Consumer Complaint Analysis

## Background

Consumer complaints regarding the products and services of financial institutions provide valuable insights into areas for improvement and consumer satisfaction levels. This analysis aims to explore these complaints and identify areas to enhance the institution's offerings and customer experience.

## Objectives

* To create an interactive dashboard to visualize and analyze the Consumer Complaint
* Analyze the Consumer Complaint through KPIs such as number of complaints, timely response, and resolved by monetary relief.
* Identify the areas of improvements in consumer complaints, products and services, and issues arising from it.

## About the Consumer Complaint Dataset

The dataset is composed of the Consumer Complaint records and logs from 2016 to 2020 across United States. The dataset is consisting of columns:

|  |  |
| --- | --- |
| * Complaint ID | * ZIP Code |
| * Date of Submission | * Tags |
| * Product | * Consumer Consent provided |
| * Sub-product | * Submitted via |
| * Issue | * Date received |
| * Sub-issue | * Company response to consumer |
| * Company public response | * Timely response |
| * Company | * Consumer Disputed |
| * State |  |