

Case study on AFL match customer complaints



Data Analysis plan template				
Person Conducting Analsis	Dinesh Yadav		Date : 15 May'2020	
Mentor	Mr. Bose			
Overview - Football is the very popular sport in Australia, they have initiated interstate championship in 1980 and national AFL competition in 1990. According to Sweeney Sports Report, AFL final become the Australia’s most important sporting event with largest attendance, television audience.		Problematic Area - AFL commission has received lots of complaint's from the football fans on service provided by the AFL		
Project Methodology – Qualitative analysis		Project Cost		
		Description	Duration	Amount
		Data preparation	10 Hours	15000
Analysis - Customers Survey, Fish bone diagram & Pareto		Analyzing data	18 Hours	27000
		Visualization	12 Hours	18000
		Devolvement	15 Hours	22500
		Grand Total	55 Hours	82500

3.2 AFL Grand Final Rating

Rating	0	1	2	3	4
Ticket Price	55	51	57	29	8
Entertainment	10	18	66	54	52
Selection of Food	12	22	39	59	68
Availability of Parking	15	23	51	49	62
Catalogue	66	52	59	14	9
Seating	79	55	48	10	8
Service Efficiency	87	60	32	15	6
Traffic	60	50	48	31	11

AFL Survey

- As AFL Commission received complaint in 2018 from their so Deputy chairman from their fan on AFL services
- Survey carried out on 200 asking them several questions including five point like rating (highest & 0 is lowest)

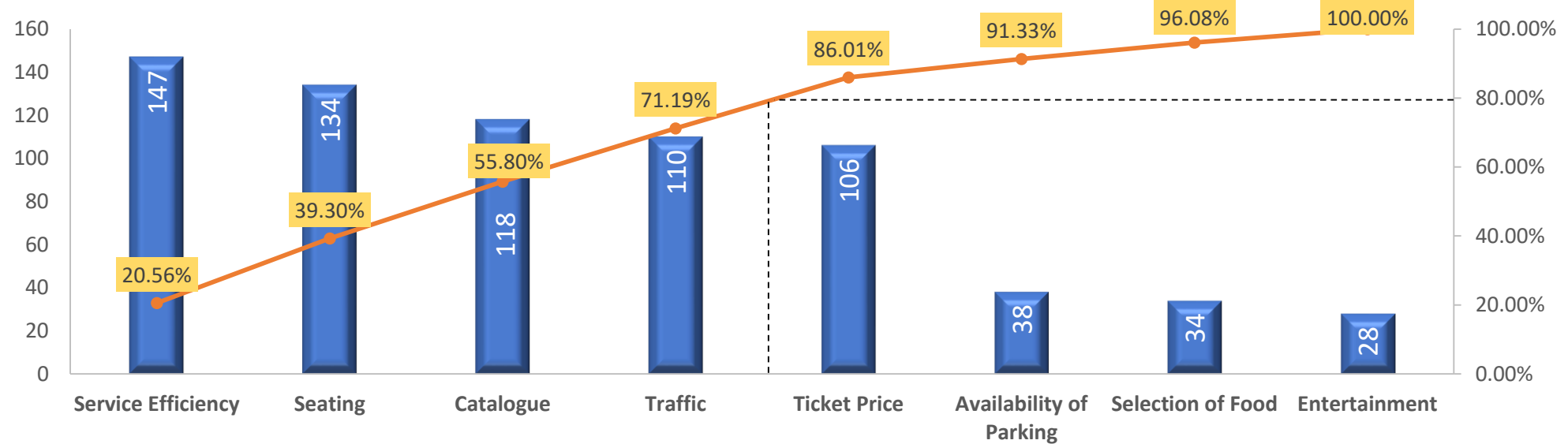
Top Reasons

Problem area (0 & 1 Rating)	Frequency	Cumulative Frequency	Cumulative Frequency %
Service Efficiency	147	147	20.56%
Seating	134	281	39.30%
Catalogue	118	399	55.80%
Traffic	110	509	71.19%
Ticket Price	106	615	86.01%
Availability of Parking	38	653	91.33%
Selection of Food	34	687	96.08%
Entertainment	28	715	100.00%
Grand Total	715		

Analysis:

- As 0 & 1 are the lowest rating in survey, these rating denotes the top most concern of the organization, we have consolidate all data with the rating 0 and 1 to find out root cause of the problem
- Re-arrange all problematic area on ascending order to find out top contributors
- Calculated cumulative frequency and find out combine contribution percentage of all problem area

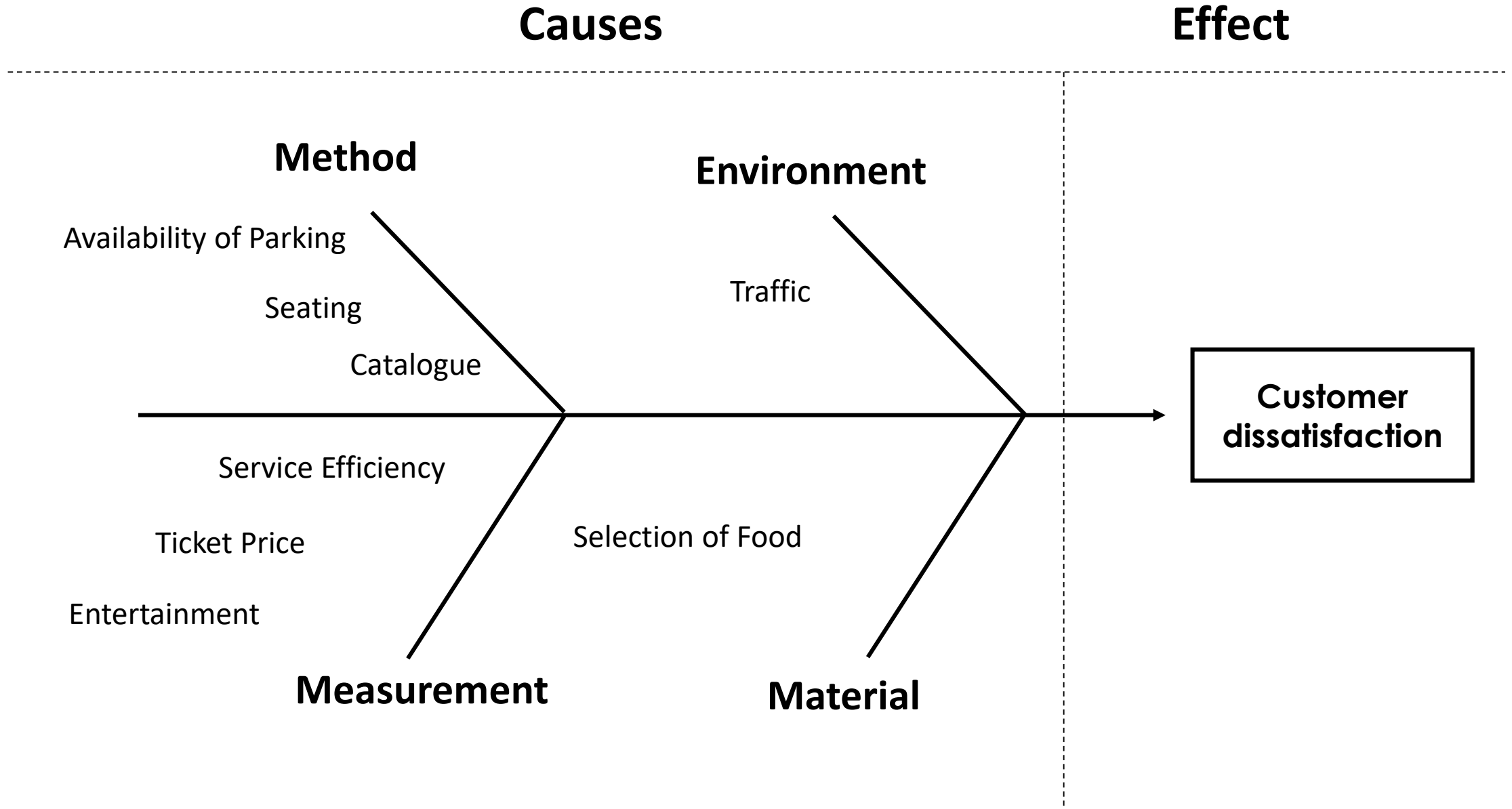
Pareto - Complaint Category



Conclusion:

- Service efficiency is the top most concern however food selection and entrainment has very low impact
- 76% problem is contributed by the Service efficiency, Seating, catalogue and traffic

Cause and effect diagram



Recommendation

- A. To improve service efficiency,
 - a) Need to find out all service procedures
 - b) Need to make changes in service delivery as per the customers requirement
 - c) Need to introduce action plan for the defaulters if we fails to give proper service as per the new guideline
- B. Online seating arrangement need to display and road map of their seating block can be print on each ticket, also assistant can appointed for each block
- C. All the catalogues an be amended as per the customers requirements
- D. Traffic plan need to discussed with local police to prepare traffic guideline during the match and additional private staff need to introduce to make sure all traffic guideline are followed
- E. Online car parking facilities can be introduce
- F. Special discount in ticket for handicapped persons and other needy persons like school students and social workers.

Impact

- Service level can be improve drastically and end customer will be happy with service
- Ease the process to locate individual seat
- Traffic will be control with the additional traffic staff
- Online car parking system will help to assign parking slot in advance
- By doing social cause there will be good image within people.

Any Questions

Thanks