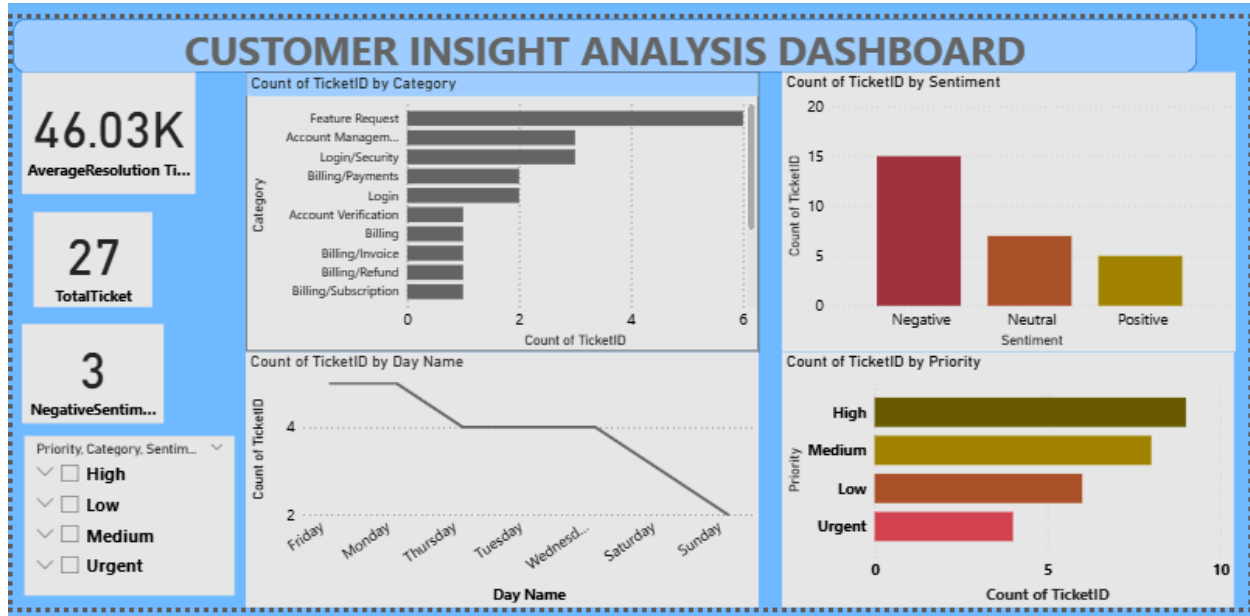# Customer Insight Analysis

Support Ticket Performance Case Study
Business Context
A customer support team needed visibility into ticket trends, sentiment distribution, resolution performance, and priority levels. The objective was to identify service bottlenecks, customer dissatisfaction drivers, and workload patterns to improve response efficiency and customer experience.

KPIs
- Total Tickets: 27
- Negative Sentiment Tickets: 3
- Average Resolution Time: 46.03K (time metric from dataset)

The ticket volume appears manageable. However, deeper analysis reveals important service quality patterns.

Analytical Findings
Sentiment Distribution
The sentiment analysis shows that negative tickets outweigh positive ones, with neutral ones also forming a significant portion.

Insight:
Customer dissatisfaction is present and may signal service delays, recurring issues, or unresolved technical problems. Even with relatively low ticket volume, sentiment imbalance suggests service quality gaps.

Priority Breakdown

The majority of tickets fall under High and Medium priority, while fewer are marked as Low or Urgent.

Data Interpretation:
- High concentration of medium/high tickets indicates customers are reporting impactful issues.
- If high-priority tickets dominate, support workload may consistently operate under pressure.

Opportunity:

Root cause analysis is required to reduce recurring high-impact issues.

Category Analysis
- Ticket categories such as:
- Feature Requests
- Account Verification
- Billing/Invoice
- Login/Security

show varying volumes.

Key Observation:
- Feature requests and account-related issues appear frequently, indicating:
- Product usability friction
- Possible onboarding challenges
- Authentication or account management inefficiencies

This insight could guide product improvement decisions.

Day-wise Ticket Trend

Ticket volume fluctuates throughout the week, with noticeable spikes on certain weekdays.

Business Implication:

Support staffing could be optimized based on peak ticket days to improve response time and reduce backlog.

Core Business Insight

While ticket volume is relatively low, the combination of:
- Higher negative sentiment
- Concentration on high-priority tickets
- Recurring account and billing issues suggest operational inefficiencies impacting customer satisfaction.

The issue is not ticket quantity; it is service quality and response efficiency.

Recommendations
- Investigate recurring high-priority ticket categories.
- Improve onboarding and account management processes.
- Align support staffing with peak ticket days.
- Monitor sentiment trends as a KPI for service performance.
- Reduce average resolution time to improve overall customer experience.

Conclusion

This dashboard demonstrates how combining KPI tracking, sentiment analysis, and categorical breakdowns can uncover service performance gaps.

By leveraging data-driven insights, the organization can shift from reactive support handling to proactive customer experience optimization.