

Bank Customer Complaints Data Exploration Report

Data Source: Kaggle.com

Total Records Considered: 65,499 complaints

Analysis Tool: Microsoft Excel (Pivot Tables)

Introduction

This is a comprehensive analysis of banks customer complaints data worldwide that was retrieved from Kaggle, beginning Q3 2013 through Q3 2015. The database contains 65,499 records covering product type, complaint problems, company response, geography, and consumer disputes. This analysis focuses on uncovering patterns, top issues, and company performance to support top management in resolving customer pain points as well as improving service delivery.

Data Content:

product_name, sub_product, issuesub_issue, consumer_complaint narrative, company_public_response, companystate_name, zip_code, tags, consumer_consent_provided, submitted_via, date_received, date_sent, company_response, timely_response, consumer_disputed, complaint_id

Queries to be Answered:

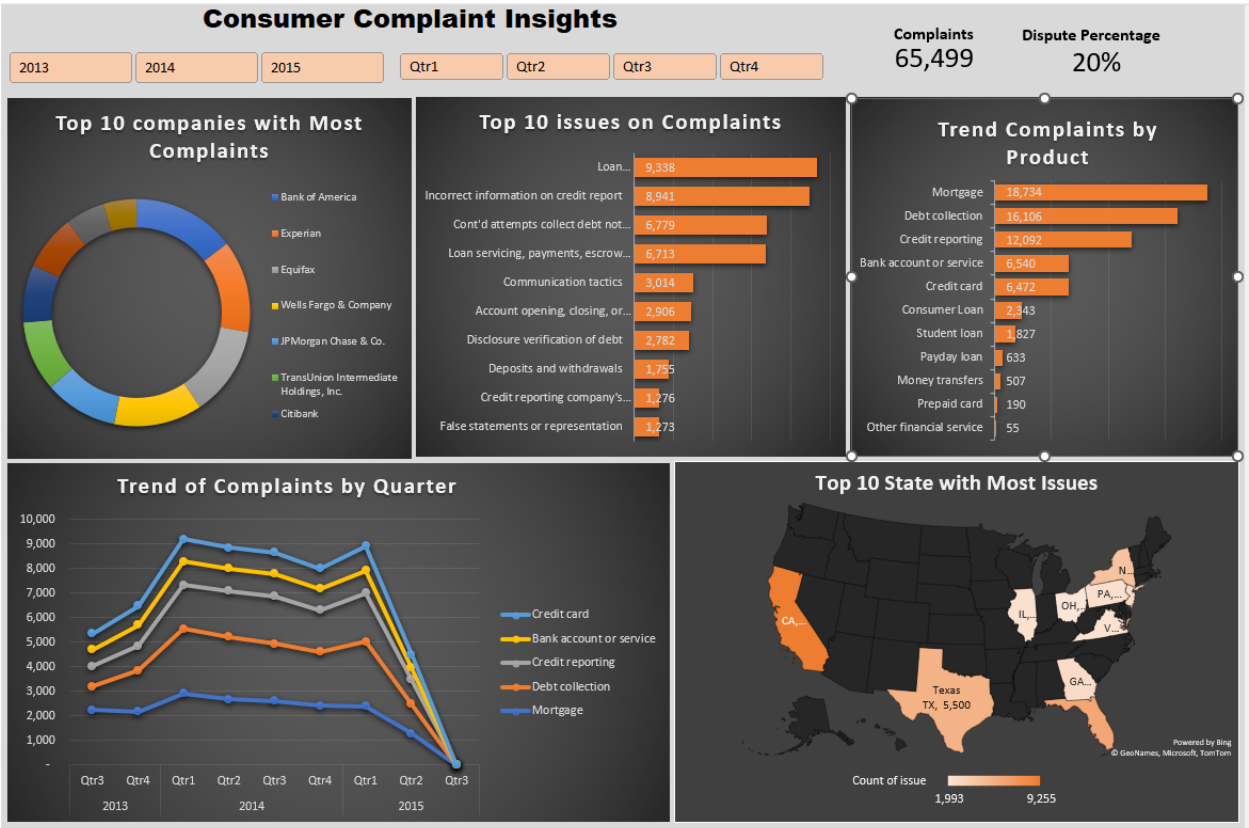
1. Complaints Volume
 - How many complaints are received each year?
 - Which products get the most complaints?
2. Complaint Issues
 - What are the top 10 issues customers complain about?
 - For each product, what are the most common issues?
3. Company Performance
 - Which companies receive the highest number of complaints?
4. Geographic View
 - Which states have the most complaints?
5. Resolution & Customer Experience
 - What are the types of company responses (e.g., closed with explanation, closed with relief)?
 - What percentage of complaints were disputed by consumers?

Steps taken (Data Cleaning):

1. All blank rows and columns under Product Name were removed to maintain data integrity.
2. Missing values were identified in the State Name and Zip Code fields, totaling 478 rows (0.7%). Since this proportion was minimal and unlikely to affect the overall analysis, these values were imputed as “Unknown” rather than excluded.
3. For the Consumer Disputed column, blank entries were imputed as “No”, based on the assumption that the absence of a response indicated no dispute. Beyond these adjustments, the dataset was complete and required no additional modifications.

Executive Summary

This data analysis of 65,499 consumer complaints received between Q3 2013 and Q3 2015 presents critical information on the number, nature, and disposition of complaints on financial product and service. Complaints about mortgage always top the list with the greatest number of complaints, followed by debt collection and credit report problems. Peak complaint periods are in Q1 of the year in question, coinciding with fiscal cycles like mortgage re-finance and tax season. Most common complaint issues are credit reporting errors, loan servicing issues, and abusive debt collection. Top complaint recipients are industry giants Bank of America, Experian, and Wells Fargo, indicating service concentration areas. Geographically, prominent complaint states are California, Florida, and Texas with the largest number of complaints, reflecting regional levels of consumer discontent. Closure responses by firms are most prevalent, with some issuing financial or non-financial compensation. Curiously, 20% of complaints are actually refused by consumers, suggesting areas that need elaborate solution strategies.



Data Exploration

Queries and Pivot Tables

1. Complaints Volume

- How many complaints are received **each year**?

Data starts from Q3 of 2013 and ends on Q3 of 2015. With this, we have used a comparative method per quarter. The peaks in complaint levels are always highest in Q1 (9,881 in 2014 Q1; 9,928 in 2015 Q1). Presumably connected with tax time, yearly reporting, and mortgage/territory loan renewals towards the beginning of the year.

Trend of Complaints per year					
Count of i: Column Labels					
Product	Mortgage	Debt collection	Credit reporting	Bank account or service	Credit card
2013	4,435	2,609	1,826	1,509	1,448
Qtr3	2,251	949	829	665	656
Qtr4	2,184	1,660	997	844	792
2014	10,613	9,687	7,281	3,637	3,474
Qtr1	2,914	2,627	1,787	950	920
Qtr2	2,679	2,543	1,856	922	851
Qtr3	2,607	2,319	1,945	901	869
Qtr4	2,413	2,198	1,693	864	834
2015	3,686	3,810	2,985	1,394	1,550
Qtr1	2,400	2,613	1,993	908	996
Qtr2	1,285	1,197	992	486	545
Qtr3	1				9
Grand Tot	18,734	16,106	12,092	6,540	6,472

- Which **products** get the most complaints?

Top Products Causing Complaints:

Mortgage Complaints top the list yearly (2014 = 10,613; 2015 Q1 alone = 2,400).

Debt Collection and Credit Reporting are close behind to form the top 3.

Note: Narrowed it down to Top 10 on for the chart

Trend of Complaints by Product	
Product Name	Count of issue
Mortgage	18,734
Debt collection	16,106
Credit reporting	12,092
Bank account or service	6,540
Credit card	6,472
Consumer Loan	2,343
Student loan	1,827
Payday loan	633
Money transfers	507
Prepaid card	190
Other financial service	55

2. Complaint Issues

- What are the **top 10 issues** customers complain about?

The majority of customer complaints are concentrated in a few recurring problem areas. The leading issues include loan-related concerns such as loan modification, collection, foreclosure (9,338 cases) and loan servicing or escrow payments (6,713 cases). Credit reporting inaccuracies are another major source of dissatisfaction, particularly incorrect information on reports (8,941 cases) and company investigations (1,276 cases). Debt collection practices also drive

complaints, including attempts to collect debts not owed (6,779 cases), aggressive communication tactics (3,014), and verification disputes (2,782). Additional concerns involve account management and banking transactions (account opening/closing, 2,906; deposits/withdrawals, 1,755) and issues with false statements or misrepresentation (1,273).

Top 10 Issues	
Issue Name	Count of issue
Loan modification, collection, foreclosure	9,338
Incorrect information on credit report	8,941
Cont'd attempts collect debt not owed	6,779
Loan servicing, payments, escrow account	6,713
Communication tactics	3,014
Account opening, closing, or management	2,906
Disclosure verification of debt	2,782
Deposits and withdrawals	1,755
Credit reporting company's investigation	1,276
False statements or representation	1,273

- For each product, what are the **most common issues**?

Plotting the top 5 products which have the most issues or complaints

- Bank account or service
 - Account opening, closing, or management
 - Deposits and withdrawals
 - Problems caused by my funds being low
 - Making/receiving payments, sending money
 - Using a debit or ATM card
- Credit card
 - Billing disputes
 - Other
 - Identity theft / Fraud / Embezzlement
 - Closing/Cancelling account
 - APR or interest rate
- Credit reporting
 - Incorrect information on credit report
 - Credit reporting company's investigation
 - Unable to get credit report/credit score
 - Credit monitoring or identity protection
 - Improper use of my credit report
- Debt collection
 - Cont'd attempts collect debt not owed
 - Communication tactics
 - Disclosure verification of debt
 - False statements or representation
 - Improper contact or sharing of info
- Mortgage
 - Loan modification, collection, foreclosure
 - Loan servicing, payments, escrow account
 - Application, originator, mortgage broker
 - Settlement process and costs
 - Credit decision / Underwriting

Top 5 product with top5 issues	
Products with their Issues	Count of issue
Bank account or service	6,540
Account opening, closing, or management	2,906
Deposits and withdrawals	1,755
Problems caused by my funds being low	840
Making/receiving payments, sending money	575
Using a debit or ATM card	464
Credit card	3,360
Billing disputes	1,135
Other	773
Identity theft / Fraud / Embezzlement	595
Closing/Cancelling account	510
APR or interest rate	347
Credit reporting	12,092
Incorrect information on credit report	8,941
Credit reporting company's investigation	1,276
Unable to get credit report/credit score	1,155
Credit monitoring or identity protection	385
Improper use of my credit report	335
Debt collection	15,085
Cont'd attempts collect debt not owed	6,779
Communication tactics	3,014
Disclosure verification of debt	2,782
False statements or representation	1,273
Improper contact or sharing of info	1,237
Mortgage	18,454
Loan modification, collection, foreclosure	9,338
Loan servicing, payments, escrow account	6,713
Application, originator, mortgage broker	1,253
Settlement process and costs	714
Credit decision / Underwriting	436

3. Company Performance

- Which companies receive the **highest number of complaints**?

The Top 10 companies with the greatest number of Issues

1. Bank of America (4,719)
2. Experian (4,230)
3. Equifax (4,152)
4. Wells Fargo & Company (4,069)
5. JPMorgan Chase & Co. (3,363)
6. TransUnion Intermediate Holdings, Inc. (3,227)
7. Citibank (2,646)
8. Ocwen (2,539)
9. Nationstar Mortgage (1,798)
10. Capital One (1,532)

4. Geographic View

- Which **states** have the most complaints?

- | | | | |
|-------|-------|-------|-------|
| 1. CA | 9,255 | 5. NJ | 2,676 |
| 2. FL | 6,306 | 6. NY | 4,413 |
| 3. GA | 2,657 | 7. OH | 1,993 |
| 4. IL | 2,336 | 8. PA | 2,403 |

9. TX 5,500

10. VA 2,192

5. Resolution & Customer Experience

- What are the **types of company responses** (e.g., closed with explanation, closed with relief)?
 - Closed
 - Closed with explanation
 - Closed with monetary relief
 - Closed with non-monetary relief
 - Untimely response
- What percentage of complaints were **disputed by consumers**?
 - There is a Total of (13,116) 20% complaints disputed by the consumers.