Financial Complaints Dashboard

A comprehensive Power BI solution designed to provide financial institutions with actionable insights into customer complaints, enabling data-driven decision-making and improved customer service outcomes.

Problem Statement

Background

A financial institution wants to gain a comprehensive understanding of customer complaints to improve their customer service and compliance with regulations. The organization collects and manages data on complaints, and it is essential to present this data effectively for informed decision-making.

Objective

Design a Power BI dashboard to provide a visual representation of key performance indicators (KPIs) and relevant charts for the financial institution to gain insights into customer complaints and their resolution status.

Key Performance Indicators

The dashboard tracks five critical KPIs that provide a comprehensive view of complaint management effectiveness:

Total Complaints

Track the overall volume of customer complaints over time to identify trends and fluctuations.

Timely Response

Measure the percentage of complaints that received a response within an acceptable time frame, highlighting the institution's responsiveness to customer concerns.

In Progress

Monitor the number of unresolved complaints currently being addressed, providing insight into the workload of the customer service team.

Additional Performance Metrics
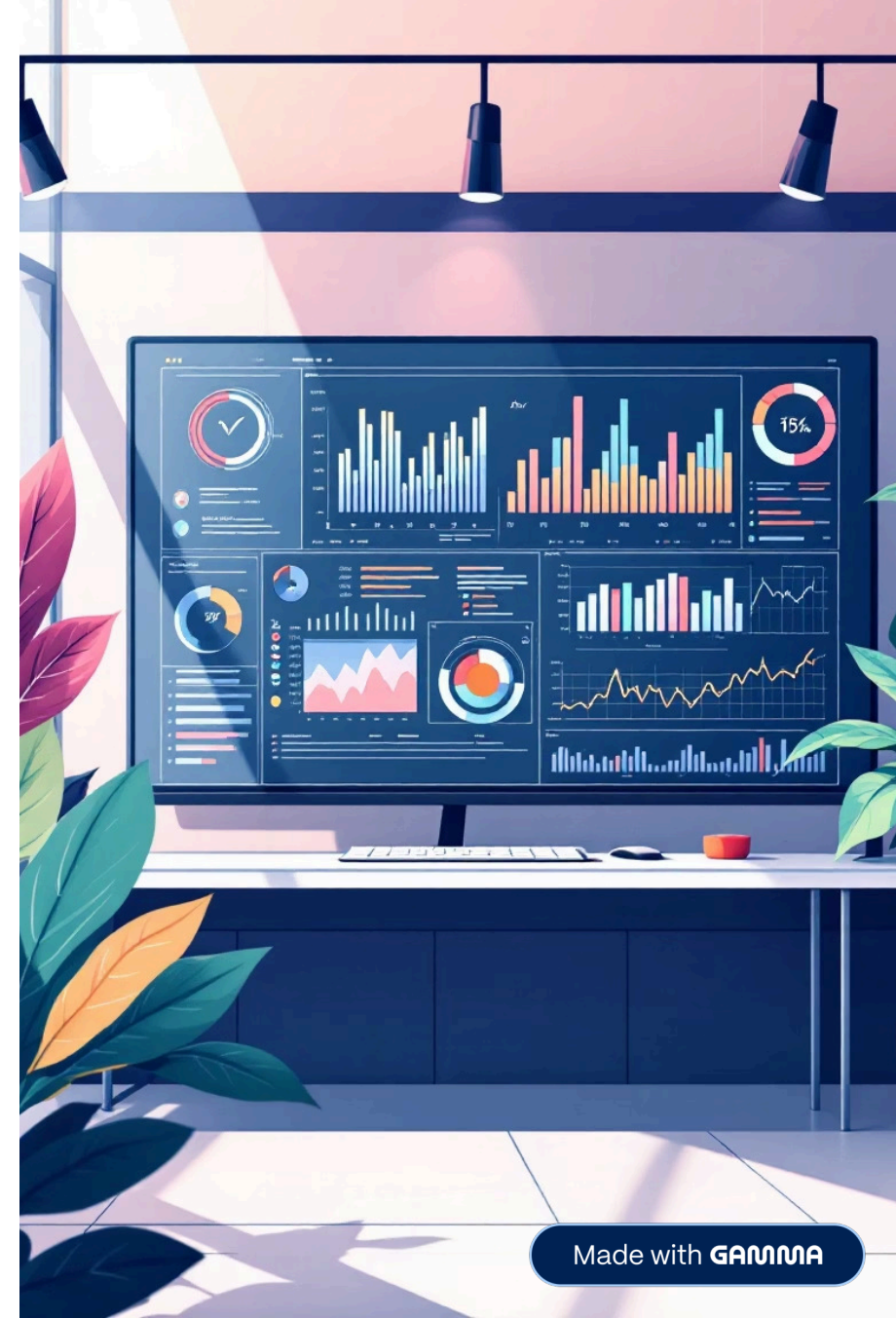
Disputed Rate

Calculate the percentage of complaints that escalated to disputes, reflecting the severity and complexity of issues faced by customers.

This metric provides critical insight into the most challenging customer concerns and helps identify areas requiring enhanced resolution strategies.

Resolved at no Cost

Analyse the percentage of complaints that were resolved without any monetary compensation, indicating the effectiveness of non-financial resolution methods.

A higher percentage demonstrates successful customer service interventions that maintain satisfaction without financial impact.

Dashboard Visualizations

The Power BI dashboard incorporates four essential charts that provide comprehensive insights into complaint patterns and trends:

1

Total Complaints by Issue

Display a bar chart that visualizes the distribution of complaints by the type of issue, helping the institution understand the most common problems faced by customers.

2

Total Complaints by State

Create a geographical map or bar chart showing the distribution of complaints by state or region, allowing the organization to identify areas with higher complaint rates.

3

Total Complaints by Product

Utilize a pie chart or bar chart to illustrate the distribution of complaints by the financial products or services involved, offering insights into which offerings require the most attention.
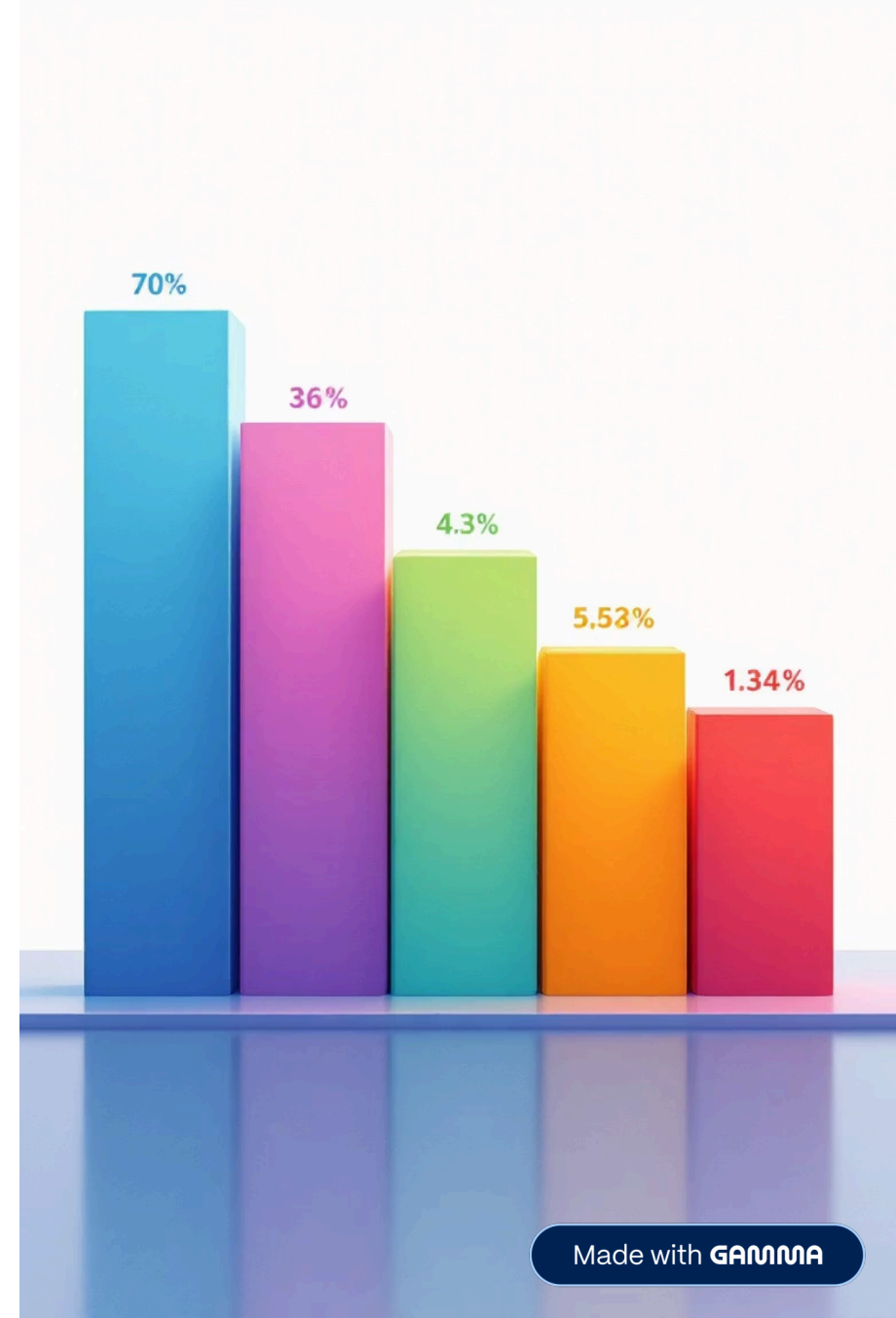
4

% of Consumer Disputed

Present a pie chart or donut chart to depict the percentage of complaints that escalated to disputes, allowing the institution to assess the impact of disputes on overall complaint resolution.

Total Complaints by Issue Analysis

Understanding the distribution of complaints by issue type is fundamental to improving service quality and addressing systemic problems.

Display a bar chart that visualizes the distribution of complaints by the type of issue, helping the institution understand the most common problems faced by customers.

This visualization enables the organization to **prioritize resources** and **develop targeted solutions** for the most frequently reported issues.

Geographic and Product Distribution

Total Complaints by State

Create a geographical map or bar chart showing the distribution of complaints by state or region, allowing the organization to identify areas with higher complaint rates.

Regional analysis helps identify location-specific issues and enables targeted interventions in high-complaint areas.

Total Complaints by Product

Utilize a pie chart or bar chart to illustrate the distribution of complaints by the financial products or services involved, offering insights into which offerings require the most attention.

Product-level insights drive improvements in specific service lines and inform product development strategies.

Key Challenges

Implementing a comprehensive complaints dashboard requires addressing several critical challenges:

Data Integration

Gathering and integrating complaint data from various sources may pose challenges in data consistency and quality.

Timeliness

Ensuring that the data is up-to-date and reflective of the most recent complaints.

Data Security

Protecting sensitive customer information and adhering to privacy regulations while working with complaint data.

Visualization

Creating clear and intuitive visualizations in Power BI to convey the insights effectively.

Implementation Considerations

Successfully deploying the Financial Complaints Dashboard requires careful attention to technical and operational factors:

Data Sources

Gathering and integrating complaint data from various sources may pose challenges in data consistency and quality.

Real-Time Updates

Ensuring that the data is up-to-date and reflective of the most recent complaints.

Compliance

Protecting sensitive customer information and adhering to privacy regulations while working with complaint data.

Creating clear and intuitive visualizations in Power BI to convey the insights effectively remains a cornerstone of the project's success.

Expected Outcomes

The Power BI dashboard will empower the financial institution to track, analyse, and address customer complaints more efficiently, leading to improved customer satisfaction, compliance, and operational effectiveness. This project aims to provide a holistic view of the complaint landscape and promote data-driven decision-making within the organization.

Enhanced Customer Satisfaction

Faster response times and more effective resolution strategies will directly improve customer experience and loyalty.

Improved Compliance

Better tracking and reporting capabilities ensure adherence to regulatory requirements and industry standards.

Operational Excellence

Data-driven insights enable resource optimization and strategic improvements across the organization.