Task 1:

I'm looking for transparency and insight into the data we have here at the Call Centre. For example: total number of calls answered and abandoned, speed of answer, length of calls, overall customer satisfaction, etc. What I'm after is an accurate overview of long-term trends in customer and agent behaviour.

Could you please prepare a dashboard on Call Centre trends that I can use as a basis for discussion with management? Namely, create a dashboard that reflects all relevant Key Performance Indicators (KPIs) and metrics in the dataset.

Task 2:

A few weeks after presenting your dashboard to the management, the Retention Manager from the telecom reaches out to you directly. He was impressed by your work and asked if you can put together a dashboard about customer retention. In addition, to better understand the data, the telecom Retention Manager has scheduled a meeting with the engagement partner to cover these points:

- Customers in the telecom industry are hard-earned: we don't want to lose them
- The retention department is here to get customers back in case of termination
- Currently, we get in touch after they have terminated the contract, but this is reactionary: it would be better to know in advance who is at risk
- We have done customer analysis with Excel: it has always ended in a dead-end
- We would like to know more about our customers: visualised clearly so that it's self-explanatory for our management

Task 3:

Human Resources at our telecom client is highly into diversity and inclusion. They've been working hard to improve gender balance at the executive management level, but they're not seeing any progress. They're reaching out to us for help. Define relevant KPIs in hiring, promotion, performance and turnover, and create a visualisation.