

FCC Complaint Calls Write-up

Overview

For this project we analyzed the relationship between the complaint calls the FCC has been receiving and the “**Hotness Index**” provided by *Realtor.com*. Their “Hotness Index” exposes how local areas are experiencing fast moving supply and rising demand. The Index ranks metro areas, counties and zip codes relative to the rest of the country by breaking down demand and supply dynamics.

Each area is ranked by their hotness score which has a scale of 1 to 100, from coolest to hottest. A higher **hotness score** means there were more views and movement of inventory on the site. The hotness score is used to give each area a **hotness rank**.

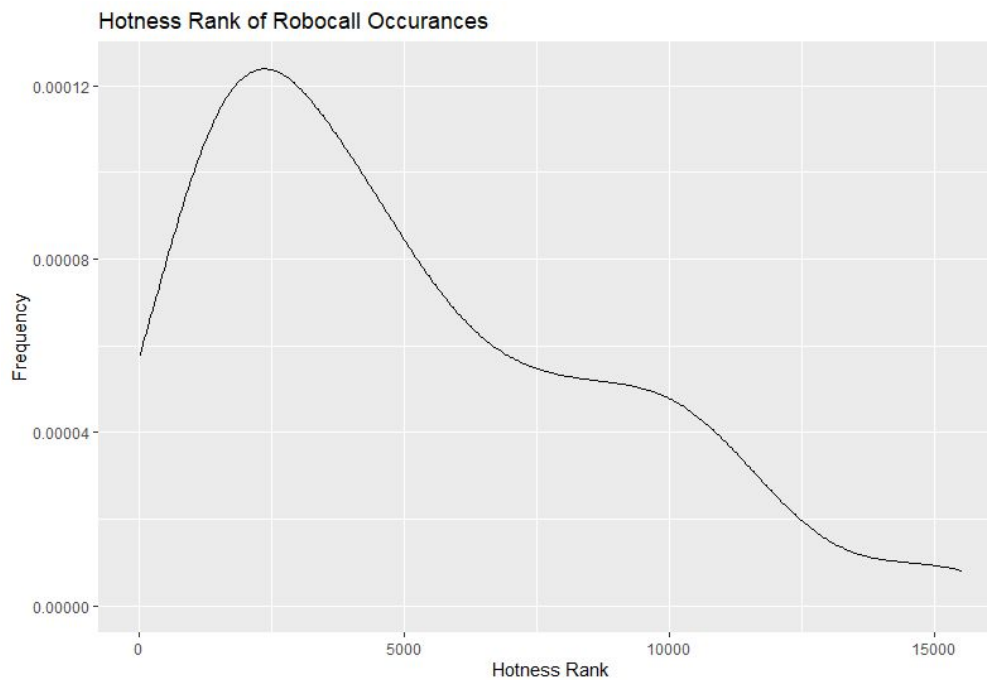
Our research covers July 2016 to September 2016, with a total of 365 data entries.

Hotness rank of Robocall and Telemarketing complaints

Issue	Average	Median	Min	Max
Robocalls	5054.7	4149	17	15489
Telemarketing	6088.2	5229.5	40	16878

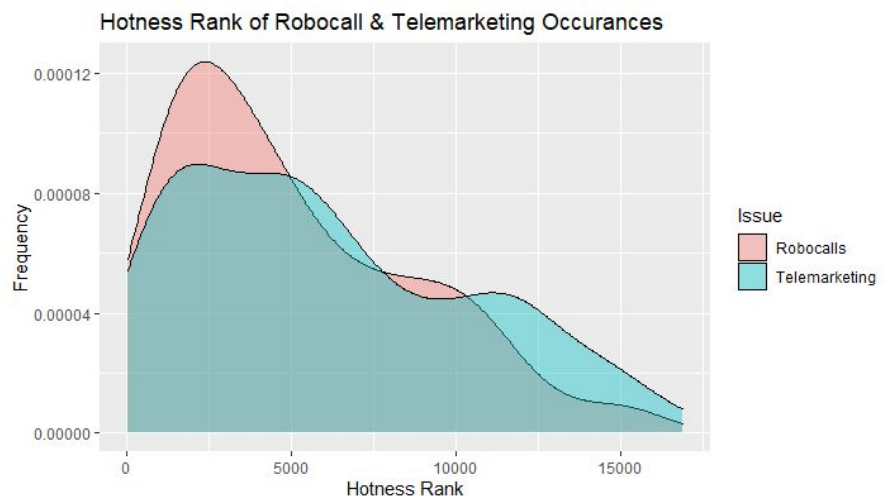
The average hotness rank for robocall complaints was 5054, while the average for telemarketing is 6088. The average for robocalls is higher than the average for telemarketing by over 1000. Furthermore, robocalls beat out telemarketing in every other statistic as well. This tells us that robocalls are much more likely to occur in more sought after areas than telemarketing.

Relationship between Robocalls and Hotness Index



Our research found that most complaint calls related to robocalls came from areas with lower hotness rank. As we see in the graph, there is a spike in calls in the 2500th ranked section. There is a strong relationship between robocall complaints and highly ranked areas.

When we put the hotness ranks of robocalls and telemarketing calls together, we clearly see the difference in the hotter areas. This may be because people are more irritated at robocalls compared to telemarketing.



Analysis

Our data seems to fall in line with the client's idea that people from nicer areas will call more often because they have more time to be annoyed about tedious things. However, that may not be the only reason.

Companies may be doing their own research and targeting these highly ranked areas because they believe people living there will have more money. More robocalls in hot areas and less in cold areas will likely result in more complaint calls coming from the hot areas like we see in our data.

To answer our suspicion, data could be collected on where robocalls are occurring rather than where the complaint calls are occurring from. Additionally, more data samples could be used in our research so we can get a more accurate view of all states.