

# Call Center Performance Dashboard – 2023

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**Tool Used:** Microsoft Excel

**Project Type:** Data Analysis & Dashboarding

This project analyzes call center operations for the year 2023 using Excel dashboards, KPIs, interactive slicers, and relational data modeling to derive actionable business insights.

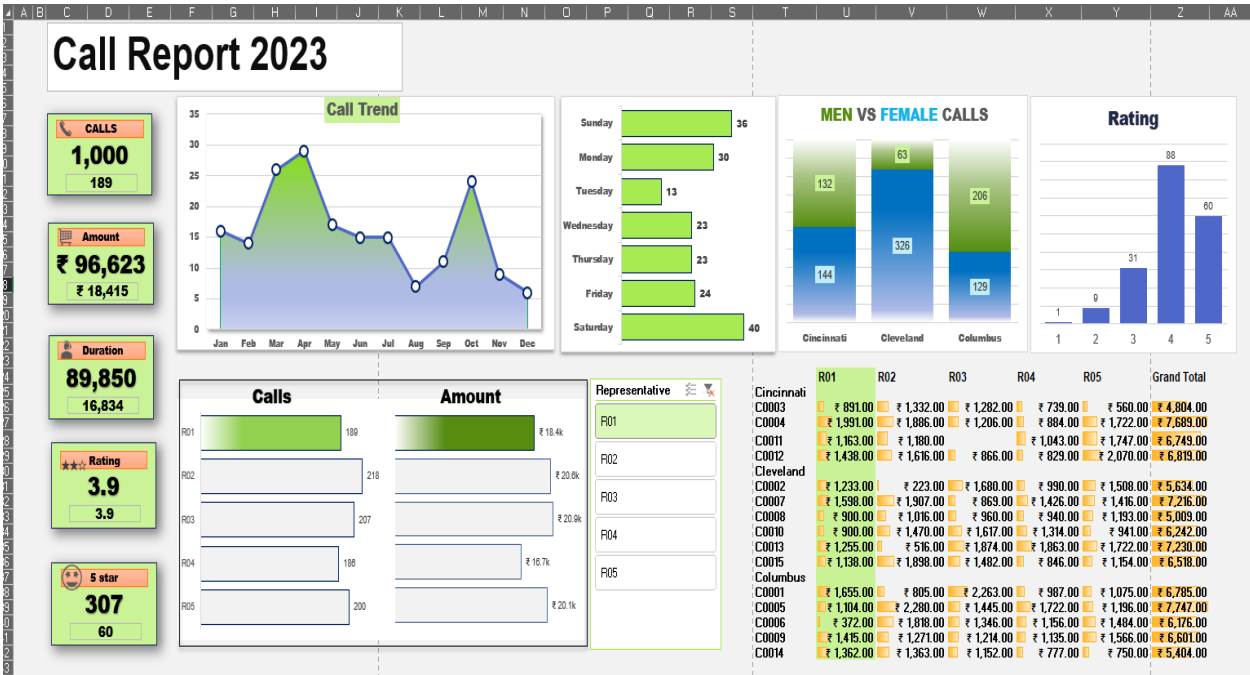
## **Project Overview**

The dashboard evaluates call volume, revenue, agent performance, customer satisfaction, demographics, and city-wise revenue distribution using structured Excel analysis.

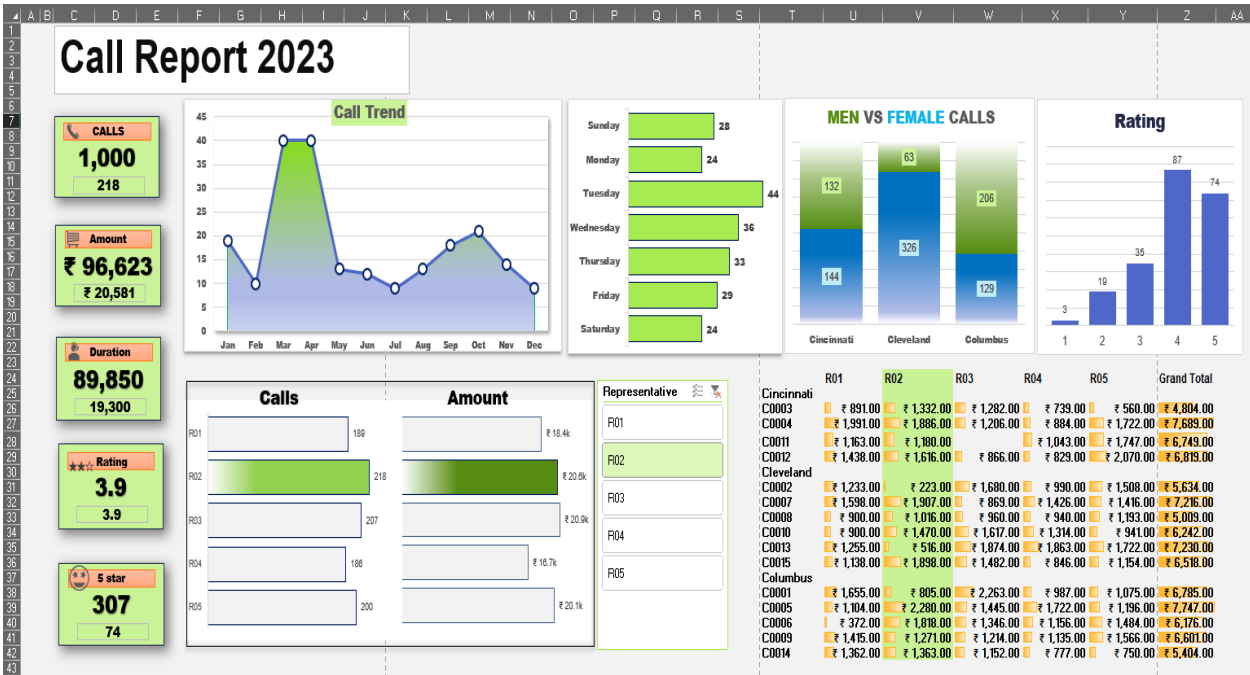
## Key KPIs & Measures

- Total Calls
- Total Revenue (Purchase Amount)
- Total Call Duration
- Average Customer Rating
- 5-Star Rating Count

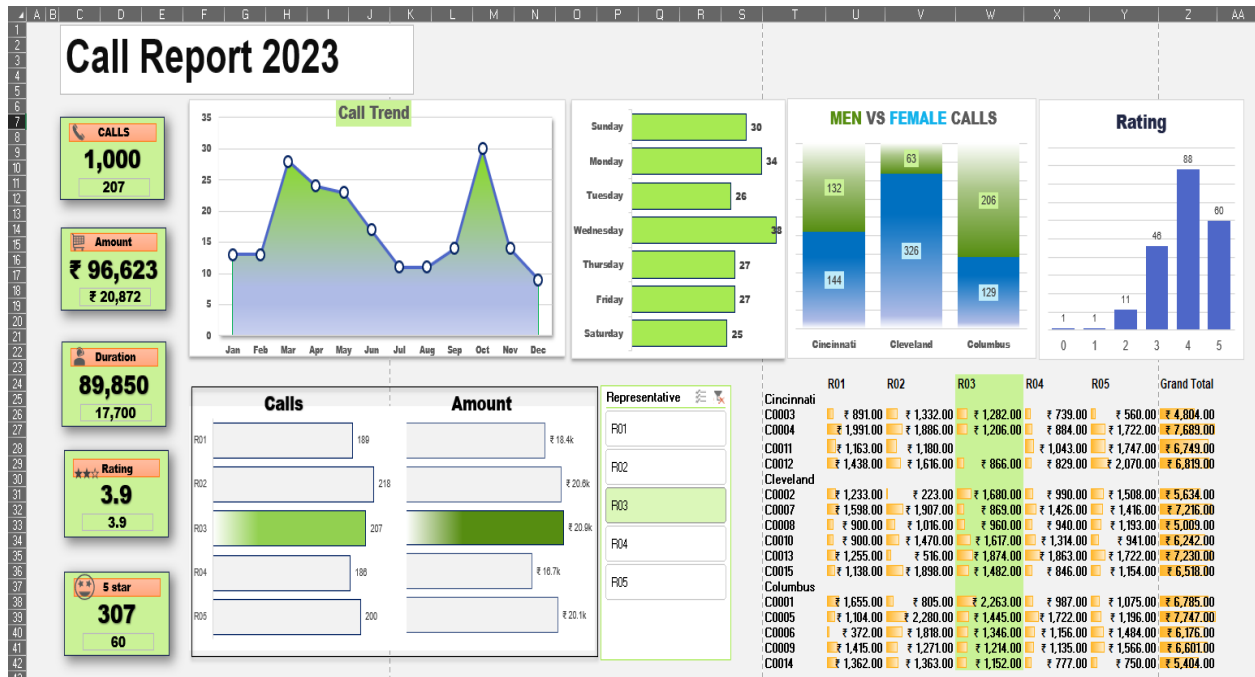
# Representative R01 Performance Dashboard



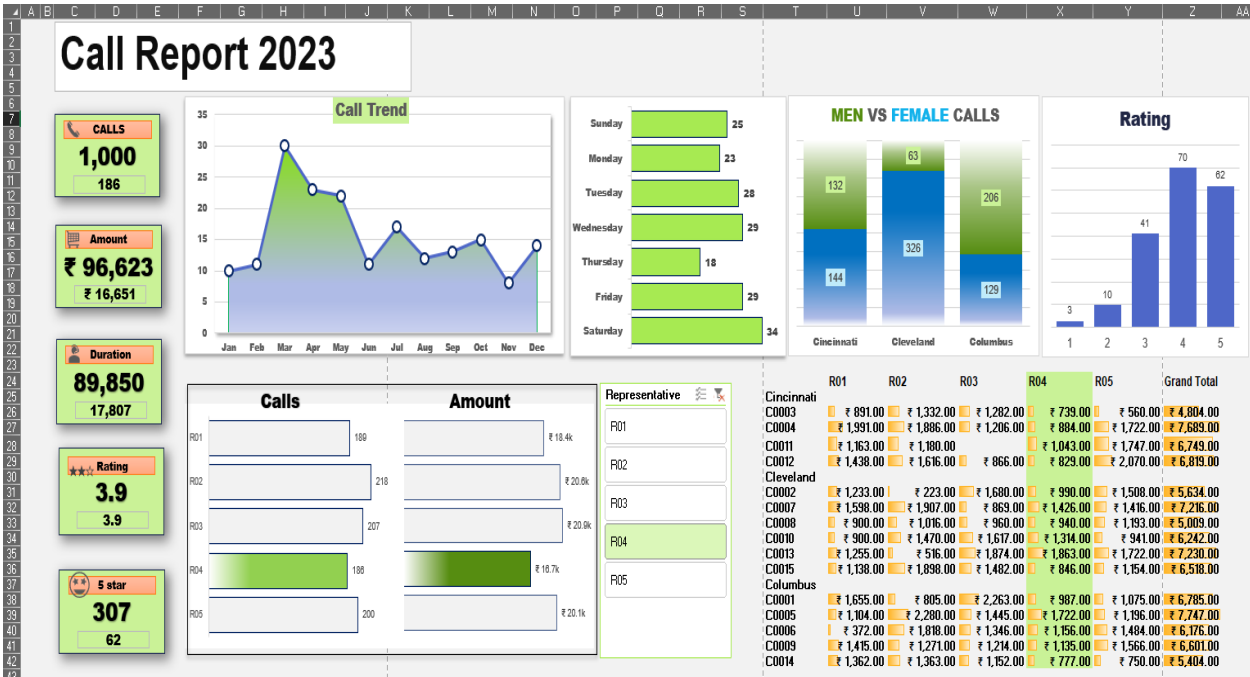
# Representative R02 Performance Dashboard



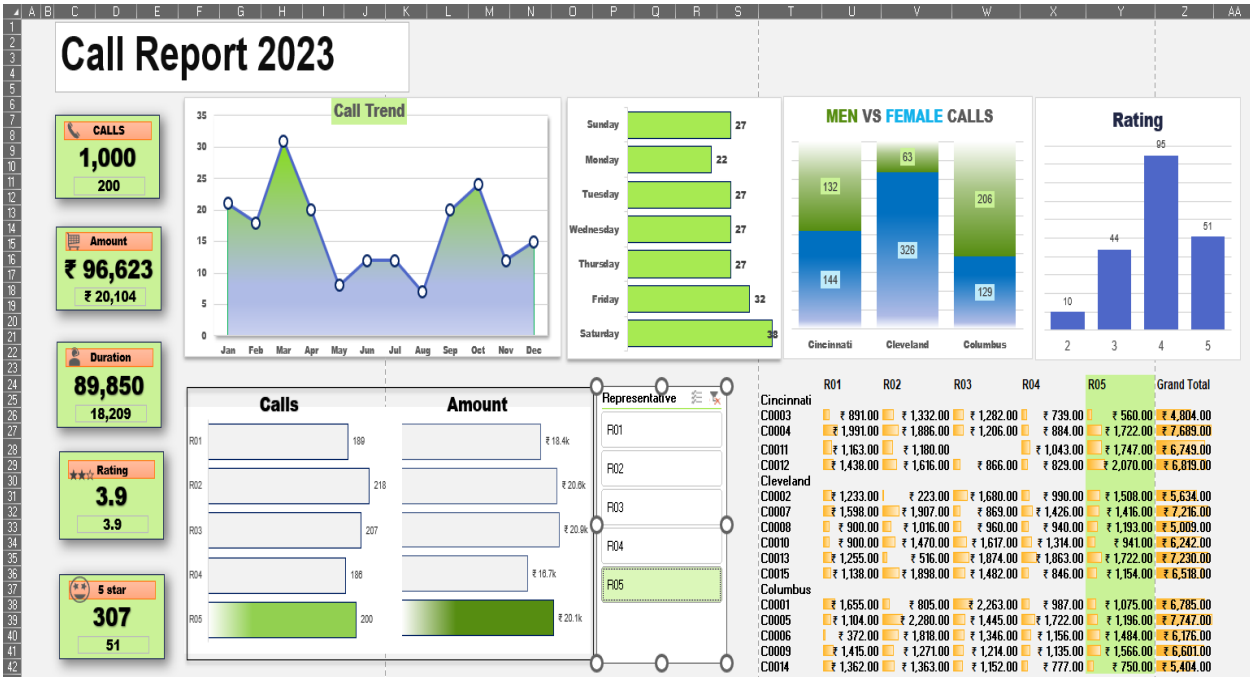
# Representative R03 Performance Dashboard



# Representative R04 Performance Dashboard



# Representative R05 Performance Dashboard





## **Key Insights & Conclusion**

- Clear comparison of performance across representatives (R01–R05)
- Identification of high-revenue agents and cities
- Weekly and yearly call trend patterns
- Customer satisfaction comparison using ratings and 5-star counts