

# Call Centre Analysis



# Digital Accelerator Team



**Giulia**  
Manager



**Myself: Shreya Sonal**  
Digital Accelerator

@Shreya\_Sonal

# Agenda

Claire as Call Center Manager from PhoneNow wants to know the KPIs including the valuable insights defining the call center trends.



Retention Manager at Telecom needs to know the KPIs explanation with respect to insights as well as a Mail.



HR at Telecom is into diversity and inclusion to improve gender balance at the executive management level.

DWC





# Call Center Analysis

February

January

March

01-01-2021

31-03-2021

Days

All

Total Calls

5000

KPI Satisfaction  
Rating

2.76

Topic

Admin Support

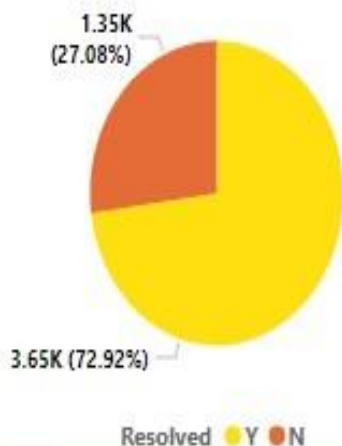
Contract related

Payment related

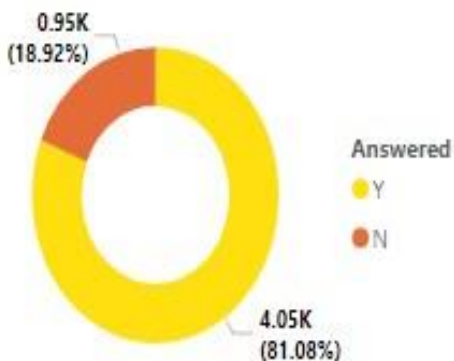
Streaming

Technical Support

Resolved Calls



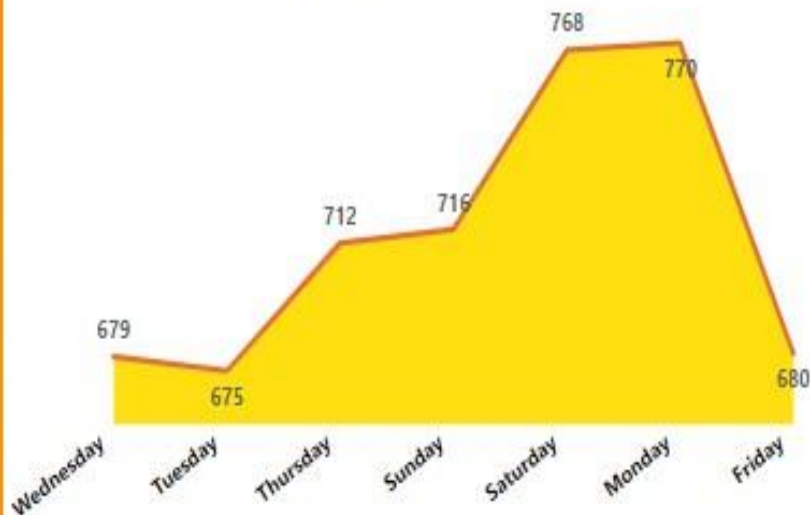
Answered Calls



Calls summary for each Month



Calls per Week of each Day



Agent	Average of Speed of Answer	Satisfaction Rating	Variance	Avg talk Duration
Becky	53.53	2.94	☆	75.00%
Dan	55.59	2.90	☆	71.17%
Diane	52.45	3.07	★	71.94%
Greg	55.06	2.95	☆	71.43%
Jim	53.39	3.01	★	75.26%
Joe	57.94	2.86	☆	73.47%
Martha	55.98	3.03	★	72.19%
Stewart	54.24	2.96	☆	69.64%
Total	54.75	2.97		100.00%

@Shreya\_Sonal

@Shreya\_Sonal



# Customer Churn Analysis

Female

Male

Senior Citizens

Sum Total Charges

1142

16.06M

Customers

7043

Contract

Month-to-month

One year

Two year

InternetService

DSL

Fiber optic

No

PaymentMethod

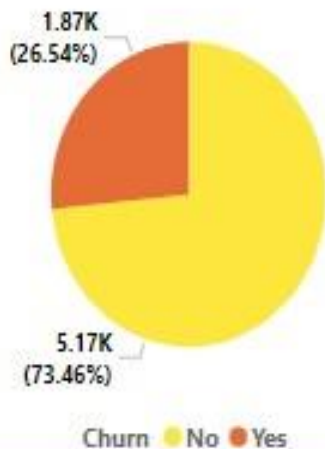
Bank transfer...

Credit card...

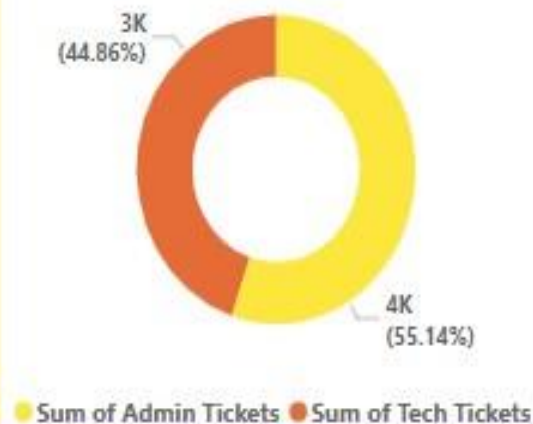
Electronic check

Mailed check

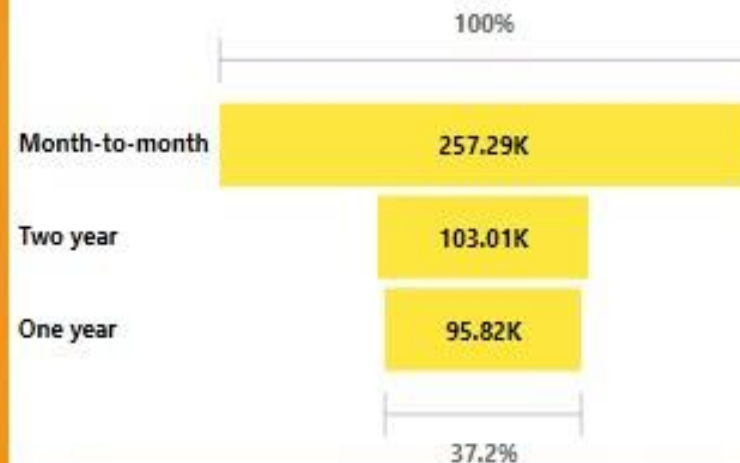
Churn Details



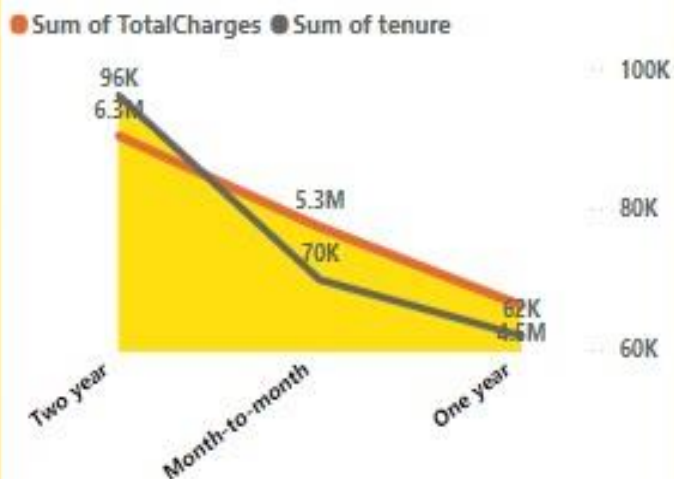
Admin Tickets Vs Tech Tickets



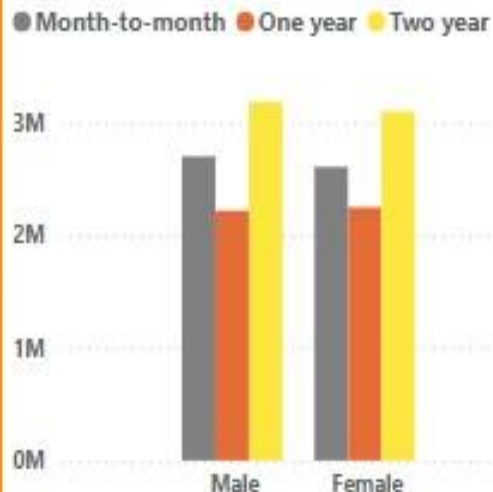
Contract Ratio around Monthly Charges



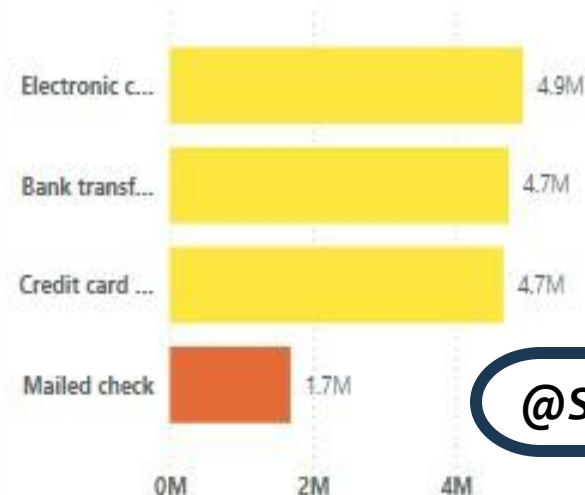
Total Charges and Tenure according to the contracts



Gender Contribution for Total Charges of each Contracts



Payment Methods made by Total Charges



@Shreya\_Sonal

@Shreya\_Sonal



## Drafting mail Defining the KPIs

Subject: Inputs for Dashboard Visualization

Hi Retention Manager,

I hope this email finds you well. I am Shreya Sonal, working at PWC. Before you start working on our dashboard, here are some key insights based on the visualizations:

- **Customer Churn:** 26.54% of customers have left our services.
- **Contract Ratios:** The month-to-month contract ratio is higher compared to monthly charges.
- **Tickets:** There have been more technical tickets registered than administrative ones.
- **Total Charges:** highest for two-year contracts, followed by one-year, and lowest for month-to-month. Tenure is also highest for two-year contracts.
- **Gender Contribution:** Males contribute more with month-to-month and two-year contracts, while females contribute more with one-year contracts.
- **Payment Methods:** Electronic checks are the most used payment method, while mailed checks are the least used.
- **Senior Citizens:** There are 1,142 senior citizen customers out of a total of 7,043.
- **Profit:** The total profit from service charges is approximately \$16.06 million.

We may consider attracting more customers to avoid the risk of losing the profit margin by considering higher month-to-month contracts and accepting electronic checks frequently by providing our best service to the customers focusing more on technical tickets.

Please let me know if there are any major changes or additional analyses you would like me to perform.

Regards,  
Shreya Sonal

@Shreya\_Sonal



# Diversity and Inclusiveness

Female

Male

Turnover %

0.10

Broad Region

Elsewhere

Europe

Switzerland

295  
% of men

205  
% of women

47  
% of leavers

0.59  
% of hired men

0.41  
% of hired women

0.14  
% promoted

Age Group

All

Target Hire

23.50

Working Type

Full Time

Part Time

Department

Finance

HR

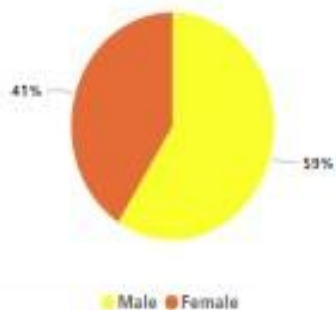
Internal Services

Operations

Sales & Marketing

Strategy

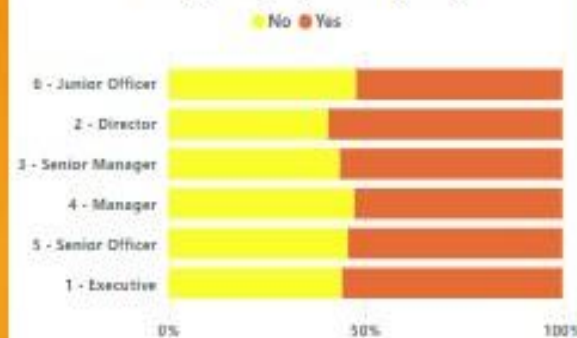
Hiring



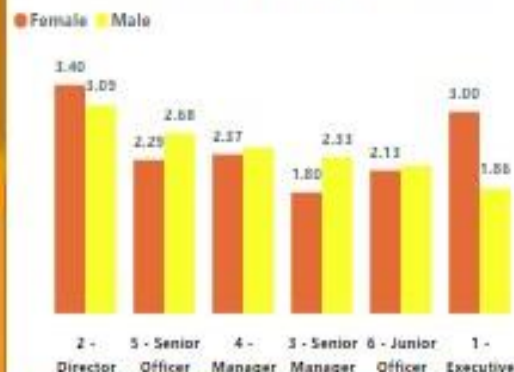
Promotions of women (FY21)



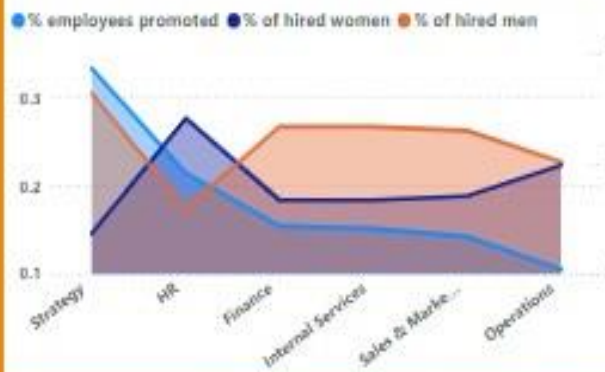
Average Employees left (FY20)



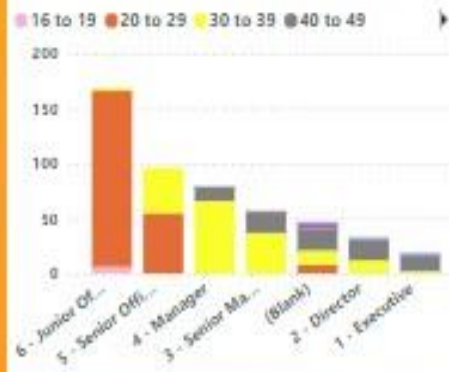
Average Time spend in Job (FY20)



Employees promoted according to percentage of Gender



Age Group employeeed in FY21



Job Level

1 - Executive

2 - Director

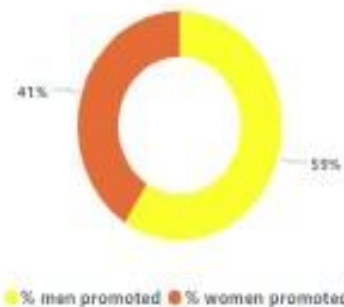
3 - Senior Manager

4 - Manager

5 - Senior Officer

6 - Junior Officer

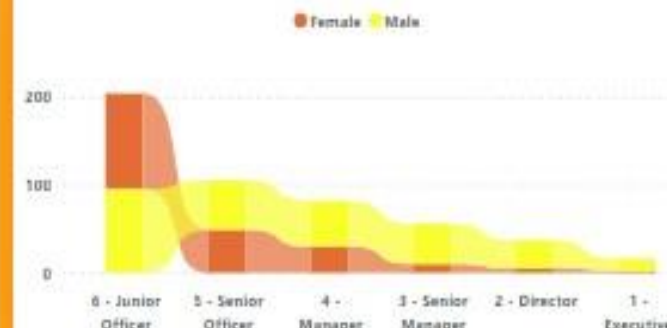
Promotions



Average Performance Rating by Age Group



Performance Rating (FY20)



Diversity & Inclusive are business imperatives, aiming for all our teams to feel welcome and appreciated with respect to the male and female ratio, including their rating and the turnover of the telecom company.

@Shreya\_Sonal

Shreya\_Sonal

# Conclusion

Demonstrated expertise in data visualization through the creation of Power BI dashboards that effectively conveyed KPIs, showcasing the ability to respond to client requests with well-designed solutions.

Informative email communication with engagement partners, delivering valuable insights and actionable suggestions based on data analysis.

HR data, particularly focusing on gender-related KPIs, and identified root causes for gender balance issues at the executive management level, highlighting a commitment to data-driven decision-making.





# **Thank You!**

ANY QUESTIONS ?



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future professionals

# Shreya Sonal

## Power BI Job Simulation

Certificate of Completion  
July 24th, 2024

Over the period of July 2024, Shreya Sonal has completed practical tasks in:

Introduction  
Call Centre Trends  
Customer Retention  
Diversity & Inclusion

**Natalie Vogel |  
Elisabeth Ziller**  
HC Marketing &  
Recruitment Leaders

**Tom Brunskill**  
CEO, Co-Founder of  
Forage