

FINANCIAL COMPLAINTS OVERVIEW

Email

Fax

Phone

Postal mail

Referral

Web

Total Complaints

75K

Timely Response %

98.05%

Disputed Rate%

9.71%

YOY% change

14.33%

Resolved at no cost

84.50%

In progress

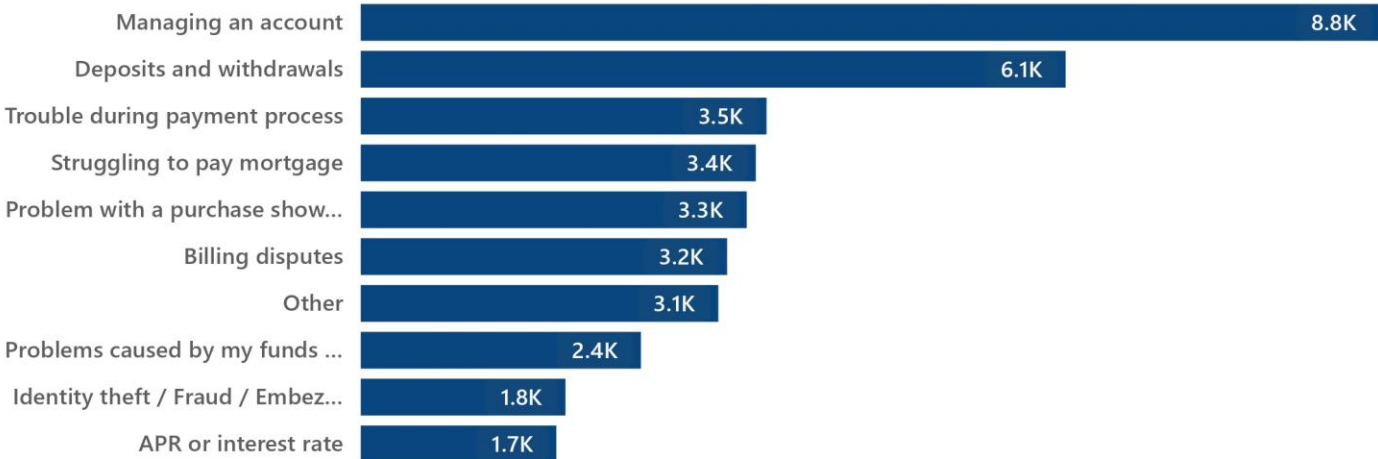
280

Date Received

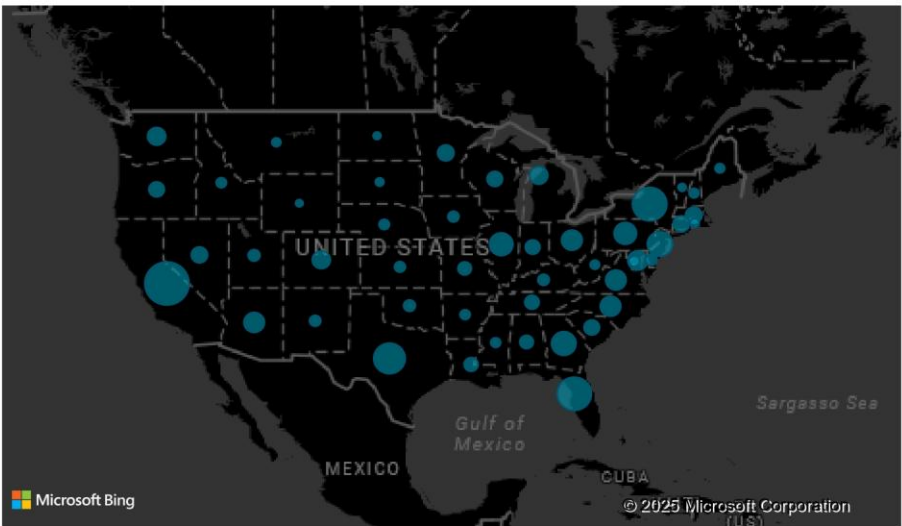
01-12-2011

13-10-2020

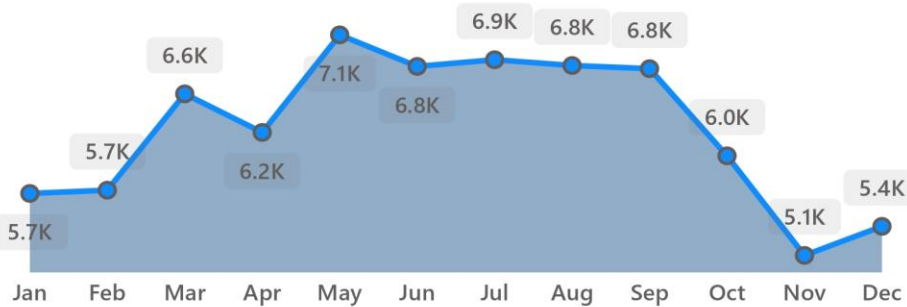
Complaints by Issue



Complaints by State



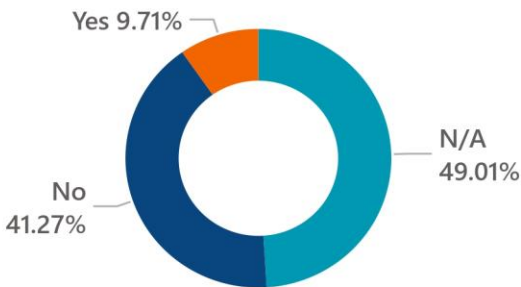
Monthly Trend



Complaints by Product



% Consumer disputed





Project Objective

To help a financial institution monitor customer complaints, identify service bottlenecks, and ensure regulatory compliance by building an interactive Power BI dashboard that highlights complaint trends, resolution performance, and customer experience indicators.

The goal was to simplify decision-making for risk teams, product leaders, and customer service managers.

Key Steps Followed

1. Data Understanding & Cleaning

- Imported raw CSV file containing ~75K complaint records.
- Fixed incorrect date formats (DD-MM-YYYY → Date).
- Standardized text fields like product issue , company response .
- Removed duplicates, null entries, inconsistent categories.
- Created a **Date Table** for accurate time intelligence (YoY, trends, seasonality).

2. Data Modelling

1. **Star schema** created with:

- Fact table → Financial complaints
- Dimension table → Date Table

2. One-to-many relationship (Date → Date Received).

3. Ensured clean filter propagation and optimized model performance.

3. DAX Measures (Key Metrics)

- Total Complaints
- Timely Response %
- Disputed Rate %
- Resolved at No Cost
- In-Progress Complaints
- YOY Complaint Change

(Used CALCULATE , SUM , Divide, Date TABLE , DATEADD, FILTER logic to derive deep trends.)

4. Visualization & Storytelling

- Created KPI cards for leadership.
- Monthly trend chart to track seasonality.
- Issue-level bar chart to find top pain points.
- US map to identify region-wise hotspots.
- Tree map for product-wise complaints distribution.
- Donut chart for dispute behavior.
- Added slicers (Email, Web, Postal Mail, Phone, etc.) for dynamic exploration.

Key Insights (What the Dashboard Revealed)

- **Complaint volume increased YoY by ~14%**, signaling rising customer dissatisfaction or increased service usage.
- **98% complaints received timely response**, but **9.7% consumers still disputed** the bank's resolution — potential CX gap.
- **84.5% complaints were resolved at no cost**, indicating strong issue escalation resolution without monetary burden.
- **Managing Accounts** and **Deposits/Withdrawals** were the **highest pain areas**, contributing ~20% complaints.
- Certain **states had disproportionately higher complaints**, signaling potential operational inefficiencies.
- **Credit Cards** and **Checking/Savings Accounts** accounted for ~43% of total complaint volume.

These insights highlight where processes, products, and customer support workflows need attention.

This dashboard helped convert raw complaint data into **actionable insights** by connecting operations, risk, and customer experience teams on a single analytical view.

Thank You