Title: Customer Complaints Analysis Dashboard  
  
Description:  
An interactive dashboard analyzing customer complaints across key metrics like total complaints, response performance, product categories, submission channels, and geographic distribution.  
  
📌 Key Metrics:  
Total Complaints: 62.52K  
Closed Response Rate: 97.61%  
Timely Response Rate: 93.77%  
  
🔹 Complaint Trends Over the Years  
Complaints peaked in 2022 (12.9K) before dropping to 9.2K in 2023.  
  
🔹 Complaints by Product  
· Highest: Checking/Savings Accounts – 24,814 complaints, making it the most problematic category.   
· Lowest: Vehicle Loans/Leases – 633 complaints, indicating minimal issues in this category.  
  
🔹 Complaints by Sub-Product  
· Highest: Checking account – 20,775 complaints, making it the most problematic category.   
· Lowest: Domestic (US) money transfer – 1773 complaints, indicating minimal issues in this category.  
   
🔹 Complaints by State  
· Highest: California (CA) – 13.71K complaints, suggesting significant service challenges.   
· Lowest: Virginia (VA) – 1.73K complaints, indicating fewer reported issues.  
  
🔹 Submission Channels  
. Highest: Web – 45,513 complaints, confirming the dominance of digital platforms.  
. Lowest: Email – Only 2 complaints, suggesting it’s rarely used for complaints.  
  
🔹 Complaints by Issue  
. Highest: Managing an Account – 15.1K complaints, making it the top customer concern.  
. Lowest: Problems with a Lender – 2.5K complaints, the least reported issue.  
  
🔹 Complaints by Sub-Issue  
. Highest: No specific sub-issue (10.9K complaints) – a significant portion of complaints lack categorization, which may indicate reporting inconsistencies.  
. Lowest: Transaction was not authorized (2.0K complaints) – fewer issues reported in unauthorized transactions compared to other concerns.  
  
  
Here are the key DAX measures & Parameters implemented:  
1. Issues Dynamic Title – This title dynamically updates based on the selected Issue and Sub-Issue parameter filter.  
  
2. Product Dynamic Title – Similar to the issue title, this measure dynamically adjusts based on the selected Product and sub-product parameter filter.  
  
3. Year Max Point Complaints – This measure identifies the year with the highest number of complaints, helping to highlight critical trends and guide strategic decision-making.  
  
4. Closed Response Rate – Measures the percentage of complaints where the company response included "Closed", providing insight into resolution effectiveness.  
  
5. Timely Response Rate – Calculates the percentage of complaints where the company responded on time ("Yes"), helping assess responsiveness.  
  
6. Total Complaints – Simply counts the total number of complaints in the dataset.