

## Customer Support Data Analysis Dashboard

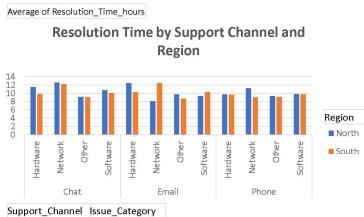
Data-driven insights from 150 support interactions | Powered by Excel  
BY Anjali Bajaj | Excel Data Analyst | #Day1Of8

民心 Avg Satisfaction:  
4.63

时钟 Avg Resolution Time: 10.09  
hrs

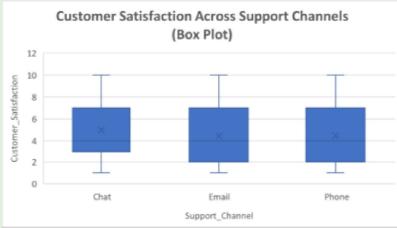
警惕 Escalation Rate: 51%

信封 Avg Response Time: 5.38  
hrs



**Interpretation:**  
Chat support has the highest average resolution time (10.56 hours), especially in the North (11.02 hrs) — may indicate delays in closing tickets or handoffs.  
Email has the lowest overall average (9.85 hrs) but shows inconsistency — South is slower than North.  
Phone support is the most balanced, with a moderate resolution time (9.84 hrs) across both regions.

There is a need to prioritize optimizing Chat workflows, especially in the North, to reduce resolution time. Consider leveraging Email and Phone strategies to create faster resolution SOPs.



**Interpretation:**  
All channels have similar median satisfaction.  
Email and Phone have slightly more spread than Chat.  
No channel stands out as having extreme outliers or high dissatisfaction.  
While satisfaction is comparable across channels, explore process improvements in Email and Phone to reduce response variability.



**Interpretation:**  
The regression analysis reveals a very weak relationship between resolution time and customer satisfaction ( $R^2 = 0.006$ ).  
While one might expect faster resolutions to lead to higher satisfaction, the data suggests otherwise — other factors such as issue complexity, communication quality, or support channel might play a more influential role.  
This insight signals the need to investigate qualitative aspects of support, not just speed.

Dashboard by Anjali Bajaj | Built with Microsoft Excel | Day 1 of 8 #ExcelDashboard #DataAnalytics