

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.

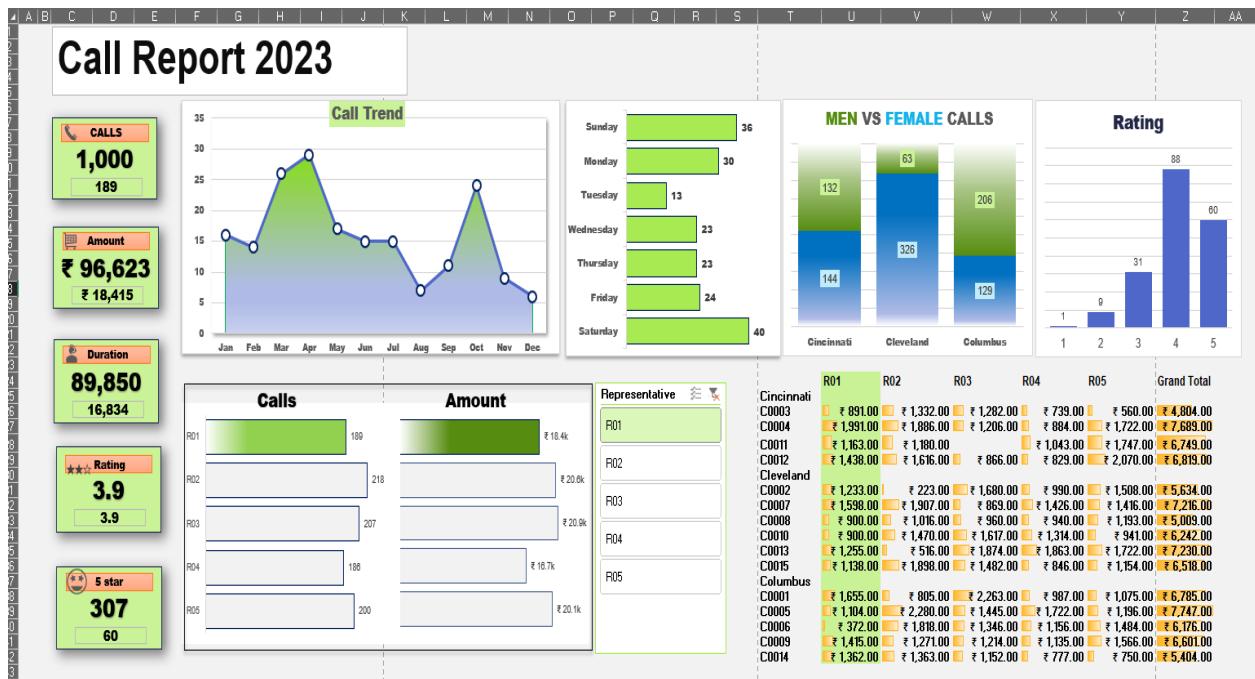
Project Overview

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

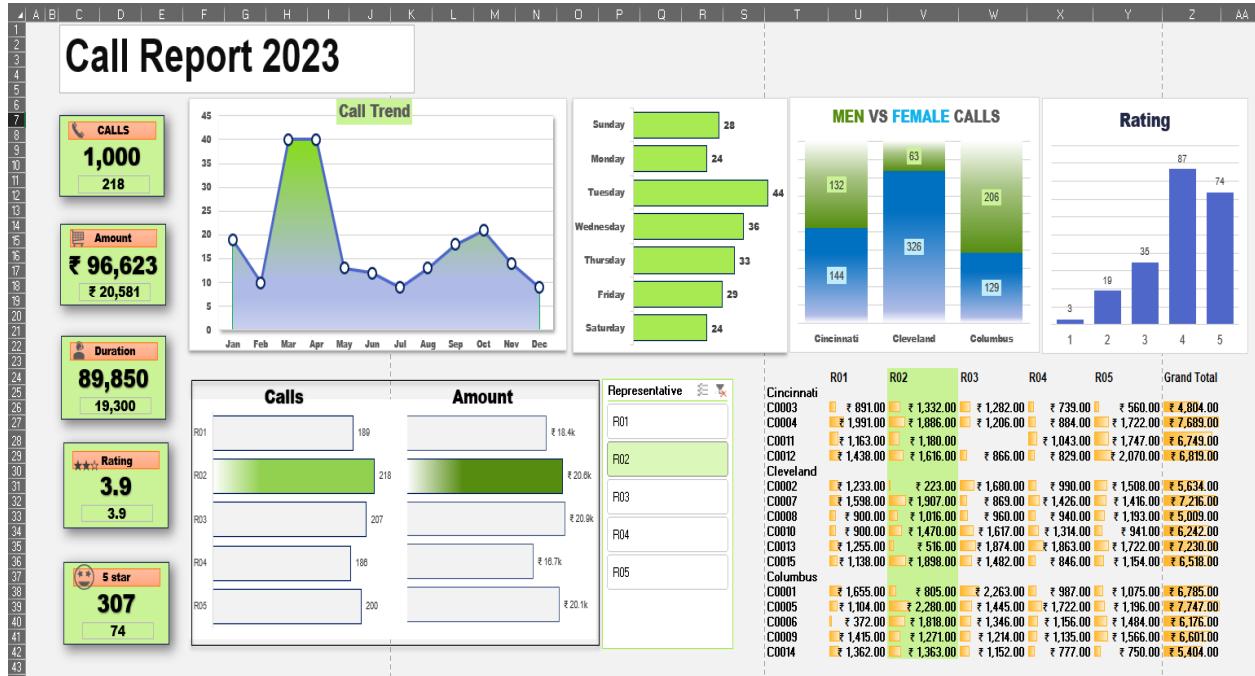
Key KPIs & Measures

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

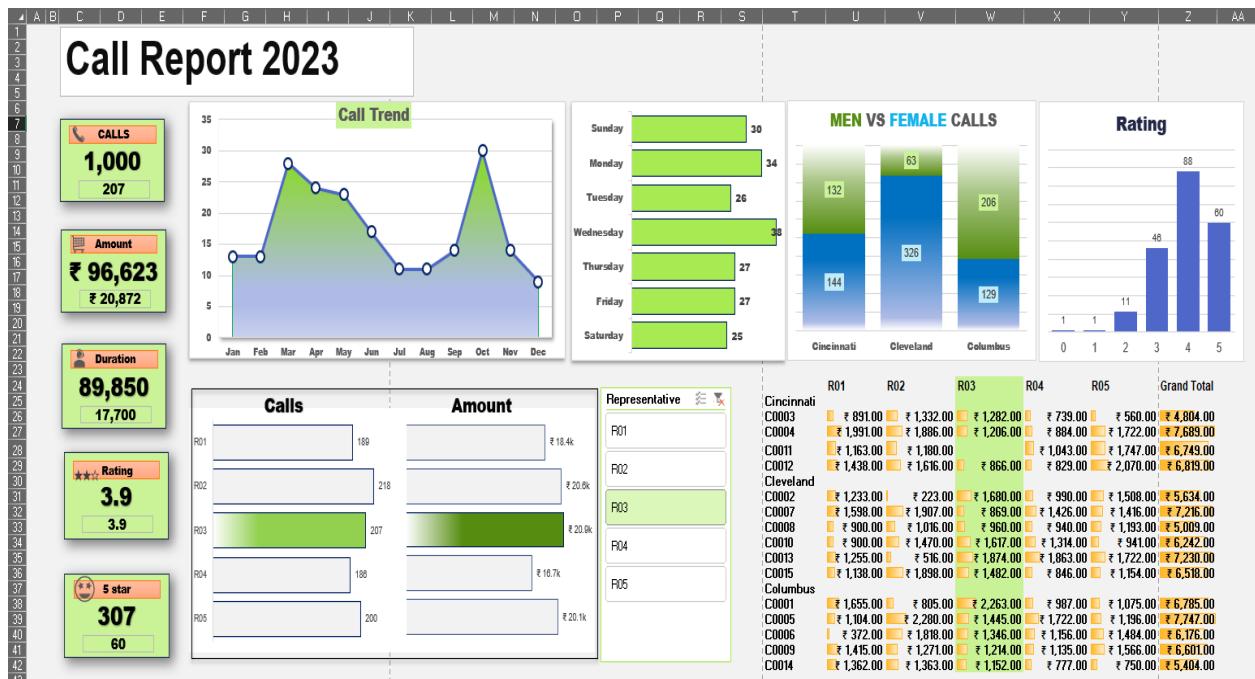
Representative R01 Performance Dashboard



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