

Financial Complaints KPI Dashboard

Objective:

The objective of the Financial Complaint KPI Dashboard project in Tableau is to empower stakeholders to gain deep insights into credit card complaints, enabling a comprehensive understanding of the challenges faced by customers when using financial products. This dashboard integrates calculated fields, parameters, filters, and a diverse set of charts, including sparkline charts and density maps, to offer an accessible and visually informative platform for uncovering critical issues. The primary goal is to provide a clear, user-friendly tool that facilitates the identification of pain points, trend analysis, and the establishment of key performance indicators (KPIs). By doing so, the project aims to support data-driven decision-making, encourage proactive measures for issue resolution, and enhance the overall customer experience. Ultimately, the objective is to use these insights to formulate effective solutions, ensuring a more customer-centric approach while adhering to regulatory standards and promoting financial product excellence.

Link of Dataset:

<https://docs.google.com/spreadsheets/d/1GhTx27zn5yPC5nyY2SvOmCPgJ4iki0mh/edit#gid=1601405897>

Overview of Dataset:

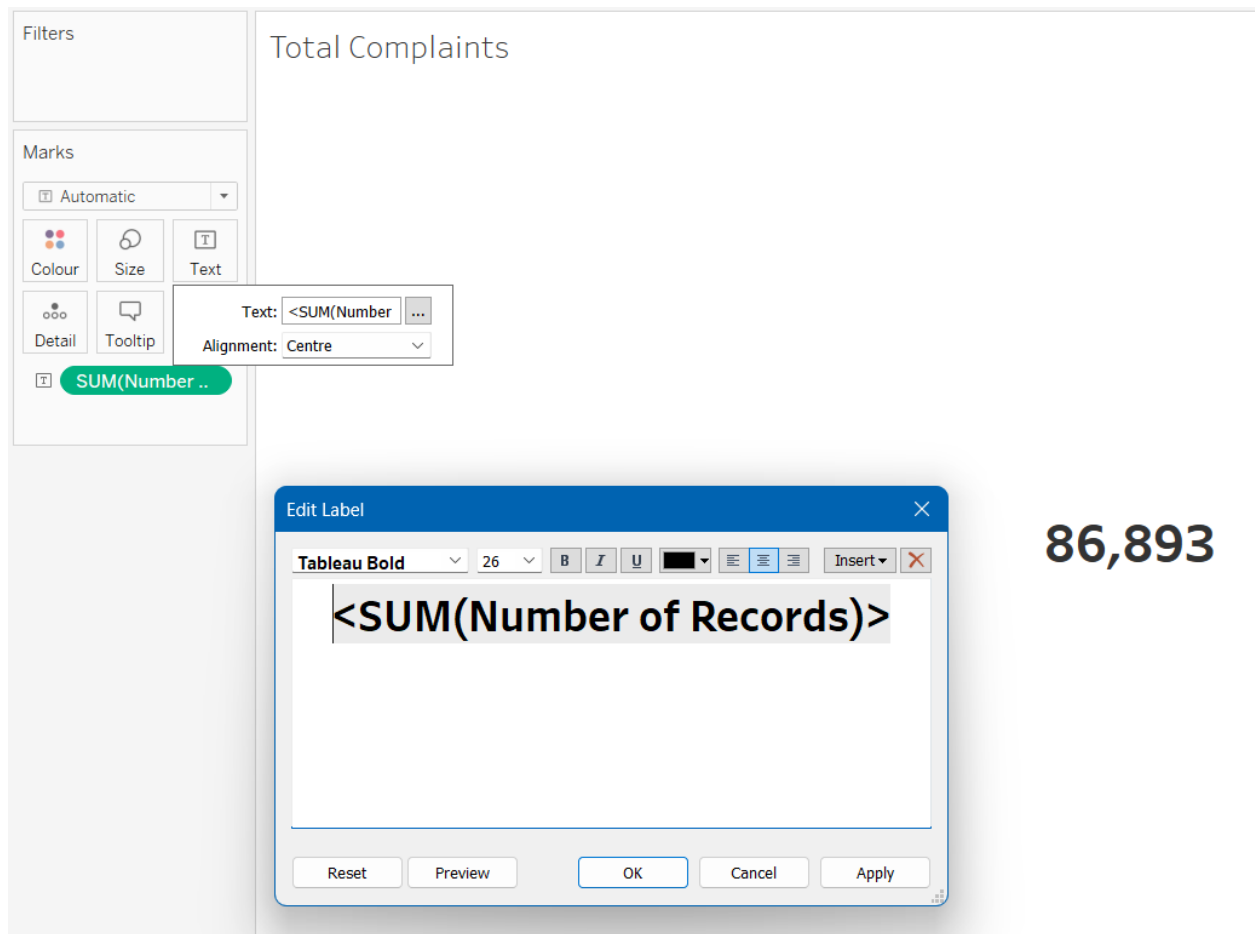
- **Company:** This feature records the name of the financial institution or company that the complaint is directed towards, providing insight into which organizations are the subjects of complaints.
- **Company public response:** This feature captures any public responses or statements made by the company in response to the consumer complaint, indicating the company's willingness to address and resolve the issue.
- **Company response to consumer:** Details the specific response given by the company to the consumer's complaint, revealing the actions taken to resolve the issue.
- **Complaint Category:** Categorizes complaints into specific complaint types, allowing for easy classification and analysis of the nature of issues raised by consumers.
- **Complaint ID:** A unique identifier for each complaint, facilitating tracking and referencing of individual complaints.
- **Consumer complaint narrative:** Contains the narrative or description provided by the consumer detailing their complaint, which can offer valuable context and specific details regarding the issue.
- **Consumer consent provided?:** Indicates whether the consumer provided consent, which can be important for privacy and compliance purposes.

- Consumer disputed?: Records whether the consumer disputed the resolution of the complaint, shedding light on the outcome of the complaint resolution process.
- Date received: Captures the date when the complaint was received, enabling temporal analysis and tracking of complaint trends over time.
- Date sent to company: Indicates the date when the complaint was sent to the company for resolution, which can be used to measure response time and efficiency.
- Dimension Issue: Describes specific dimensions or aspects of the issue, providing additional categorization and context to the complaints.
- Product: Identifies the financial product associated with the complaint, in this case, credit cards, allowing for product-specific analysis.
- State: Records the state in which the consumer is located, facilitating geographical analysis and identification of regional trends.
- Sub-issue: Further categorizes the issue, offering a more granular classification of the nature of complaints.
- Sub-product: Provides additional details about the specific sub-product or variation of the credit card in question.
- Submitted via: Indicates the channel through which the complaint was submitted, whether online, via mail, or through other means.

- Timely response?: Reflects whether the response to the complaint was provided in a timely manner, which is important for assessing the company's responsiveness.
- ZIP code: Records the consumer's ZIP code, enabling geographical mapping and analysis.
- Avg No of days: Represents the average number of days it took to resolve complaints, providing a KPI for measuring efficiency.
- Number of Records: Indicates the total number of records or complaints in the dataset, allowing for quick reference to the dataset's size and scope.

Steps To Build Dashboard:

First we created Total Complaints KPI by using the measure “Number of Records”.



Creation of Rolling 12 month complaints KPI. For this we follow the following steps:

1. Created calculated field “Max Date Received”



2. Creating parameter “Max Date Received” using above calculated field

Create Parameter

Name

Max Date Received

Properties

Data type

Date

Display format

10-04-2021

Current value

10-04-2021

Value when workbook opens

Max Date Received (Sheet1 (Credit Carc

Allowable values

☒ All

☐ List

☐ Range

Cancel

OK

3. Creating calculated field “Rolling 12 month filter”

Rolling 12 month filter

×

```
DATEDIFF('month', DATETRUNC('month', [Date received]),  
DATETRUNC('month', [Parameters].[Max Date Received])) < 12
```

The calculation is valid.

1 Dependency ▾

Apply

OK

4. Creating calculated field “Rolling 12 month complaints”

ing 12 month complaints

×

```
sum(IF [Rolling 12 month filter]=TRUE  
then [Number of Records] end)
```

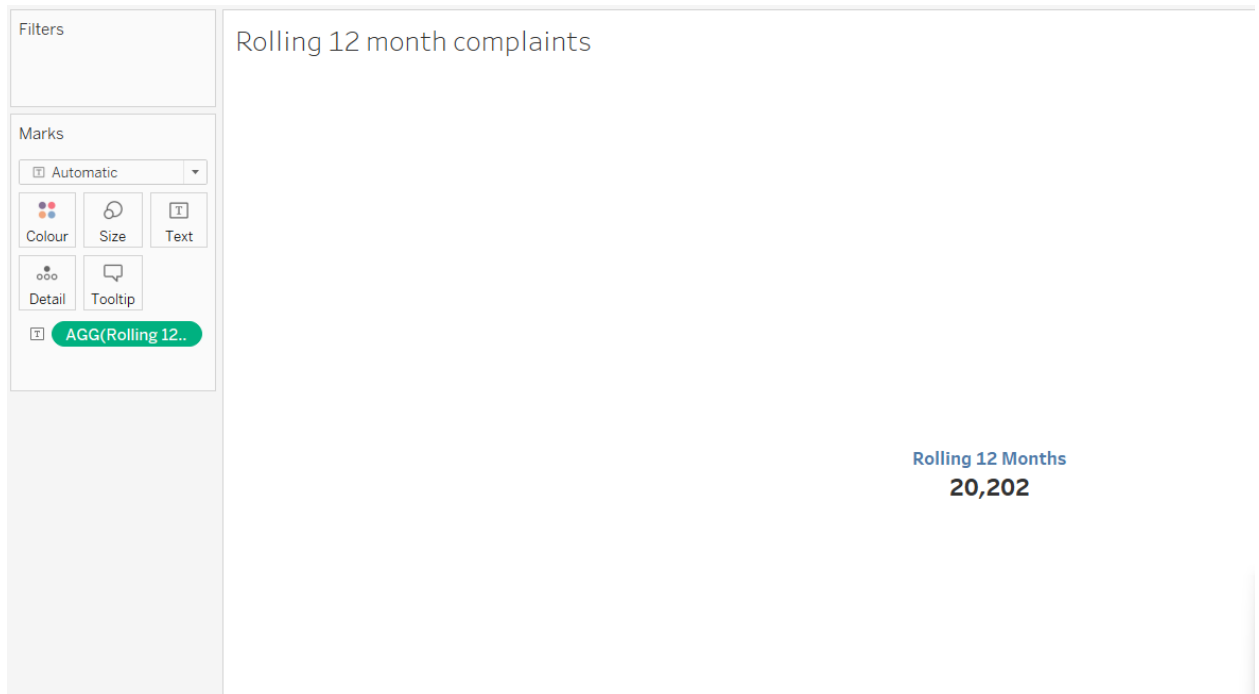
The calculation is valid.

Apply

OK

Now we will remove “Rolling 12 month filter” from the text section and add “Rolling 12 month complaints” in the text section.

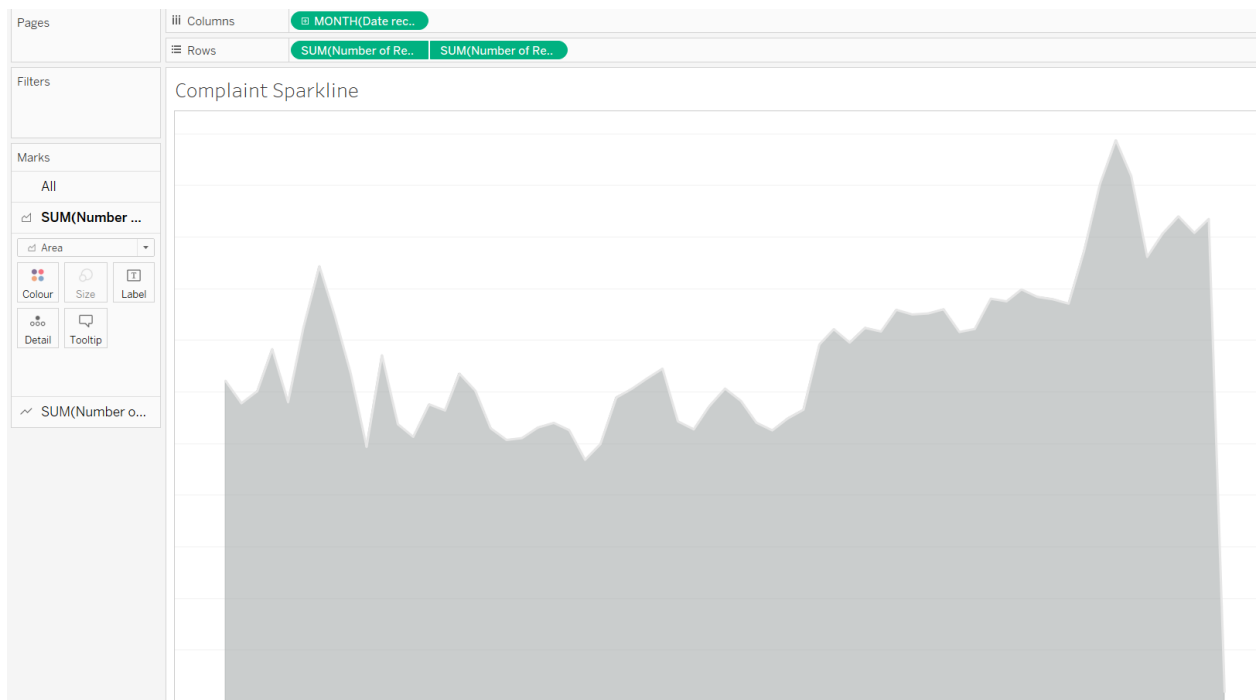
Finally created “Rolling 12 month” KPI



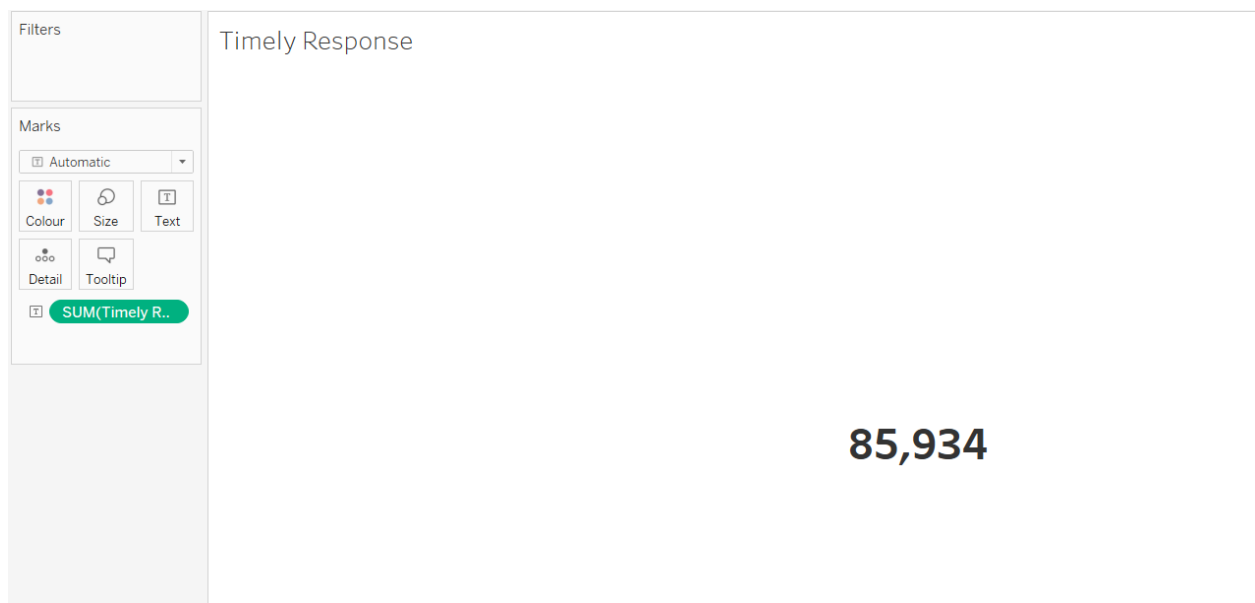
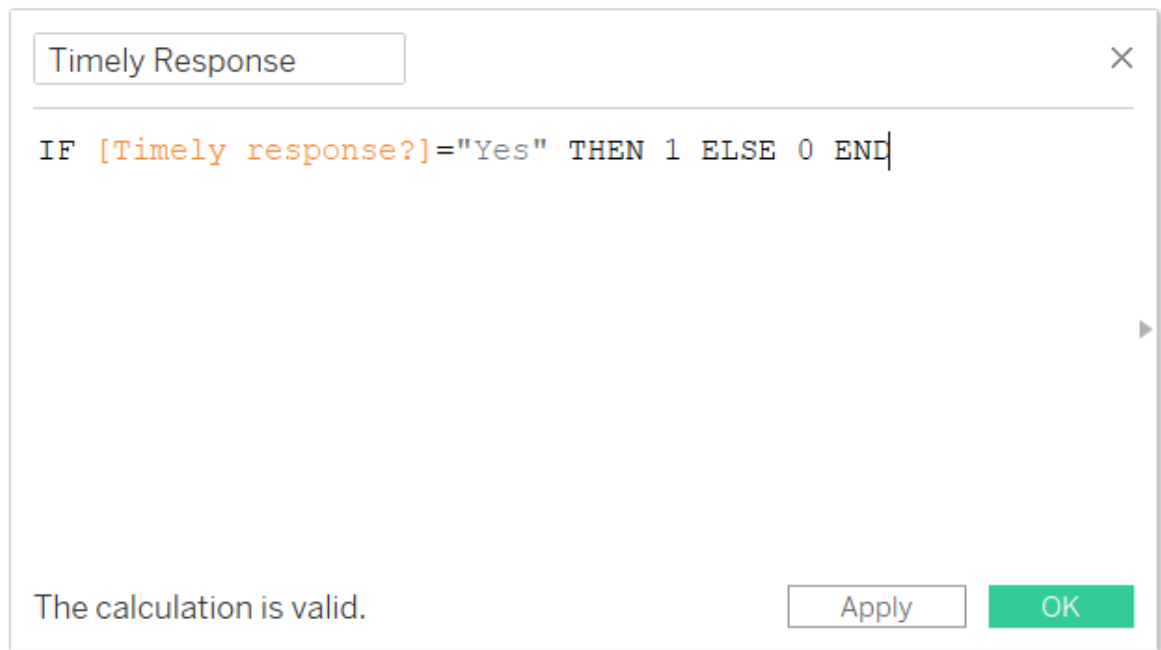
Now we created complaints sparkline.

We put the “Date Received” dimension in the column and changed it to month.

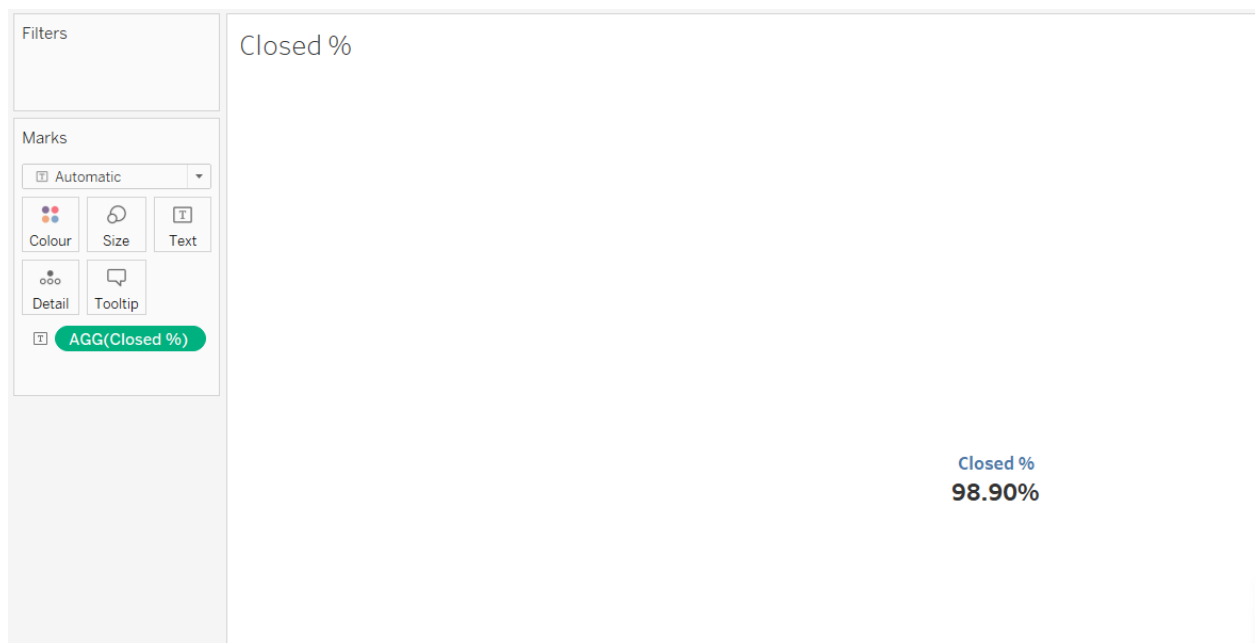
Then we put “Number of records” two times in row and later applied a dual axis to one of the measures



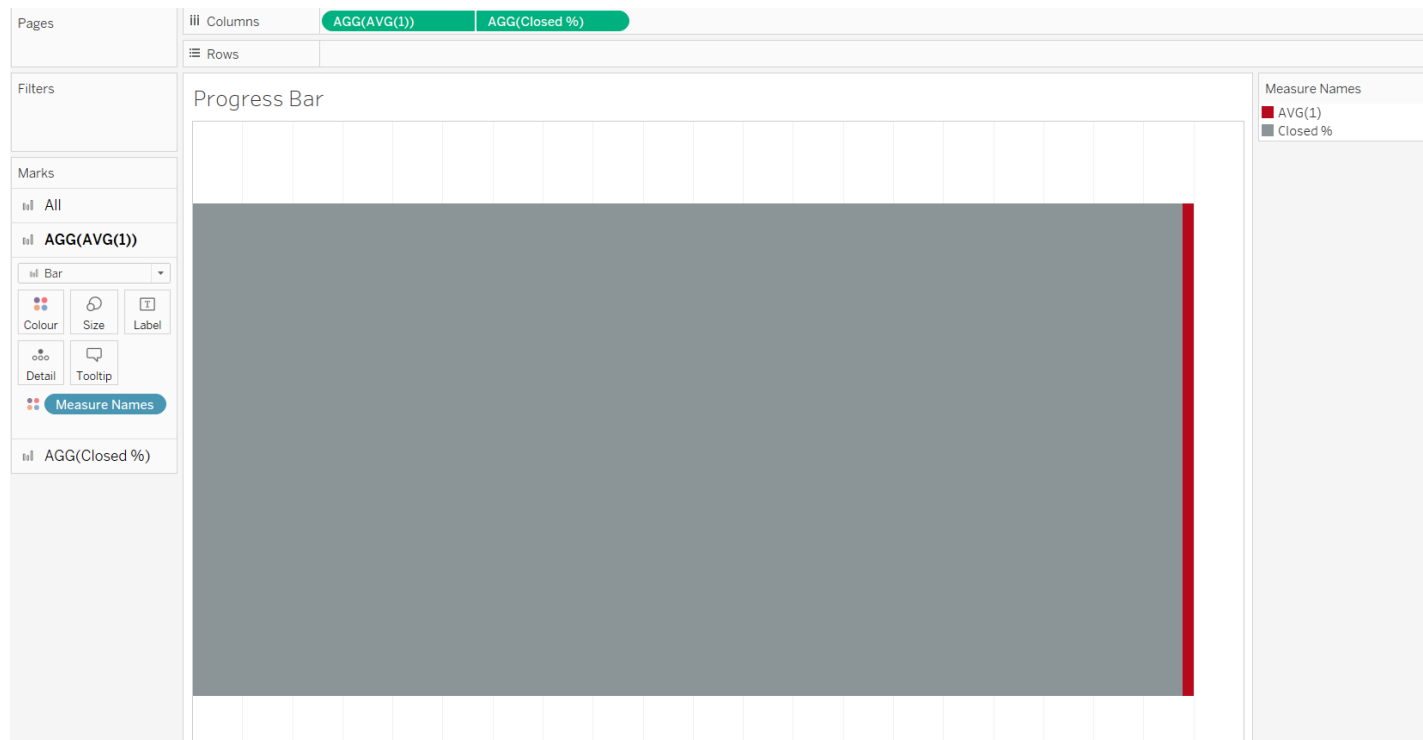
Created a new calculated field for showing Number of Timely Responses.



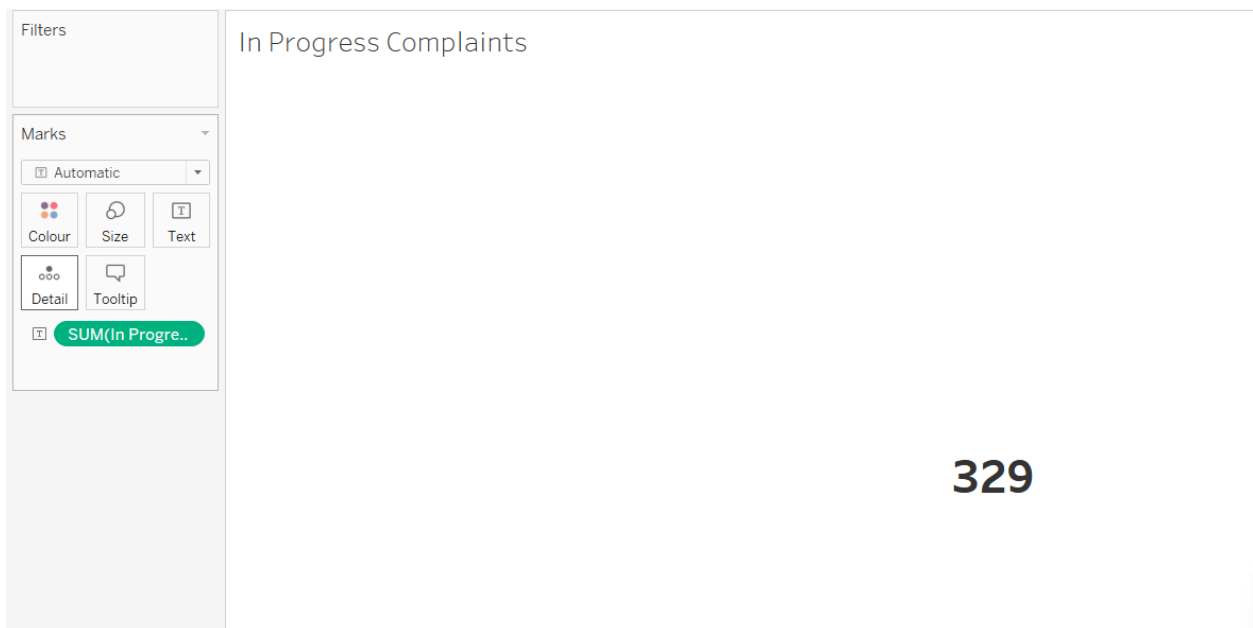
Created a new calculated field “Closing %” to show number of timely responses in percentage.



Created Progress Bar of Timely Responses



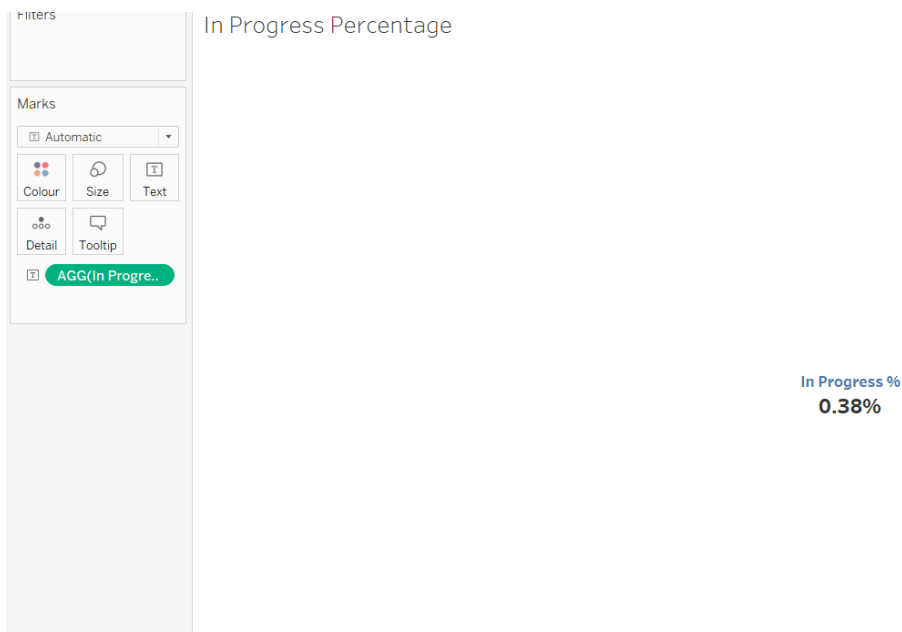
Created a calculated field “In progres complaints”



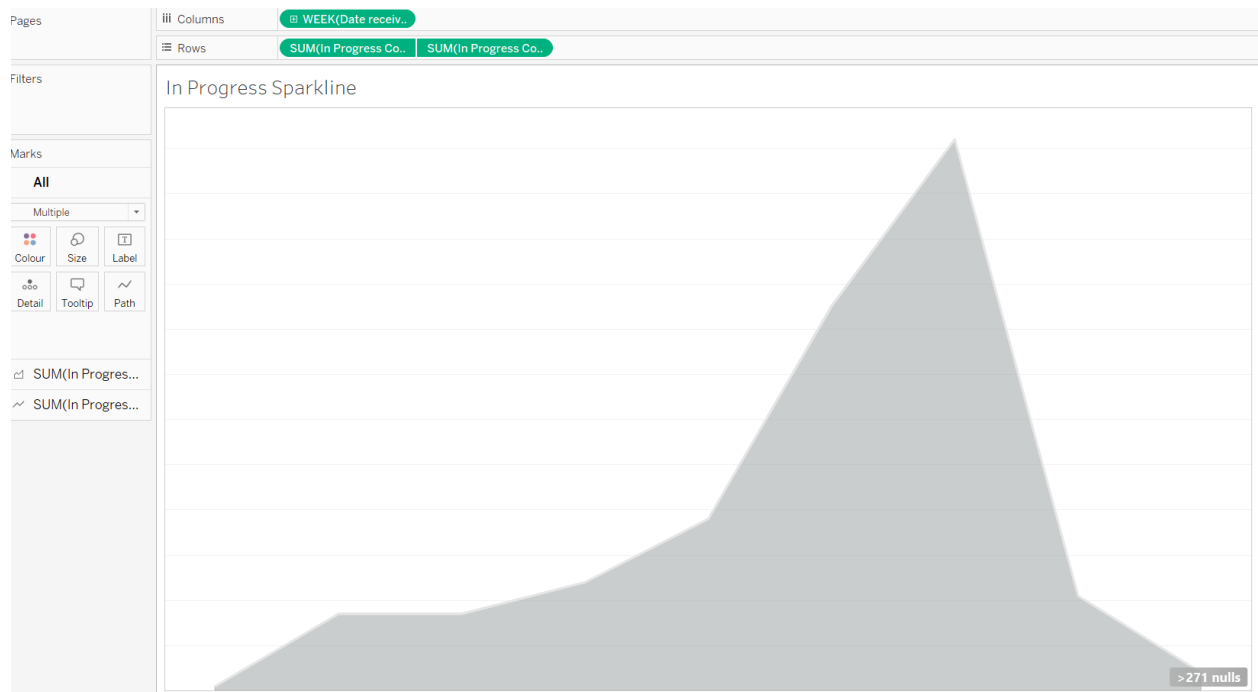
Created a calculated field “In Progress %”



Added the calculated field to text



Created Sparkline of “In Progress Complaints”



Created parameter “Trend” and calculated field “Trend Dynamic Calculation”.

Edit Parameter [Trend]

Name

Trend

Properties

Data type

String

Display format

week

Current value

Weekly

Value when workbook opens

Current value

Allowable values

☐ All

☒ List

☐ Range

Value	Display As
month	Monthly
week	Weekly
quarter	Quarterly
year	Yearly
day	Daily
Click to add	

☒ Fixed

☐ When workbook opens

Add values from

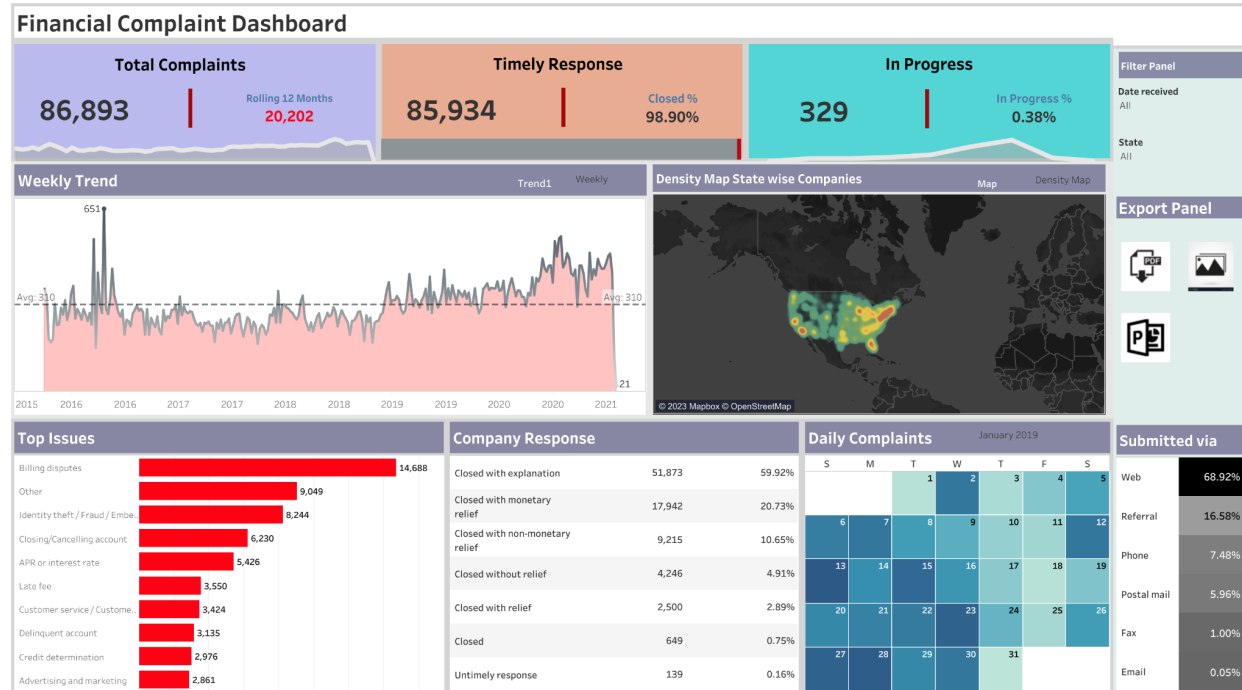
Remove Selected

Cancel

OK



Dashboard Overview:



Interpretation:

The Financial Complaint KPI Dashboard offers a clear and intuitive view of credit card complaints, enabling actionable insights. Through calculated metrics, filters, and interactive visualizations, it facilitates a deeper understanding of the challenges faced by customers. Key trends and areas of concern become apparent, allowing for data-driven decision-making. The ability to benchmark performance and identify areas requiring attention empowers the organization to enhance its credit card products and customer satisfaction. Furthermore, the dashboard's responsiveness to regulatory requirements ensures compliance, contributing to a more efficient and customer-centric financial institution. In essence, it's a powerful tool for problem-solving and continuous improvement within the industry.

Conclusion:

In summary, the Financial Complaint KPI Dashboard has streamlined the analysis of credit card complaints, making it more accessible and insightful. By harnessing calculated fields, parameters, filters, and dynamic chart types, it provides a robust platform for data-driven decision-making and problem resolution. This project empowers financial institutions to proactively address customer concerns, enhance product quality, and ensure regulatory compliance, ultimately leading to improved customer satisfaction and a more responsive financial industry.