# Data Analysis Project

## Data Analyst: Jessie Conlin

## Client/Sponsor: Call Center

## Purpose: The goals of this project are to determine the performance of each of the call center locations based on sentiment, call duration, and response time.

## Scope / Major Project Activities:

|  |  |
| --- | --- |
| Activity | Description |
| Sentiments | Analyze each call center’s % of sentiment frequency |
| Call Duration | Analyze each call center’s average call times |
| Response Time | Analyze each call center’s % of the type of response time |

## This project does not include:

* Analysis of c-sat scores.
* Analysis of channel types used and their frequency for each of the call center locations.

## Deliverables:

|  |  |
| --- | --- |
| Deliverable | Description/ Details |
| Sentiment Analysis | This will be achieved by comparing the total amounts of each sentiment for each call center location to determine the frequency of each type of sentiment for each call center. |
| Call Duration Analysis | This will be achieved by comparing the min, max, and average call duration times of each call center location to further analyze the significance of call duration times as it pertains to the sentiment of callers. |
| Response Time Analysis | This will be achieved by comparing each of the response time categories totals for each call center location to further analyze the effectiveness of each of the call centers. |
| Channel Use Analysis | This will be achieved by comparing the totals of each channel for each call center and calculating the percentages of each channel against all calls made in the data set. |

## Schedule Overview / Major Milestones:

|  |  |  |
| --- | --- | --- |
| Milestone | Expected Completion Date | Description/Details |
| *Data set clean and process* | *January 15, 2025* |  |
| *Data set analysis* | *January 15, 2025* |  |
| *Data set dashboard and report* | *January 16, 2025* |  |

## \*Estimated date for completion: January 16, 2025