

# Customer Complaint Analysis Presentation

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# Content:

- Total number of customer complaint tickets during the period.
- Distribution of complaint tickets across referred customers.
- Distribution of complaint tickets across receiving platforms.
- Status of complaints (closed vs. open).
- Monthly trend of complaints, including totals and status-based categories.
- Top 5 cities and states with the most complaints.
- Map of customer complaint distribution.
- Distribution of complaint categories from customer, including totals and status-based categories.
- Conclusion
- Recommendation



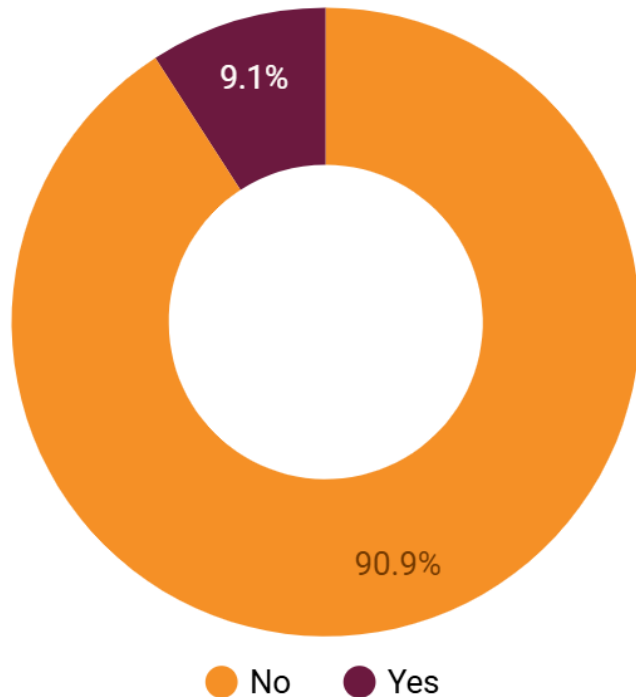
## Total Complaint Ticket

# 2,224

In this analysis, the total number of complaints received from customers was **2,224 tickets** during the period from **January to December 2015**, highlighting the need for a closer review of customer issues to enhance the improvement of satisfaction and loyalty



### Referred Customer

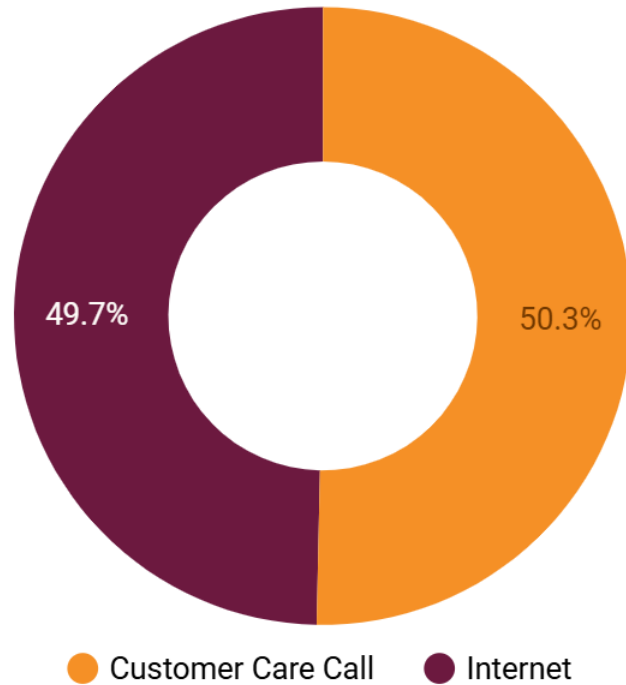


Out of complaint tickets received was 2,224. Among these, 90.9% were from non-preferred customers, while only 9.1% came from preferred customers.

This indicates that the majority of complaints originated from the general customer base rather than those classified as preferred.



### Receiving Platform

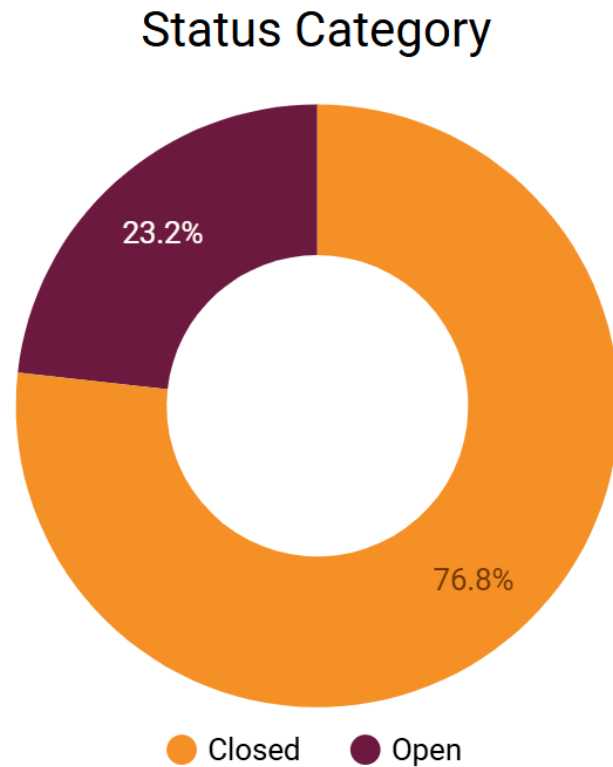


of complaint tickets received was 2,224, with 50.3% of complaints coming through the Call Center and 49.7% through the Internet. This indicates that there is almost an equal distribution between traditional customer service channels (Customer Care Call) and digital platforms (Internet)

This balance could also point to customer preferences for both direct interaction and digital self-service options, suggesting opportunities to optimize the experience across these platforms..



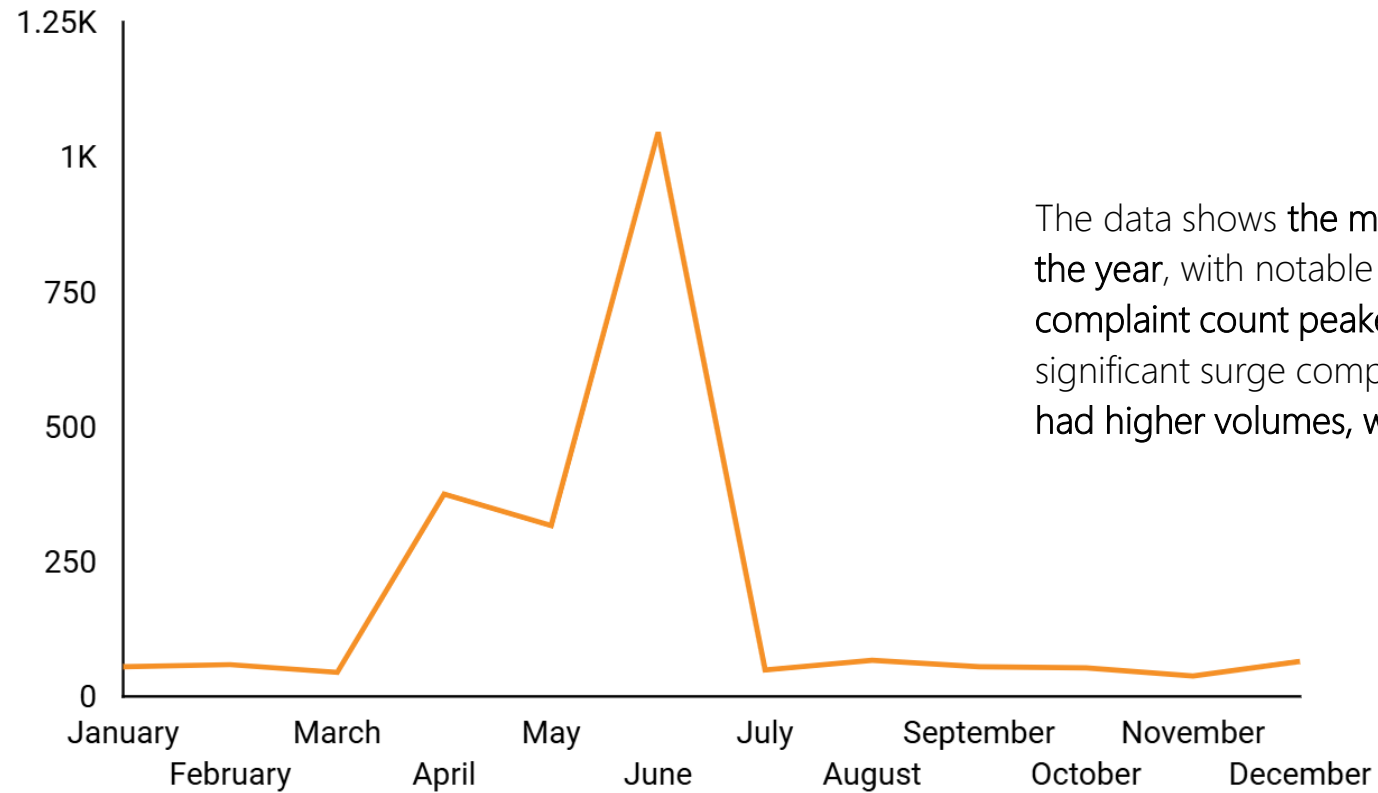
## Customer Complaint Analysis



of complaint tickets received was 2,224, with 76.8% of complaints marked as closed and 23.2% remaining open. This suggests that the majority of complaints have been successfully resolved, reflecting an effective response to customer issues. However, the 23.2% of open complaints indicate ongoing cases that may require additional attention or follow-up.



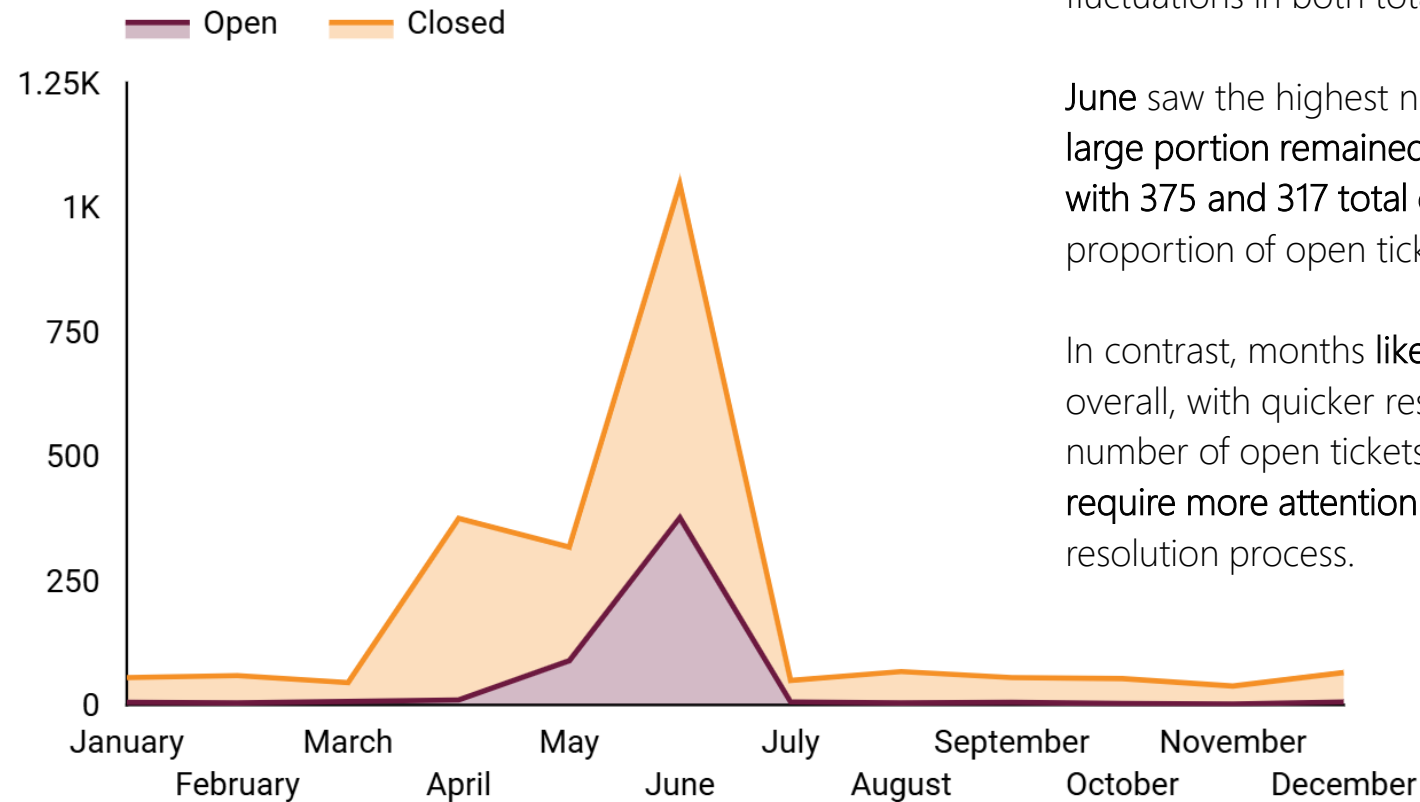
### Total Complaint Trend



The data shows the monthly distribution of complaint tickets over the year, with notable spikes in certain months. The total complaint count peaked in June with 1,046 tickets, representing a significant surge compared to other months. April and May also had higher volumes, with 375 and 317 complaints, respectively.



### Complaint Trend by Status Category



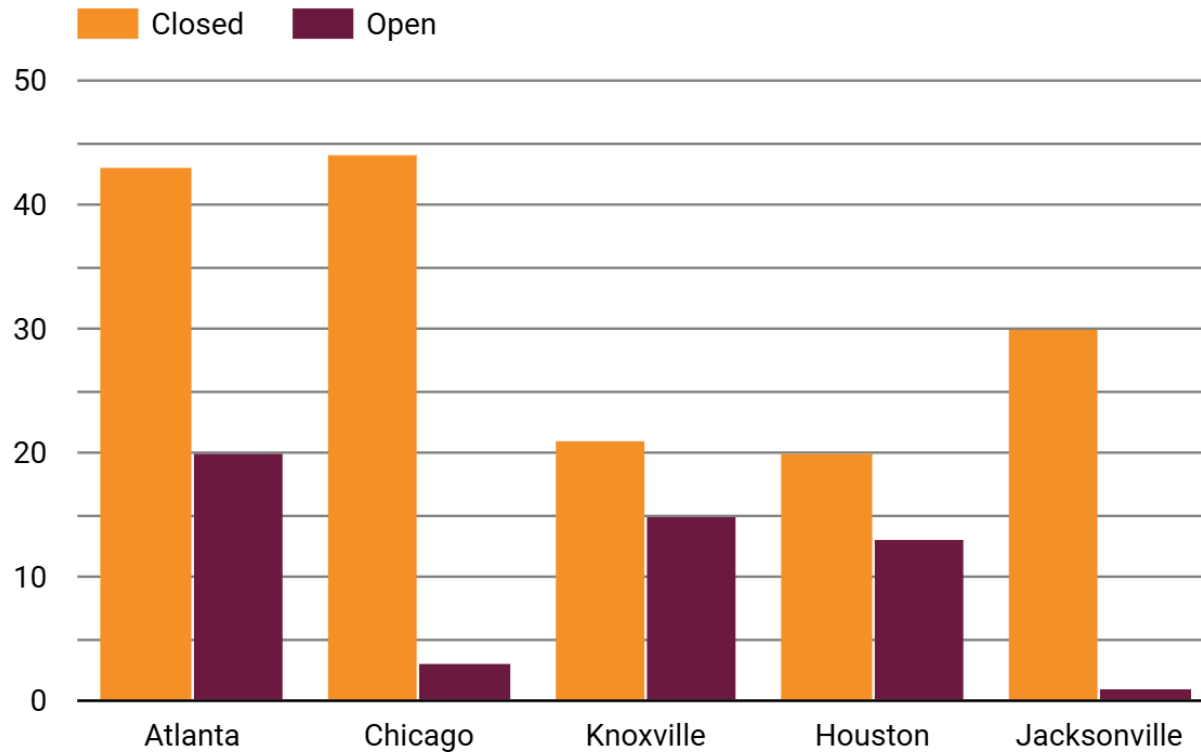
The complaint ticket distribution throughout the year reveals significant fluctuations in both total volume and status.

June saw the highest number of complaints, with 1,046 tickets, of which a large portion remained open (376). April and May also had notable spikes, with 375 and 317 total complaints, respectively, accompanied by a higher proportion of open tickets.

In contrast, months like November and December had fewer complaints overall, with quicker resolution times, as reflected by the relatively low number of open tickets (2-6). This suggests that while certain months require more attention to open complaints, others may indicate a smoother resolution process.

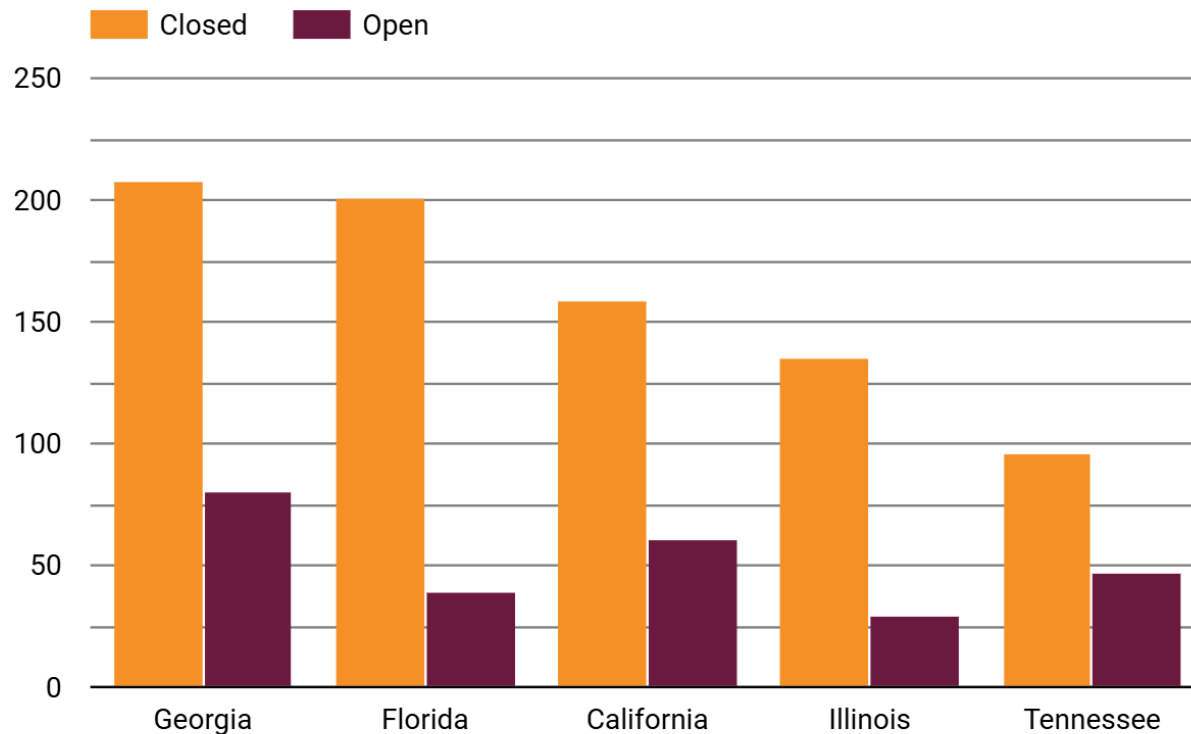


### Top 5 city with most complaint



**Atlanta** recorded the highest volume with **63 tickets**, but only **68.3%** were resolved, leaving **31.7% open**. In contrast, **Jacksonville**, despite having the fewest complaints (**31 tickets**), achieved the best resolution rate with **96.8% closed** and only **3.2% open**. **Chicago** also performed well, closing **93.6%** of its **47 tickets**. However, cities like **Knoxville** and **Houston** show areas for improvement, with a significant share of unresolved complaints—**41.7%** and **39.4% open**, respectively. These insights highlight Jacksonville and Chicago's efficient complaint management while emphasizing the need for targeted interventions in **Knoxville**, **Houston**, and **Atlanta** to improve resolution rates and reduce open complaints.

### Top 5 State with most complaint



Georgia recorded the highest volume with 288 tickets, but only 72.2% were closed, leaving 27.8% open, signaling room for improvement in resolution rates. Florida followed with 240 tickets, achieving a strong resolution rate of 83.8% closed and just 16.2% open, highlighting effective complaint management. California reported 220 tickets, with 72.3% closed and 27.7% open, similar to Georgia's performance. Meanwhile, Illinois showed higher efficiency, closing 82.3% of its 164 tickets and leaving 17.7% open. Tennessee, despite having the fewest complaints (143 tickets), had the largest proportion of unresolved cases at 32.9% open. These insights emphasize Florida and Illinois as benchmarks for effective complaint resolution while highlighting Tennessee and Georgia as key areas for improvement to reduce open complaints and enhance overall service performance.

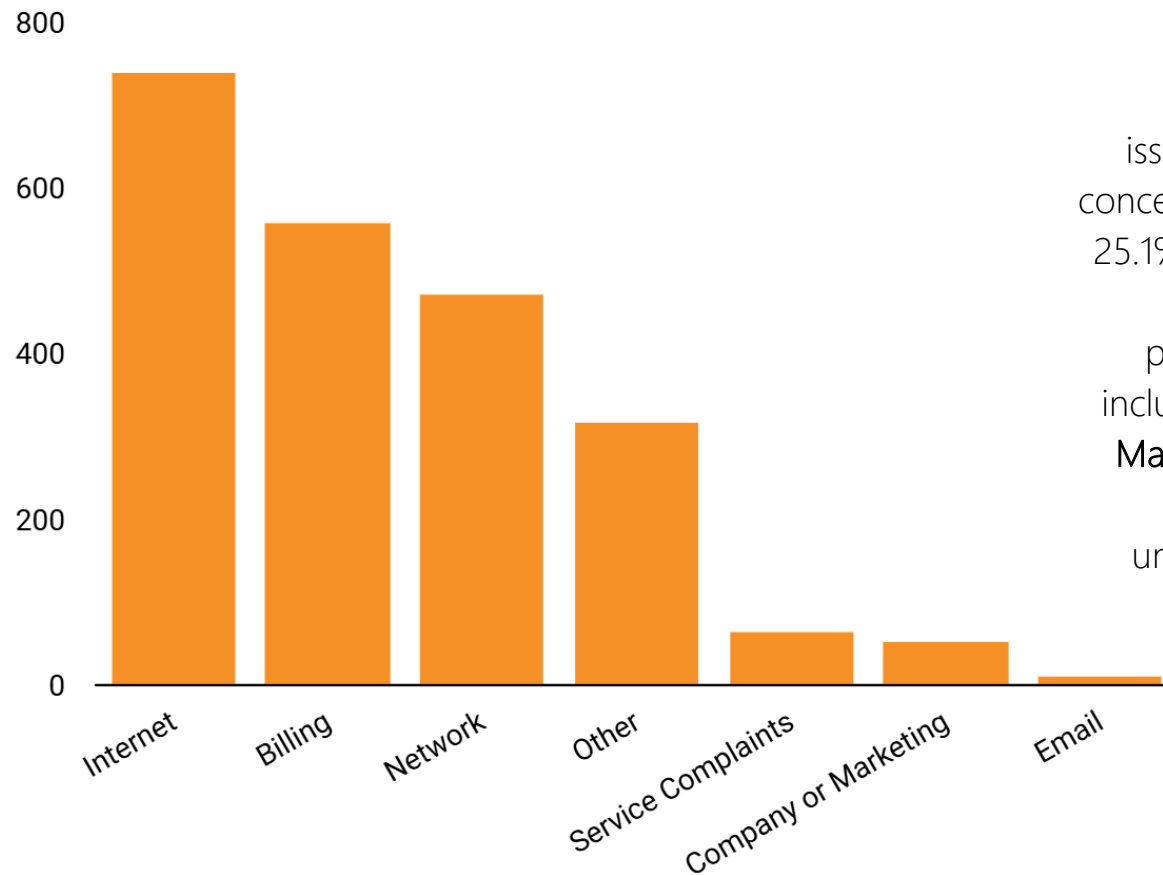
## Customer Complaint Analysis



Complaint Ticket 1 • ● 288

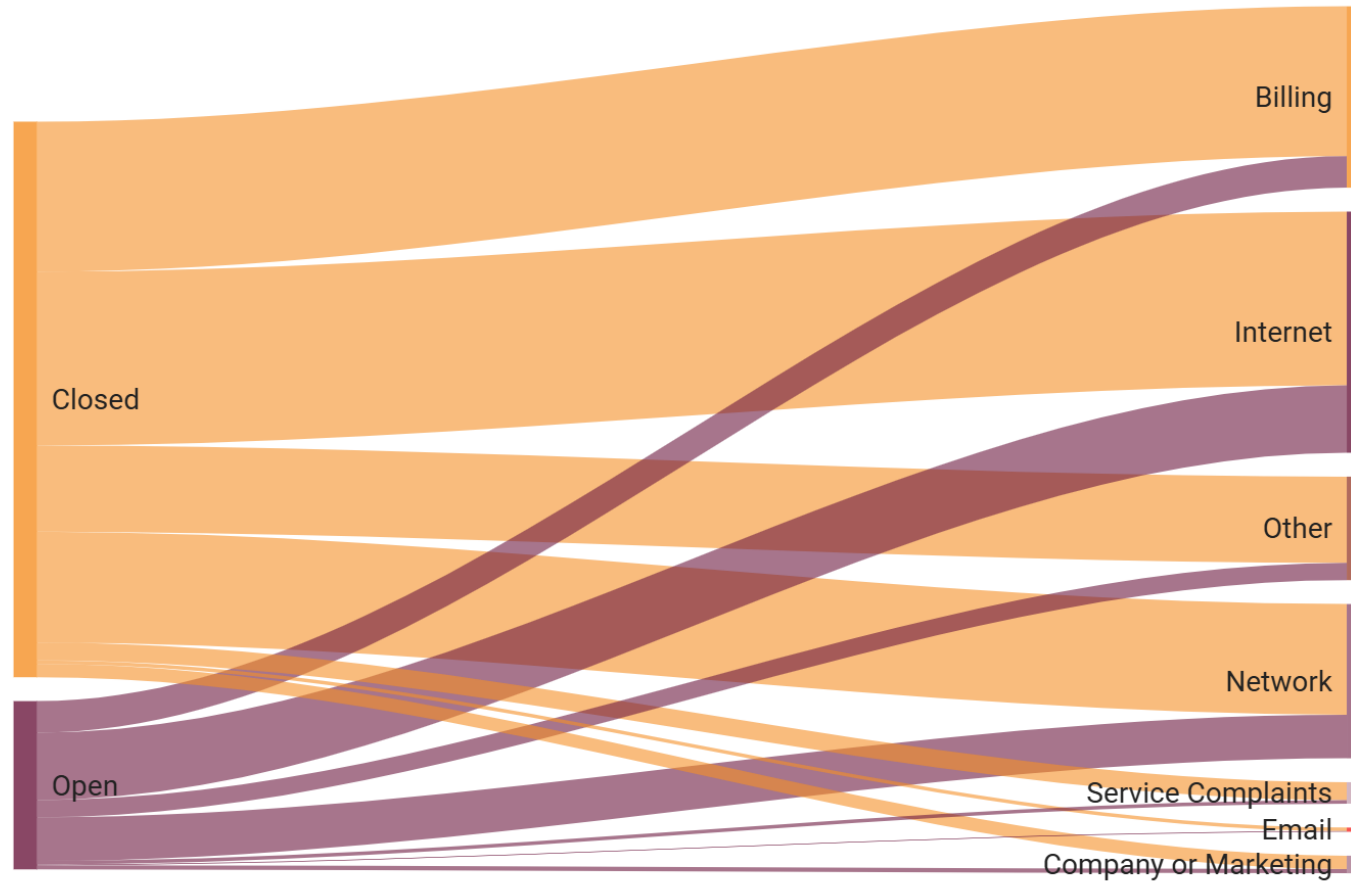
The map displays the geographic distribution of customer complaints. The majority of complaints are concentrated in **North America**, with significant clusters in the **Middle East** and parts of **Oceania**.

### Complaint Category Distribution



Among the total 2,224 complaint tickets, the largest share—33.3%—stemmed from the **Internet** category, indicating that issues related to online services or connectivity are the primary concerns for customers. Close behind, **Billing** complaints made up 25.1%, suggesting potential challenges with pricing, payments, or invoicing. **Network** issues accounted for 21.3%, pointing to possible instability in service or connectivity. Other categories, including **Other** (14.3%), **Service Complaints** (3.0%), **Company or Marketing** (2.4%), and **Email** (0.6%), garnered fewer complaints, yet remain important areas for attention. These findings underscore the need for focused improvements, particularly in Internet and billing services.

### Trend of Status Category to Complaint Category



Overall, most complaints are resolved, with the highest volumes in the Internet and Billing categories.

The **Internet category** has the highest number of complaints, with **534 closed (24%)** and **207 open (9.3%)**. The **Billing category** also has a significant number, with **461 closed (20.7%)** and **97 open (4.4%)**. Other categories, like **Network, Service Complaints, Email, and Company and Marketing** have been resolved.

# Conclusion

The analysis of customer complaints from January to December 2015 reveals several key insights:

1. **Volume and Source of Complaints:** Out of 2,224 complaints, 90.9% came from non-preferred customers, emphasizing the need for better engagement, with an equal reliance on call centers and digital platforms.
2. **Complaint Resolution:** 76.8% of complaints were successfully resolved, reflecting an effective response mechanism. However, 23.2% remain open, indicating a need for follow-up to enhance resolution rates and customer satisfaction.
3. **Geographical Insights:** Jacksonville had the highest resolution rate (96.8%), while Atlanta recorded the highest volume of complaints (63 tickets), with a relatively lower resolution rate (68.3% resolved), emphasizing the need for improvement.
4. **Complaint Categories:** The majority of complaints stemmed from the Internet category (33.3%) with significant unresolved issues (207 open tickets), followed by Billing (25.1%) and Network (21.3%), highlighting key areas for service improvement in connectivity, payments, and stability.
5. **Temporal Trends:** Complaints peaked in June (1,046 tickets), followed by higher volumes in April (375) and May (317), suggesting seasonal or operational factors influencing complaint spikes.



## Two actionable business strategy recommendations for the company:

### 1<sup>st</sup>

**Enhance Customer Experience for Non-Preferred Customers:** Since 90.9% of complaints are from non-preferred customers, the company should focus on identifying the root causes of dissatisfaction within this group. This could be achieved by offering tailored solutions, improving communication, or incentivizing loyalty through personalized services or rewards. Analyzing patterns in complaints from this group—particularly those related to the Internet and Billing categories—could lead to the development of targeted interventions to improve their experience and prevent future complaints.





## Two actionable business strategy recommendations for the company:

### 2<sup>nd</sup>

**Strengthen Complaint Resolution in High-Complaint Cities:** Cities like Atlanta, Knoxville, and Houston have a higher proportion of unresolved complaints. While Jacksonville and Chicago show effective resolution, there is a clear need for focused improvements in cities with lower resolution rates. The company should allocate resources to investigate the reasons behind the high number of open complaints in these cities, which could involve enhancing local support teams, providing better training, or improving infrastructure to handle complaints more efficiently. Moreover, prioritizing Internet and Billing complaint categories in these cities could reduce the volume of unresolved issues.





## References:

Dashboard of Customer Complaint:

<https://lookerstudio.google.com/reporting/eee916fc-edb0-49a6-8612-75fcae5dbea7>



# Thank You

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