

# Customer Support Data Analysis Report

## Introduction

This report analyzes 50 customer support tickets from April 2025, utilizing Python for data processing and Power BI for visualization. The goal was to identify common issues, assess resolution times, and propose improvements to enhance customer support efficiency. The dashboard visualizes ticket categories, statuses, and key insights, revealing critical areas for operational optimization.

## Findings

- Technical issues: 25 out of 50 tickets (50%), such as “app crashes on login,” with resolution times up to 3.5 hours.
- Billing issues: 15 out of 50 tickets (30%), resolved in 1 to 2.5 hours.
- Feature requests: 7 out of 50 tickets (14%), taking 4 to 5 hours to address.
- Support queries: 3 out of 50 tickets (6%), averaging 4 hours for resolution.
- Ticket status: 25 out of 50 tickets (50%) remain open, primarily Technical and Support categories.
- Common keywords: “app” (15 occurrences), “crashes” (10), “login” (8), indicating frequent technical challenges.

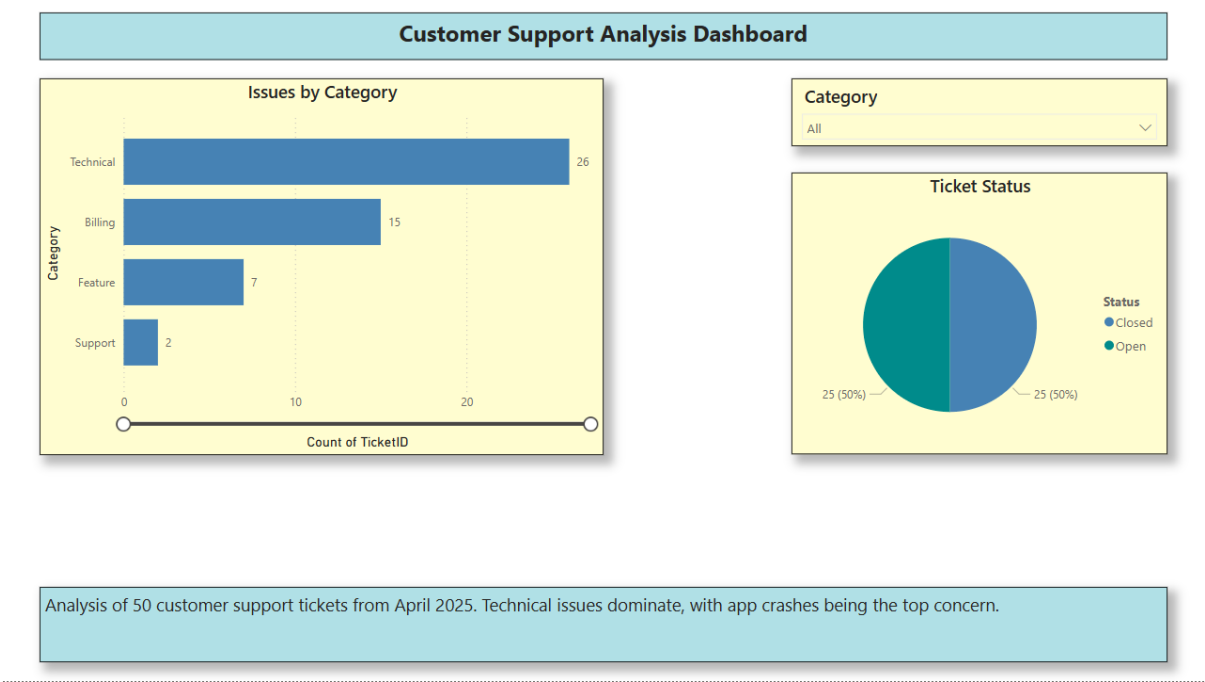


Figure 1: Overview Dashboard (Page 1)

Recommendations

- Automate technical diagnostics to reduce resolution times for common issues like app crashes and login failures.
- Maintain the efficient billing resolution process, as it consistently achieves the fastest turnaround.
- Assign dedicated staff to handle feature requests, streamlining their processing and reducing delays.
- Implement AI-powered chatbots to address routine support queries, freeing up staff for complex issues.

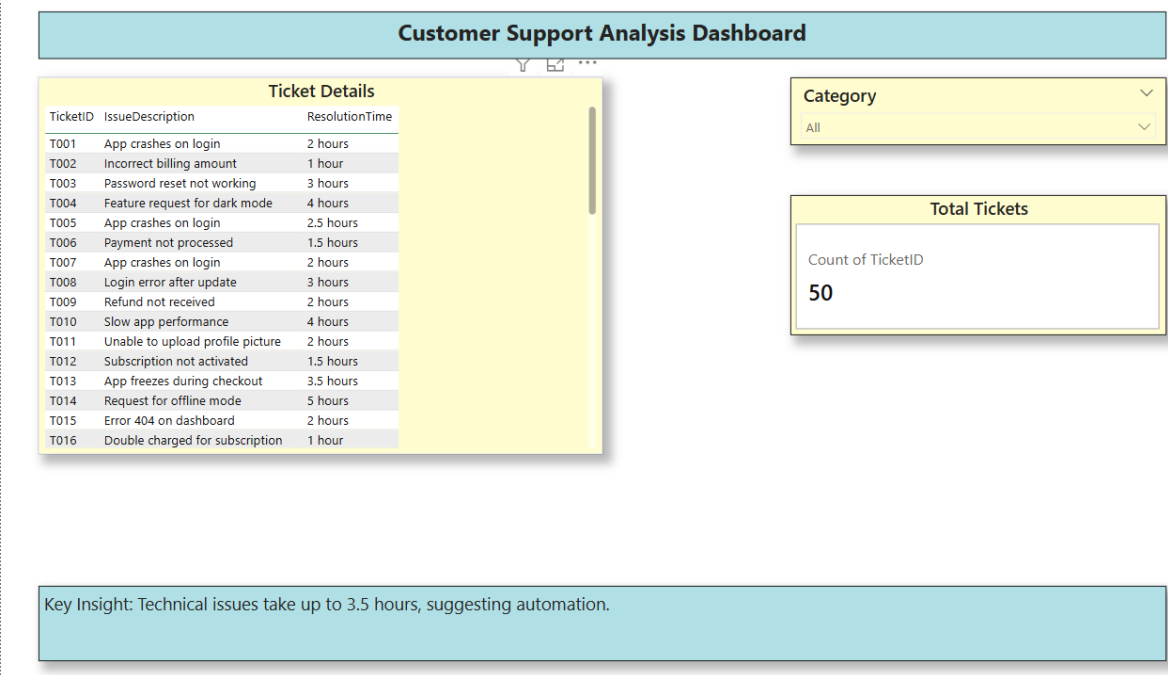


Figure 2: Details Dashboard (Page 2)

Conclusion

Technical issues, particularly app crashes, represent the primary bottleneck in customer support, comprising 50% of tickets and requiring up to 3.5 hours to resolve. By automating diagnostic processes and integrating AI chatbots, the support team can significantly enhance efficiency, reduce resolution times, and improve customer satisfaction.