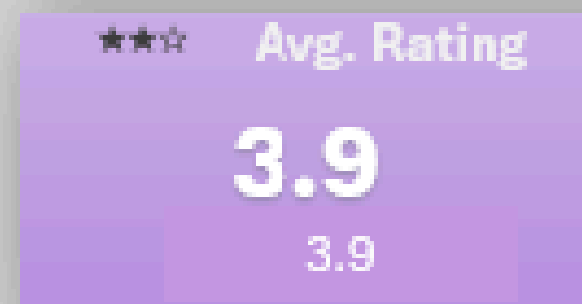
- Optimize agent performance tracking using **Pivot Tables, slicers, and timelines.**
- Improve data-driven decision-making with **interactive charts and dynamic dashboards.**
- Enhance reporting efficiency through Excel functions (XLOOKUP, FILTER, DAX, etc.).
- Reduce manual work using Excel automation, data modeling (**Power Pivot**), and **conditional formatting.**

PROBLEMS

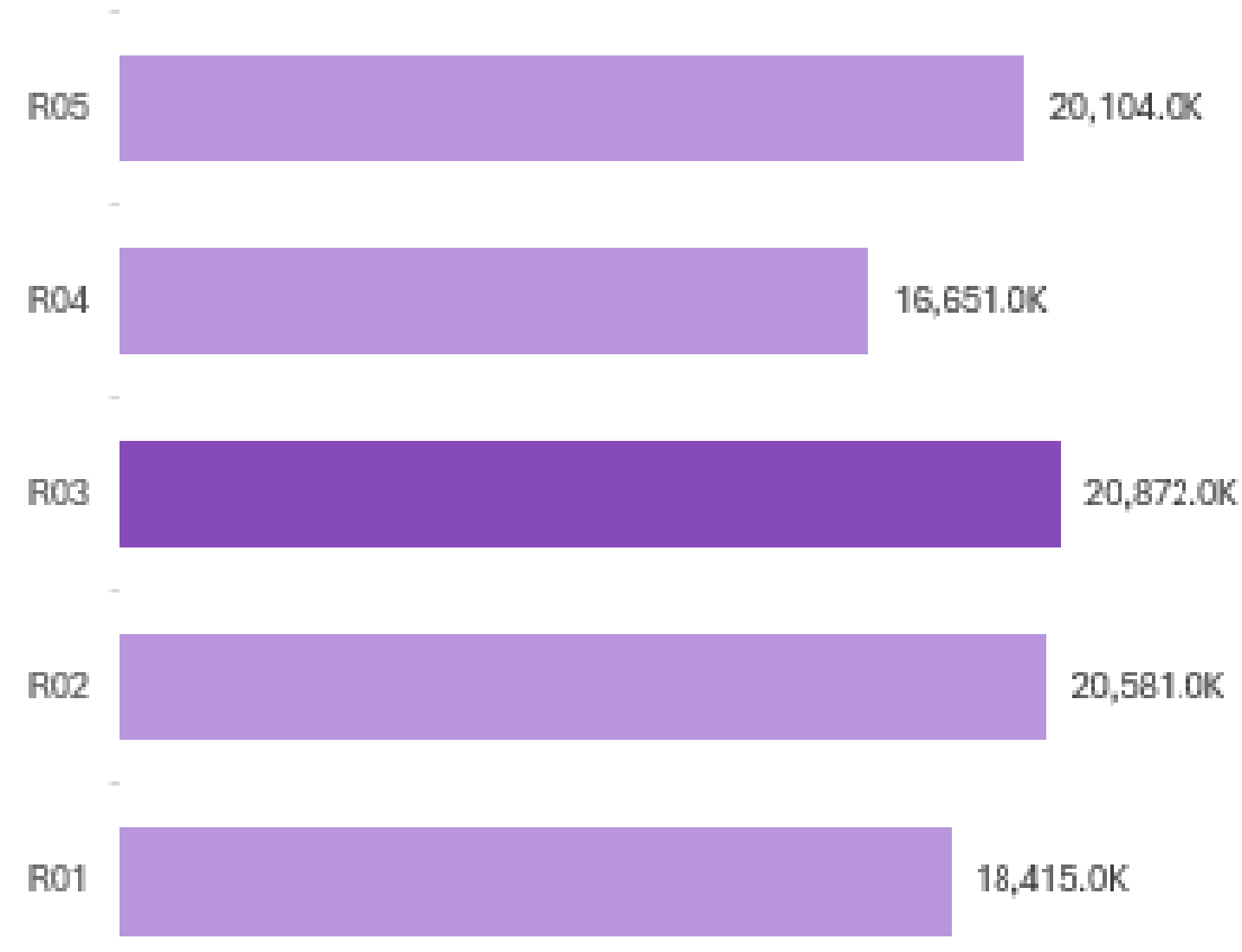
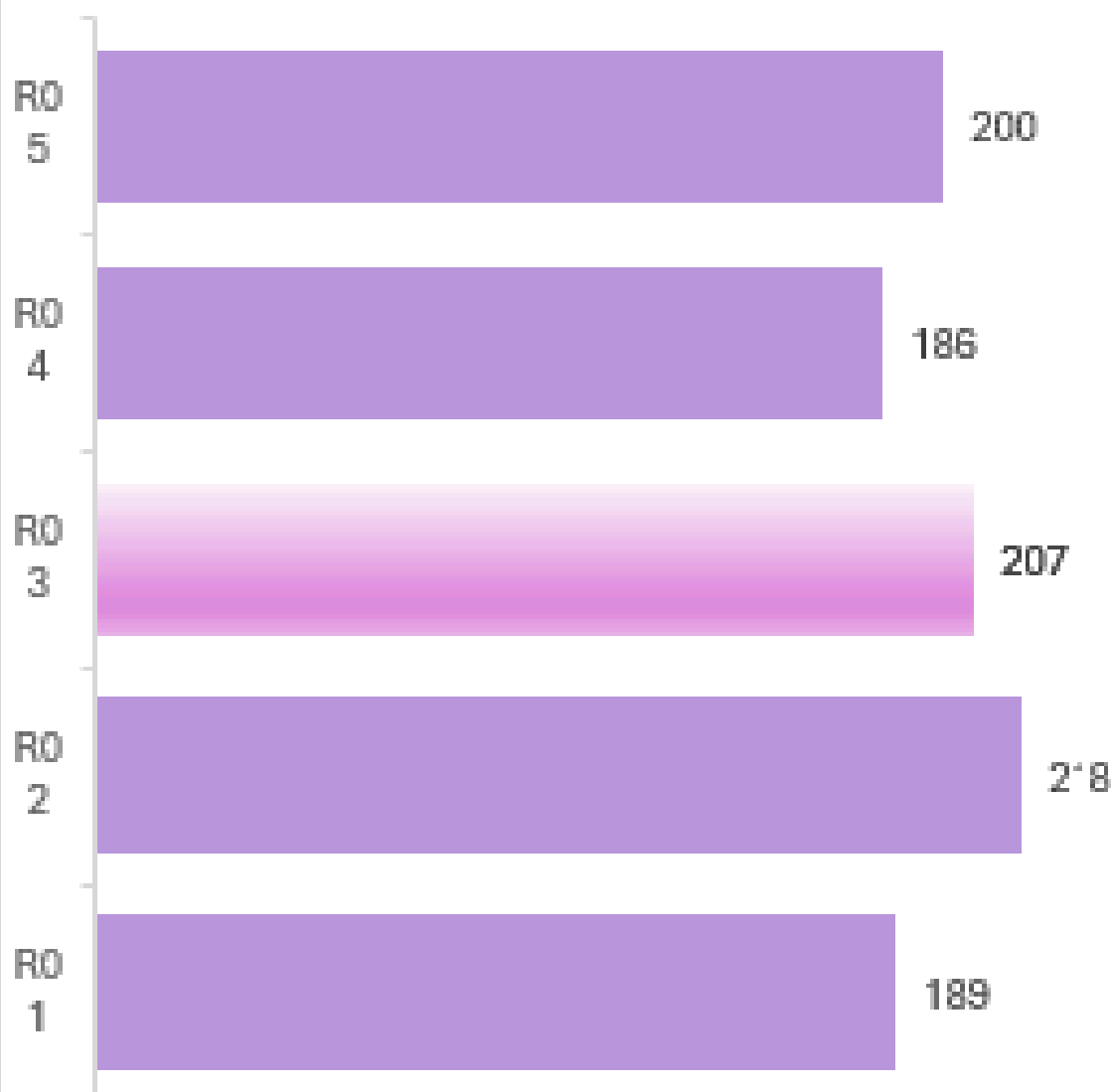
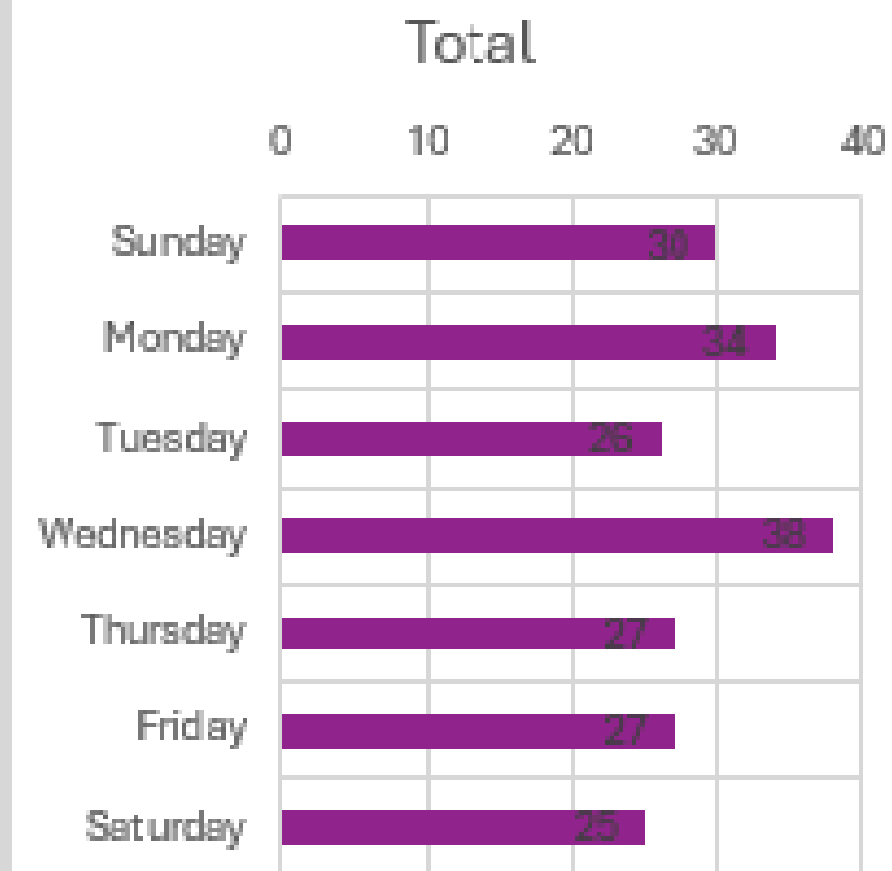
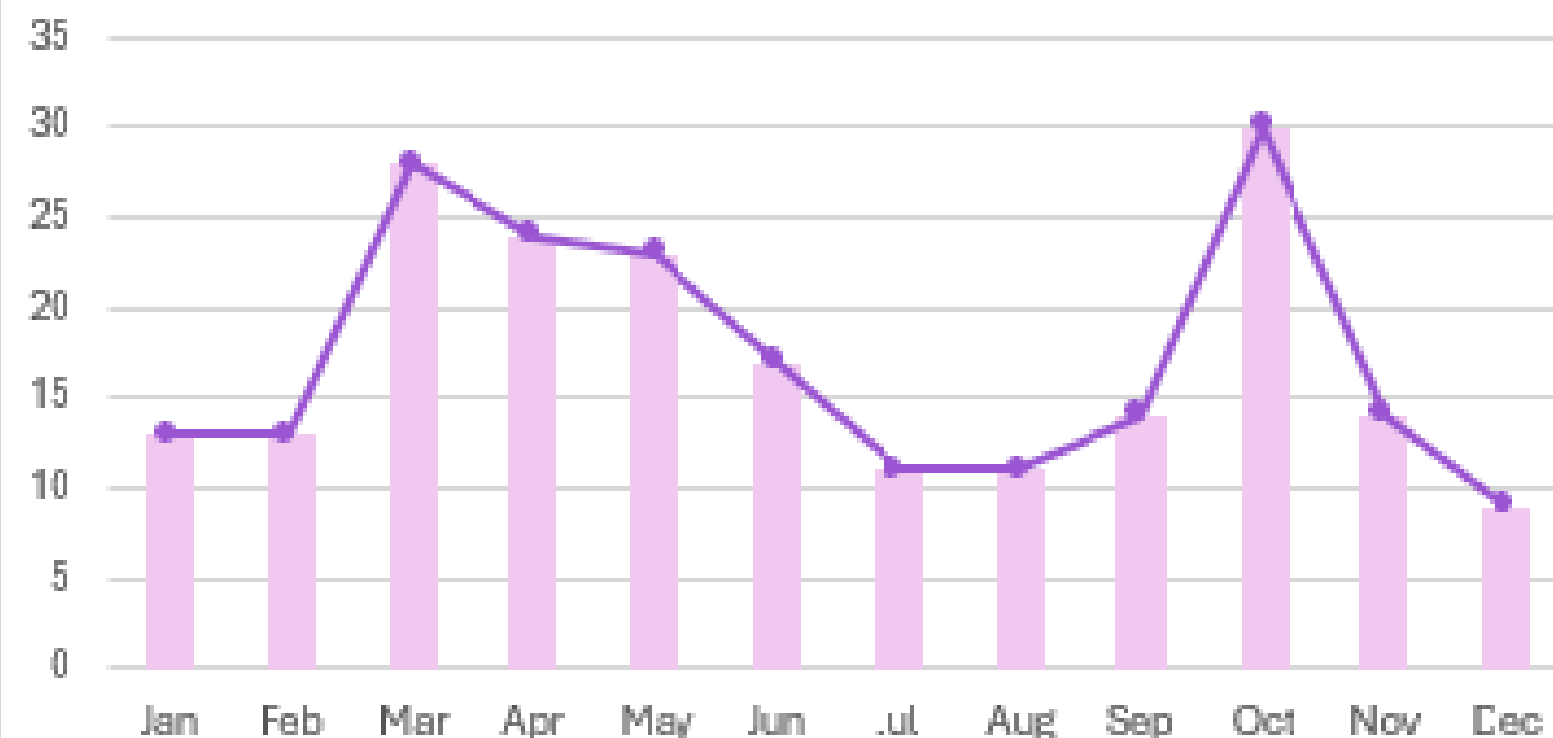
- High call volume leading to longer wait times.
- Need for better agent performance tracking.
Customer satisfaction ratings fluctuating due to inconsistent handling times.

ANALYSIS

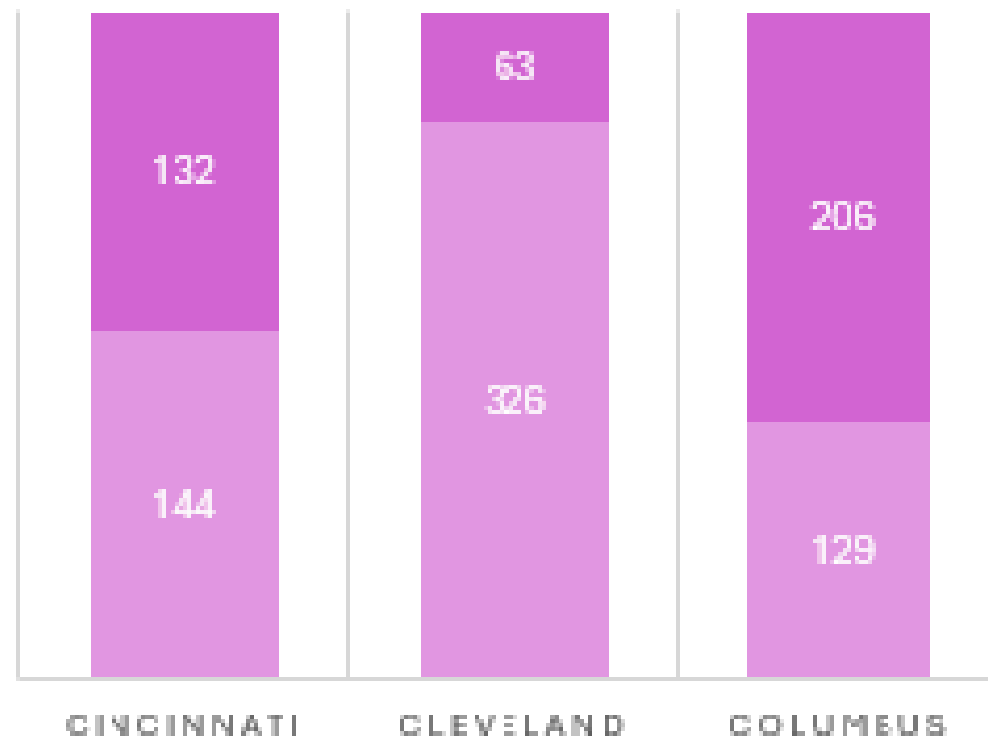
- **Caller Demographics:** Columbus has more female callers, while Cleveland is mostly male.
- **Customer Satisfaction:** Most calls receive 4 or 5-star ratings, showing strong performance.
- **Rep Performance:** Some reps bring in more revenue even with fewer calls.
- **Top Performer:** One rep ranks 2nd in calls but 1st in revenue, likely handling high-value clients.
- **Biggest Customers:** C0004 (Cincinnati) and C0015 (Cleveland) contribute the most revenue.



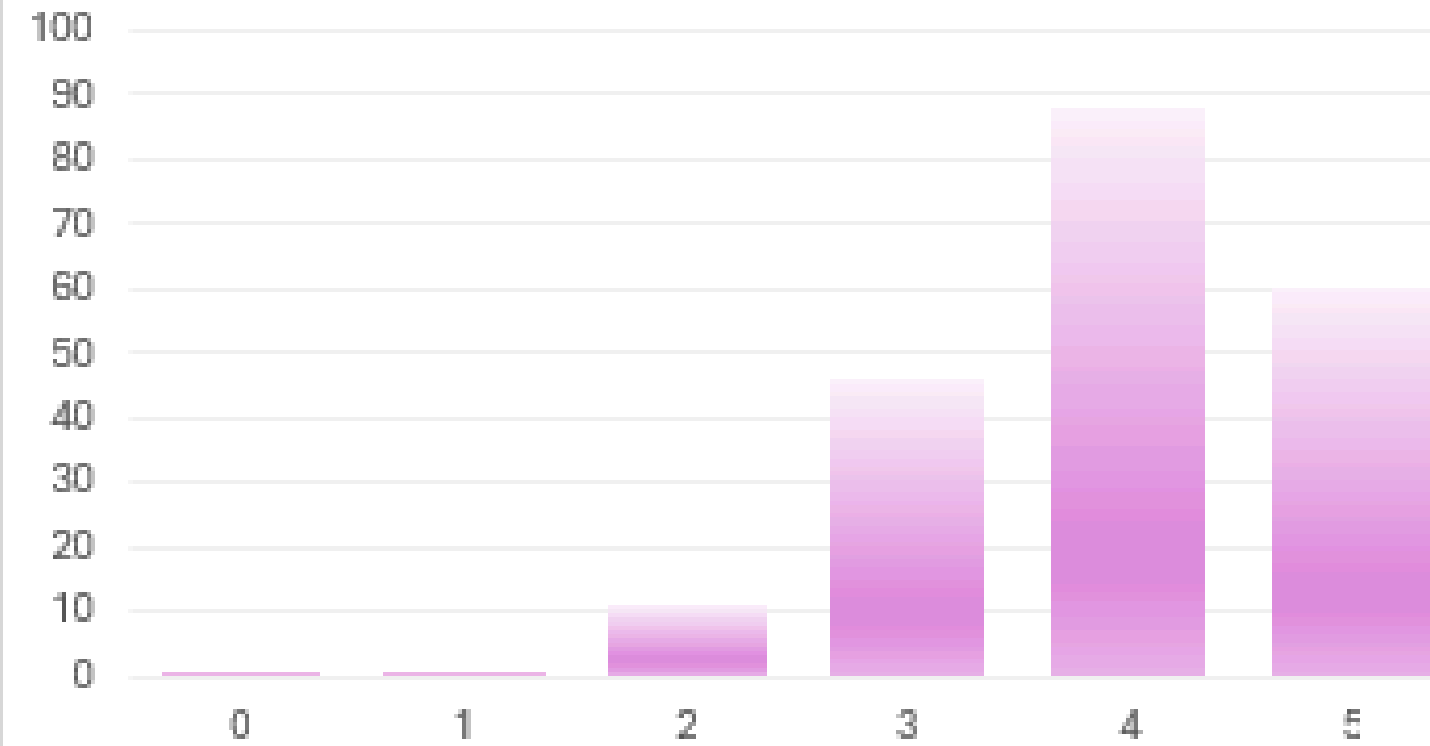
CALL TRENDS



FEMALE VS MALE CALLERS



RATING



Representative

R01

R02

R03

R04

R05



% of Calls:21%

Calls Rank:2

Amount Rank:1

Cincinnati

C0003

C0004

C0011

C0012

Cleveland

C0002

C0007

C0008

C0010

C0013

C0015

Columbus

C0001

C0005

C0006

C0009

C0014

R01

R02

R03

R04

R05

Total

\$ 891.00

\$1,332.00

\$1,282.00

\$ 739.00

\$ 560.00

4804

\$1,991.00

\$1,886.00

\$1,206.00

\$ 884.00

\$1,722.00

7689

\$1,163.00

\$1,180.00

\$1,616.00

\$1,043.00

\$1,747.00

6749

\$1,438.00

\$1,616.00

\$ 866.00

\$ 829.00

\$2,070.00

6819

\$1,233.00

\$ 223.00

\$1,680.00

\$ 990.00

\$1,508.00

5634

\$1,598.00

\$1,907.00

\$ 869.00

\$1,426.00

\$1,416.00

7216

\$ 900.00

\$1,016.00

\$ 960.00

\$ 940.00

\$1,193.00

5009

\$ 900.00

\$1,470.00

\$1,617.00

\$1,314.00

\$ 941.00

6242

\$1,255.00

\$ 516.00

\$1,874.00

\$1,863.00

\$1,722.00

7230

\$1,138.00

\$1,898.00

\$1,482.00

\$ 846.00

\$1,154.00

6518

\$1,655.00

\$ 805.00

\$2,263.00

\$ 987.00

\$1,075.00

6785

\$1,104.00

\$2,280.00

\$1,445.00

\$1,722.00

\$1,196.00

7747

\$ 372.00

\$1,818.00

\$1,346.00

\$1,156.00

\$1,484.00

6176

\$1,415.00

\$1,271.00

\$1,214.00

\$1,135.00

\$1,566.00

6601

\$1,362.00

\$1,363.00

\$1,152.00

\$ 777.00

\$ 750.00

5404

PROJECT SUMMARY & LEARNINGS

This project showcases the power of Excel for **Reya Communications** in automating and analyzing call center data. By using Power Query, data cleaning processes were optimized, ensuring accuracy and efficiency in handling large datasets.

Using Pivot Tables and advanced Excel functions, key performance metrics were analyzed, identifying trends and patterns in call volume, agent performance, and customer ratings

Additionally, statistical analysis techniques were applied to optimize operations and improve quality. The project demonstrates how **data-driven decision-making** can enhance efficiency, accuracy, and overall **business intelligence** in a call center environment.

**THANK
YOU**

