

Summary of findings

The **note-worthy** findings from the analysis are summarized below. More specific details from the analysis can be found in the report.

Part 1.

The most common customer complaints are:

- a. “Account opening, closing and management”, coming in first,
- b. “Deposits and withdrawals” coming in second,
- c. “problems caused by my funds being low” coming in third.

Associations:

- There is an association between being an Older American and having association with less complaints related to the issue of “problems caused by my funds being low”, based on the chi-squared test done. More research can be done to investigate here to understand Older American customer’s needs and problems better.

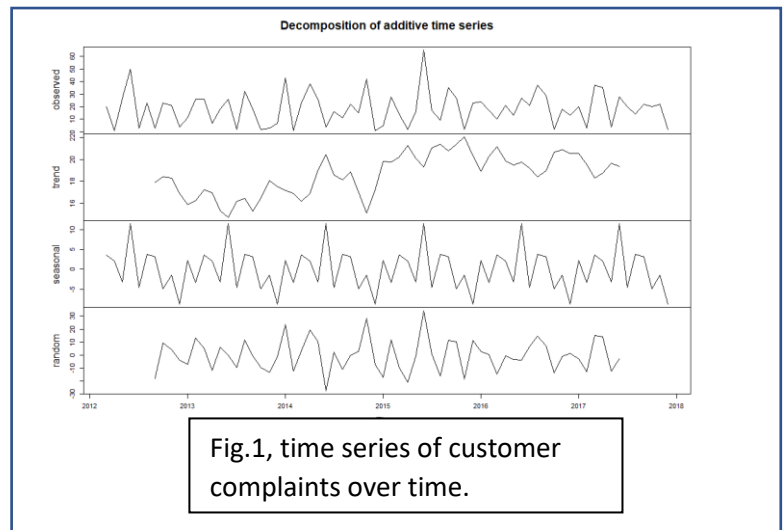
Small sample size,

- Sample size for the complaints below complaints seems to be small, which may be the cause of no particularly visible patterns being discoverable in these samples. The complaints that have small sample size are:
 - Complaint data for the category of sub-product type “certificate of deposit” as well as complaints with sub-product type “Cashing a check without an account”
 - Complaint data for the category of “Older Americans, Servicemember” and “Servicemember” customers
 - Solution would be to gather more sample for complaints of these categories, usually more data would be gathered naturally as customers use the products and services.

Part 2

Regarding trends,

- Numbers of complaints steadily grow from 2012, until the third quarter of 2014, where it sharply drops. This sharp drop rises until the number of complaints reaches equilibrium on the first quarter of 2015 and does not significantly decrease or increase from first quarter of 2015 till December 2017, where our dataset's time span ends.
- Seasonally, number of customer complaints peak near the middle of the year, and there are 5 peaks every year.



Regarding top 5 companies' number of complaints throughout each year,

- a. Bank of America has the highest average number of customer complaints, during July.
- b. Citibank and PNC Bank NA has comparatively lower number of complaints throughout the year, compared to Wells Fargo & Company, JPMorgan Chase & Co, and Bank of America.
- c. Wells Fargo & Company seems to have larger number of complaints on average during March and May, compared to its other months. For its other months, the number of complaints they receive seems to be on similar levels.
- d. PNC Bank NA, JPMorgan Chase & Co, and Citibank seems to have steady levels of average customer complaints throughout the year.
- e. Bank of America seems to have peaks for average number of customer complaints during March, May, July and December, with the highest peak during July. The average number of customer complaints for other months seems to be on normal levels.

