Internship Report:

Working as Data Insights Analyst for Hunter Douglas Inc.

By

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BANA 5939 –Internship

Performed at

Hunter Douglas Inc.,

1 Duette Way, Broomfield, CO 80020

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Acknowledgment

This report has been written by me and has not received any previous academic credit at this or any other institution. This summer internship is worth 3 credit hours.

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Urvish Patel

Executive Summary

Hunter Douglas is the world's leading manufacturer of window coverings as well as a major manufacturer of architectural products. Their strength is their ability to develop innovative, high quality, proprietary products that can be found in millions of homes and commercial buildings around the globe. They operate as a highly decentralized, global federation of small and medium-sized companies that manufacture and market similar products. Working as a Data Insights Analyst at the company allowed me to utilize my SQL, python & visualization through Tableau skills to achieve the tasks assigned to me. While working for Hunter Douglas Inc., I was responsible for producing Weekly & Monthly executive reports and accommodating internal and external requests on Reports & Tableau Dashboards. My main project as an intern was to code in python to automate reports using API's of various types such as Explore API. In addition I was also in-charge of updating

datasource of various dashboards weekly. In addition, I was able to identify, analyze and propose solutions to a significant problem that I encountered while working at Hunter Douglas Inc. I used and learned new technologies such as SAP Analytics cloud for visualization, Salesforce for reporting, Talk-desk for Reporting and Genesys as a data source.

Introduction

Being part of the workforce was a great opportunity for me to implement what I have learnt from my academics. Hunter Douglas Inc. provided me a healthy environment with an open door policy that encouraged me to share my ideas & views without any hesitation and this helped me to produce the best work. Consequently, working as a data insight analyst at Hunter Douglas Inc. was a great experience as I had a chance to work with a huge amount of data which was coming from different sources such as Genesys, Talkdesk, Salesforce, & SAP. Moreover, interacting with employees from different departments also enhanced my social and educational experience. So my department is Customer Support. This department directly interacts with the customers and end customers. The department's job is to look out for number of interactions which are happening with the company. Now we analyze the data such as Average speed of answering (ASA), the Cage age, Average Handling time of the calls, how long the customer waits in a queue until some representative attends them and much more.

Projects & Tasks.

Automating Reports

In a company whose daily turnover is more than $7 million, Time is everything, you want to save as much as you can, and you want to reduce any repetitive work for the team. You don't want to go into excel sheets every time just to update it, especially when it is possible for us to automate it.

- I had a chance to work on python to gather the data from Talkdesk & Genesys using Token key & getting data with SQL.
- After getting data, I needed to concatenate/ merge it and make it meaningful.

- After everything is right on place you want to clean it and group it according to the needs.
- Once the data frame looks good, I exported that data frame to Excel sheets and also converted it to .hyper file and this got uploaded to Tableau Online where it is connected to various worksheets and the visualization got updated using the same code at the same time.
- The excel sheet which I created also got shared with leadership and various other team members via e-mail. I used E-mail integration in python for this task.
- For Automating it I used Windows Task scheduler for running the script every day in morning at 5 am for Month to Date Data on a virtual machine.

With this automation I saved an overall of 40+ hours/Month of the team's time.

Month end and Week end Executive Reports.

Another part of my job was to contribute in making of Week and Month end reports. The team used to gather data from 10+ various sources and add it to the report.

It wasn't just a data entry task for me I learned various things from it.

- Analyzing the trends.
- Learned how decisions are carried out.
- How data influences decision making.
- This helps leadership to keep track of their goal.
- This helps guide the executives to how the business is doing.
- Data should reason your analysis not the opposite!

Here is just one example of the report.

HunterDouglas

Customer Support
Melinda Keith

CUSTOMER SUPPORT KEY PERFORMANCE INDICATORS

KPI	Week Ending 7/29	% Change (4 Wk)	MTD (Previous Month)	% Change (PY)	Comments
Customer Support					
Average Daily Interactions	4,167	+0.0%	4,160	-11%	ASA: We had good progress last week, in part due to strong shrink, AHT+FUACW, and in part due to actively toggling the Tech IVR sub menu more frequently to balance our load between Case, Product, and Tech.
Interaction per Invoiced Order	1.88	+2.7%	1.87	-28.6%	
Voice of the Customer (VoC)	86.3%	-2.98 pts	88.9%	+6.5 pts	VoC: Results continue to exceed expectations even with the lower quantity of surveys now that the fatiguing rule is in place.
Average Speed of Answer (ASA)	3:33	-17.7%	4:17	-1.0%	
Case Age (excluding phone)	4.2 business days	-13.6%	4.8 business days	+12.5%	Case Age: Starting next week we'll break out case age for everything MINUS remakes/repairs and case age for JUST remakes and repairs to highlight the largest impact to our case age.
Out-Center Shrink	13.71%	+1.6 pt	12.19%	TBD	
Absenteeism	9.1%	+1.9 pts	7.2%	TBD	
Phone AHT	8:21	-2.7%	8:32	-8.0%	
CSR Utilization	82.1%	-0.8 pts	85.3%	TBD	Interactions per Invoiced Order: Now updated to exclude transfers.
Adherence	96.4%	+0.3 pts	94.8%	TBD	

So my work went up to the top every week, which is something I cherish about this internship. Nothing went in vain and I have added some excellent skills to my proffession.

Deep Dive Analysis

In between there were many tasks, like updating the tableau dashboard every week. Which is still quite manual, and this report went to various departments. But one task which I want to mention was the very first task on the first day of my internship, it was to analyze certain calls with customers. Hunter Douglas uses a speech to text software known as Khoros. Their software was having a glitch and converting a certain product named Macro Valance to Macro Balance. And in recent times they were having a huge amount of calls related to this product as the product was very new to the market. So these are the things which I found.

1. Customers asked about a specific product/ product part Macro Valance as the information is not provided in Guide/Sample booklet.
2. Questions related to their order status.
3. Mostly wants to reorder/remake previous order.

After analyzing those I need to recommend the relevant department on what actions needs to be taken. So I recommended these:

1. Include Macro balance in guide/sample book as soon as possible.
2. Information related to order status can be delivered through Text message/ Emails in a more frequent way.
3. Let's simplify reordering and remaking process in Customer portal.

For the first day this was enjoyable and a great way to start an internship.

Skills Utilized

1. Tableau Dash-boarding, SQL & Python.
2. Problem Solving, Judgment, Critical thinking & decision-making.
3. Providing Recommendations/Ideas on certain Processes which we can improve in long term basis.
4. Managing tasks and meeting deadlines with 100% accurate output.

What did I learn?

There was much more learning with this internship which has impacted me as a professional. Some of them includes the following:

1. An excellent and rewarding experience.
2. Two main things that I've learned is the importance of time-management skills and self-motivation.
3. I enjoyed been part of this team, I will take the lessons and skills I learned and apply to my next position.
4. Being able to utilize many of my technical skills which were combined with the statistical knowledge to handle the tasks.
5. API's like Explore API & SOQL (Salesforce Object Query Language).
6. Tools/ platforms/ such as Salesforce Reporting. SAP Analytics Cloud. Talk-desk Reporting.

The most rewarding part of working here was the satisfaction of knowing that all the work that I did made an impact to the organization.