

### Core Objectives

- Create a comprehensive visual representation of customer complaint data
- Enable tracking of key performance indicators related to complaint management
- Provide actionable insights to improve customer satisfaction and operational efficiency

### Required KPIs

- **Total Complaints:** Volume trends over time
- **Timely Response Rate:** Percentage of complaints addressed within target timeframes
- **In Progress Cases:** Number of complaints currently being processed
- **Disputed Rate:** Percentage of complaints that escalated to disputes
- **No-Cost Resolution Rate:** Percentage of complaints resolved without financial compensation

## Essential Visualizations

- **Issue-Based Analysis:** Bar chart showing complaint distribution by issue type
- **Geographic Distribution:** Map or chart displaying complaints by state/region
- **Product Analysis:** Visual representation of complaints by financial product/service
- **Dispute Ratio:** Pie/donut chart showing the proportion of disputed complaints

## Implementation Challenges

- Integrating data from disparate sources while maintaining consistency
- Ensuring dashboard reflects current data for timely decision-making
- Maintaining data security and compliance with privacy regulations
- Designing intuitive visualizations that effectively communicate insights