**--- DATABASE creation**

create database Consumer\_Complaint;

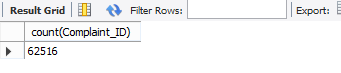
use Consumer\_Complaint;

**-- Data Cleaning (Column Name error)**

**-- KPI**

**-- 1. Number of Complaints**

select count(Complaint\_ID) from consumer\_complaints;



**-- 2. Number of products**

select count(distinct Product) from consumer\_complaints;



**-- 3. Most common Issue**

select Issue, count(Issue)

from consumer\_complaints

group by Issue order by count(Issue) desc limit 1;



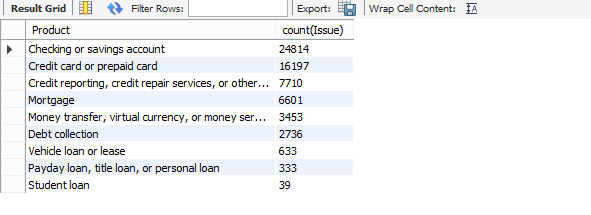
**-- Insights**

**-- 1. Customer complaint pattern (Focusing on products), (Focusing On the complaint medium)**

select Product, count(Issue)

from consumer\_complaints

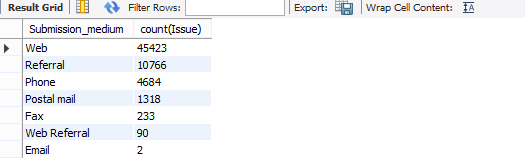
group by Product order by count(Issue) desc;



select Submission\_medium, count(Issue)

from consumer\_complaints

group by Submission\_medium order by count(Issue) desc;

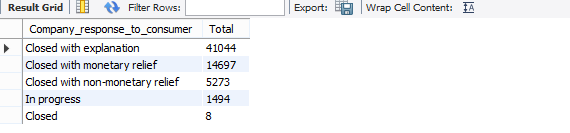


**-- 2. Complaint resolved type**

select Company\_response\_to\_consumer, count(Company\_response\_to\_consumer) as Total

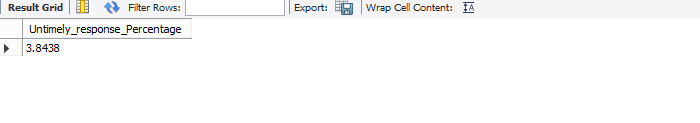
from consumer\_complaints

group by Company\_response\_to\_consumer order by Total desc;



**-- 3. Untimely response**

select (select Count(Timely\_response) from consumer\_complaints where Timely\_response = "No")\*100/(select count(Complaint\_ID) from consumer\_complaints) as Untimely\_response\_Percentage;



**-- 4. Refunding issues**

select Issue, count(Issue)

from consumer\_complaints

where Company\_response\_to\_consumer ="closed with monetary relief"

group by Issue order by count(Issue) desc;

