

Project -9

Project Title: Call Center Analytics in Power BI

Introduction

- ✓ Proactively prevent customer churn and optimize customer service with interactive dashboards.
- ✓ Call Center Analytics in Power BI
- ✓ Boost agent performance and improve customer satisfaction with interactive dashboards.
- ✓ This repository showcases my portfolio project, built using Power BI Desktop and Excel during my internship at PwC. It leverages call center data to provide data-driven insights into agent performance, call trends, and customer experience.

Key Features:

Agent Performance: Track individual and team performance metrics like average call handling time, call resolution rate, and customer satisfaction ratings.

Call Trends: Analyze call volume by time of day, day of week, and agent. Identify peak periods and optimize resource allocation.

Customer Experience: Uncover patterns in customer feedback and identify areas for improvement.

Interactive Dashboards: Visualize data through various charts and graphs, enabling easy exploration and analysis.

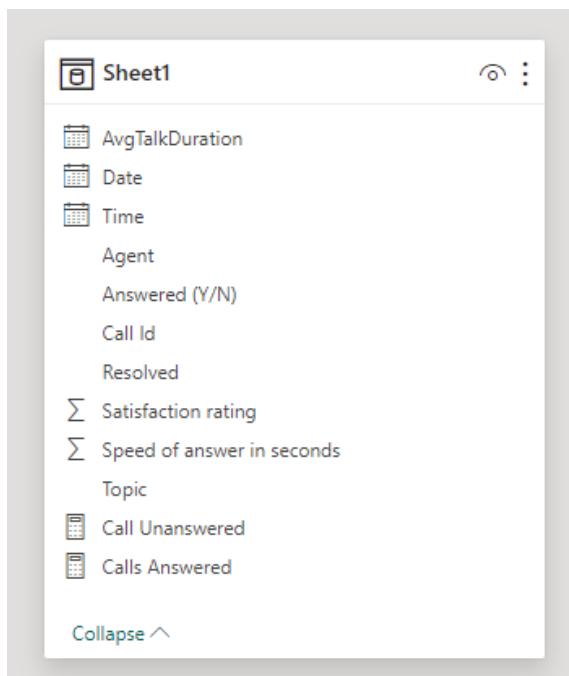
Target Audience:

- ✓ Call centre managers and supervisors
- ✓ Business analysts and data scientists
- ✓ Anyone interested in data-driven decision-making

Future Work:

Integrate with additional data sources such as CRM systems. Develop machine learning models to predict call volume and customer churn. Implement real-time data refreshes for up-to-date insights. I'd like to encourage you to explore this project and see how Power BI can be used to transform your call center data into actionable insights.

Screenshots of the Project 9



The screenshot shows the 'Call Center Trends Dashboard' in Power BI. The top navigation bar includes File, Home, Insert, Modeling, View, Optimize, Help, and various ribbon tabs like Paste, Cut, Copy, Format painter, Get data, Excel, OneLake, SQL Server, Enter data, Dataverse, Recent sources, Transform, Refresh data, New visual, Text box, More visuals, New measure, Quick measure, Calculations, and Sensitive. Below the ribbon, the dashboard title is 'Call Center Trends Dashboard' with a subtitle 'Agents'. Agents listed are Becky, Dan, Diane, Greg, Jim, Joe, Martha, and Stewart. The dashboard features several visualizations: a large pie chart showing 'Count of Answered Calls' with segments 'Y' (81.08%) and 'N' (18.92%); three donut charts for 'Average Customer Rating' (3.40), 'Average Speed of Call Answer' (67.52), and 'Average of Calls Answered' (8108); and a line chart for 'Count of Calls By Time' over a 24-hour period. A table at the bottom right provides detailed call statistics for each agent.

Agent	Call Unanswered	Calls Answered	Average of Speed of ans..	AvgTalkDuration
Stewart	105	2	42.00	12:00:31 a.m.
Stewart	2	2	87.00	12:00:32 a.m.
Stewart	2	2	87.00	12:00:33 a.m.
Stewart	2	2	43.50	12:00:34 a.m.
Stewart	1	1	69.00	12:00:35 a.m.
Stewart	1	1	44.00	12:00:36 a.m.
Total	946	4054	67.52	

Project -10

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Introduction

This Power BI dashboard aims to provide comprehensive insights into customer complaints. It contains various visualizations that allow users to understand key metrics related to complaints, identify trends, and gain a deeper understanding of complaint types, products, channels, priorities, and customer satisfaction. The dashboard provides a holistic view of customer feedback, helping businesses make informed decisions to improve customer satisfaction.

Project Insights

Total Complaint KPI: This key performance indicator (KPI) provides a snapshot of the total number of customer complaints.

Closed Complaints KPI: This KPI indicates the number of complaints that have been successfully resolved or closed.

Complaint Types Button: Allows users to interact with the dashboard by filtering data based on different complaint types.

Top 5 Products Complaints (Clustered Bar Chart): This chart visually displays the top 5 products that have received the most complaints.

Complaints by Type (Clustered Bar Chart): This chart breaks down complaints by their type.

Complaints by Channel (Clustered Bar Chart): This chart shows the distribution of complaints across different channels.

Complaints by Priority (Donut Chart): The donut chart presents complaints categorized by their priority levels.

Complaint Trends (Area Chart): This area chart tracks the trends of complaints for products purchased in 2020 and 2021.

Customer Satisfaction Rating (Gauge Chart): The gauge chart provides an overview of customer satisfaction, helping assess overall customer sentiment.

Complaints by State (Map): The map visualization displays the geographic distribution of complaints by state.

Screenshots of the Project 10

