

Ex No: 3

Customer Complaint Dashboard using Power BI

AIM:

To create a customer complaint dashboard for the dataset after extracting, loading and transforming using Power BI.

PROCEDURE:

1. Download the dataset from the internet.
2. Preprocess and Transform the dataset in excel/ Power BI.
3. Load the dataset in Power BI.
4. Create dynamic graphs and charts using various parameters.
5. Finalize the dashboard.
6. Interpret the inferences obtained from the dashboard.
7. Use these inferences/insights obtained for decision-making.

EXPLORATORY DATA ANALYSIS VIA DASHBOARD CREATED:**1) Customer Complaint Dashboard in general:****Inferences:**

- Most of the complaints are received via emails, Phone calls, social media and chats.
- Out of 8469 complaints only 2769 complaints are resolved and closed which shows low productivity in customer support team.
- Complaints in all levels of priority are received in equal numbers.
- The top 5 products with most complaints are from Sony Xperia, Sony 4K HDR TV, Sony PlayStation (in general Sony devices), Samsung Sound bar and Xbox.
- Complaints are received from almost all of the states of United States.

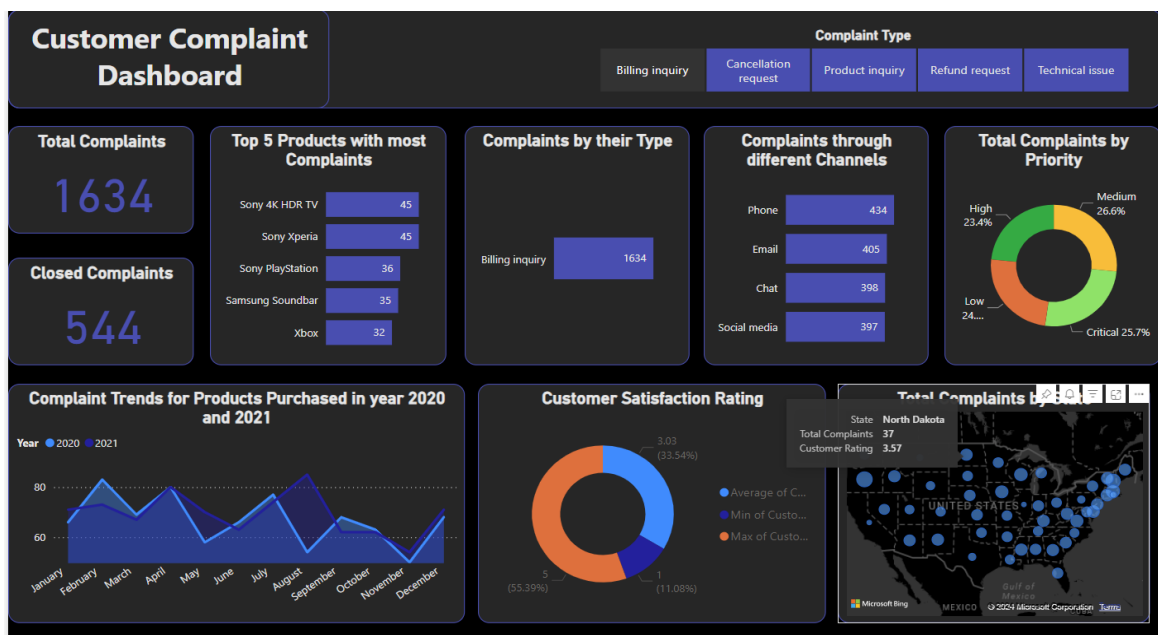
2) Customer Complaint Dashboard with Complaint types: Cancellation request and Refund request



Inferences:

- The trend pattern observed is somewhat similar with 2020 and 2021.
- Both cancellation request and refund request are made majorly for Sony devices.
- 3% of the orders are cancelled, and 3% are returned. Only 33% i.e., 1112 complaints are resolved and closed out of 3447 complaints.

3) Customer Complaint Dashboard with Complaint type: Billing inquiry



Inferences:

- Billing inquiries are made majorly from phone calls, emails, chats and social media.

- Out of 1634 billing inquiries, only 544 were resolved and closed.
- The trend pattern in 2020 and 2021 observed is somewhat similar.
- Around 60% Customers gave a satisfied rating of average 3 and maximum 5. The highest number of dresses in inventory are sets and kurtas, whereas the least are bottom wears.
- California has least number of billing inquiries.

4) Customer Complaint Dashboard with Complaint types: Refund request and Technical issue



Inferences:

- Sony devices, Samsung sound bar and Xbox come with most of the customer complaints for refund request due to technical issue.
- More no of complaints came from the customers belonging to the following states: New York, Massachusetts, New Jersey, Rhode Island, Mississippi, Alabama, Georgia, South & North Carolina and Virginia.
- Louisiana has least number of technical issue with refund request complaints.

CONCLUSION:

The customer complaint dashboard has been created for the dataset after extracting, loading and transforming using Power BI. Analysis has been and insights have been obtained from the dashboard successfully. The insights can be used by the organization for decision making of improvement of the company.