

REGIONAL-PRODUCT PERFORMANCE HEATMAP

Revenue Distribution: Product × Region

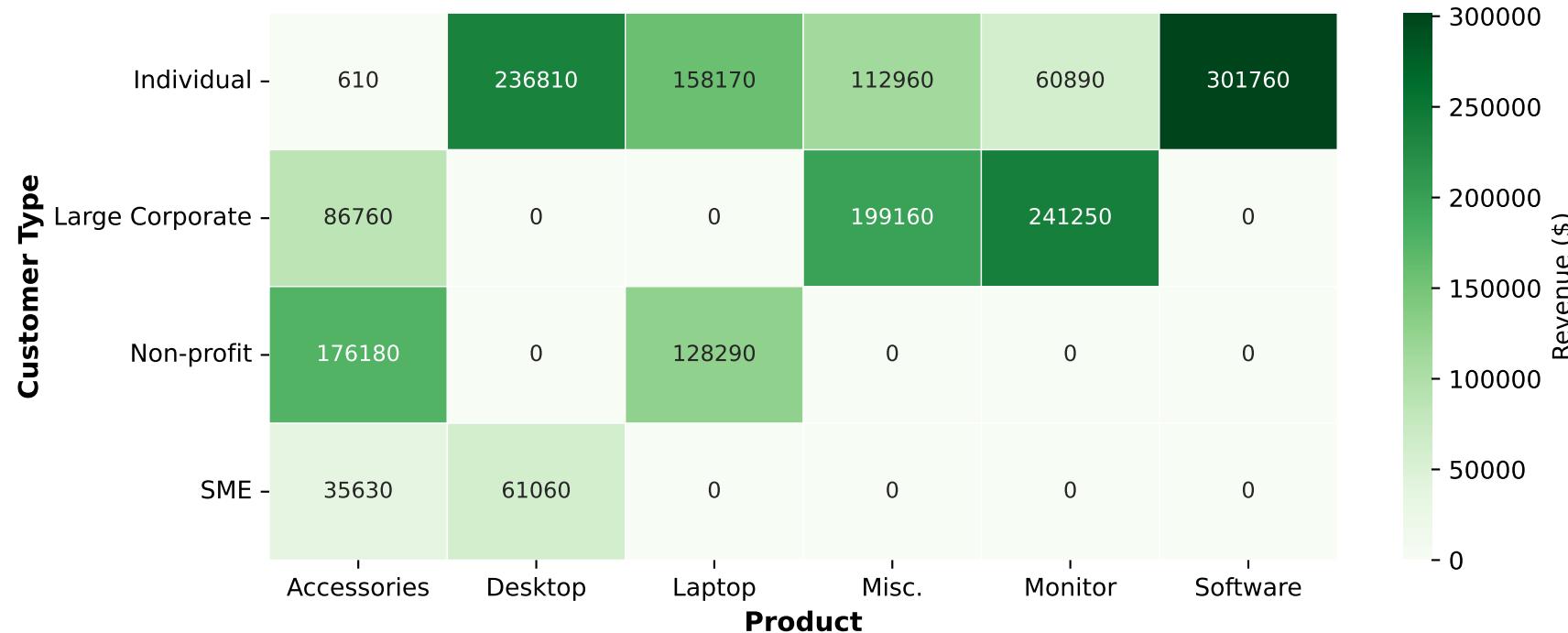


Units Sold: Product × Region

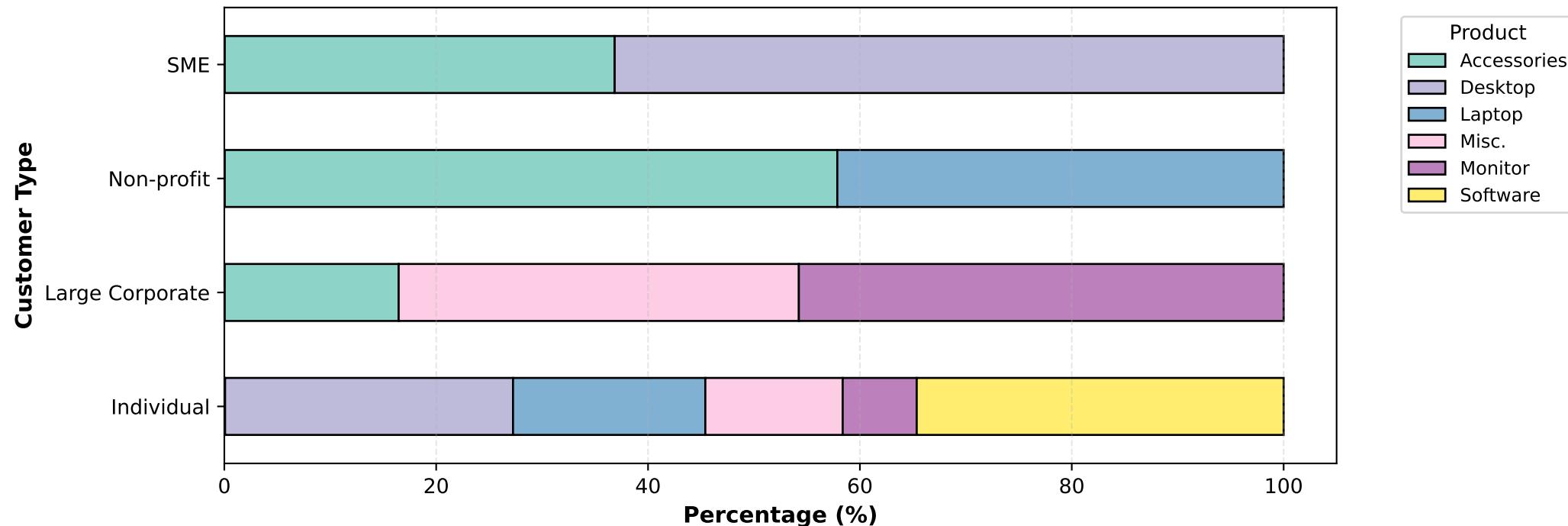


CUSTOMER TYPE x PRODUCT ANALYSIS

Revenue Distribution: Customer Type x Product

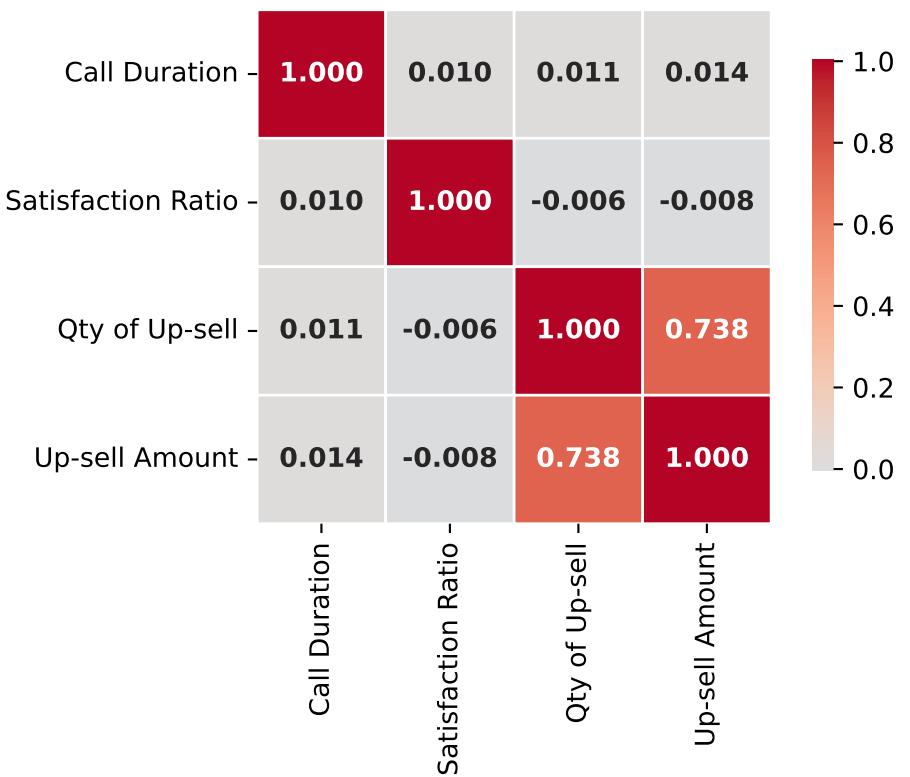


Product Mix by Customer Type (%)

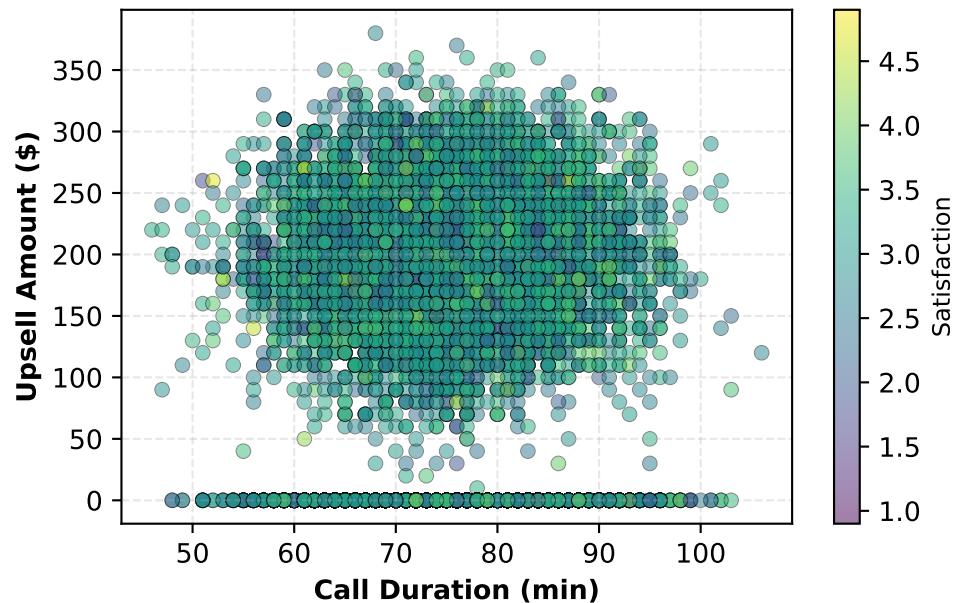


CORRELATION & RELATIONSHIP ANALYSIS

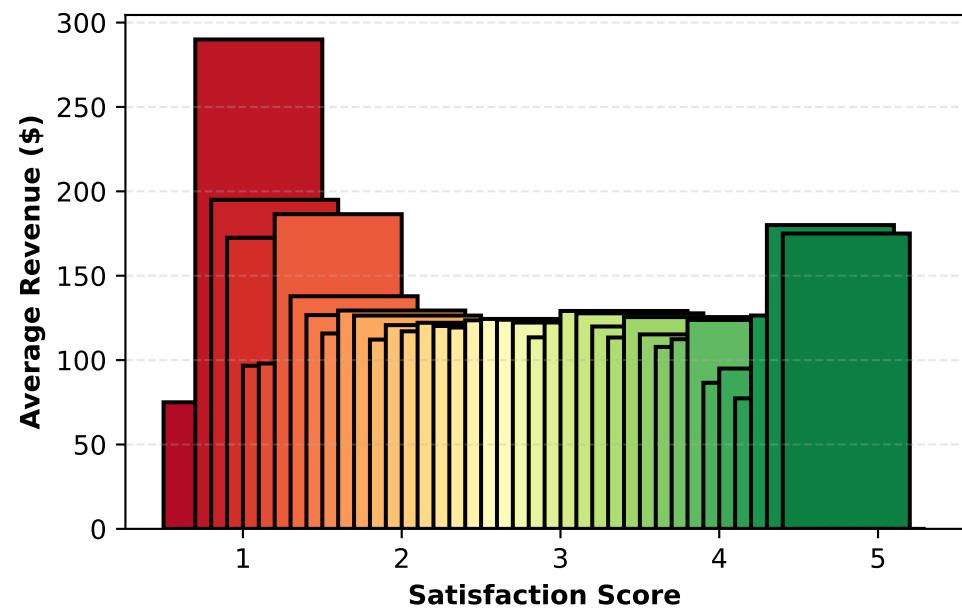
Correlation Matrix



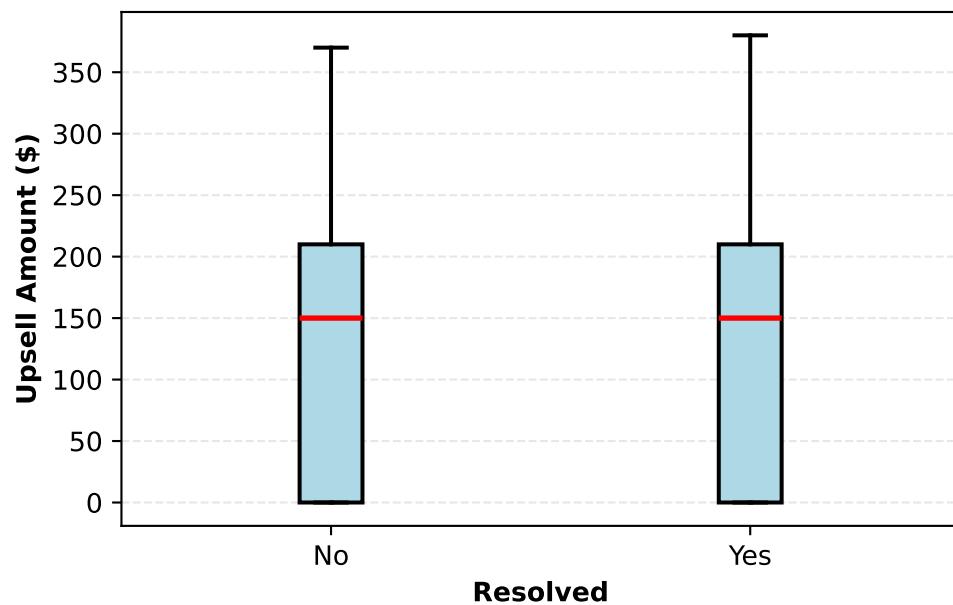
Call Duration vs Revenue



Avg Revenue by Satisfaction Score



Revenue Distribution by Resolution



KEY INSIGHTS & RECOMMENDATIONS

STRATEGIC INSIGHTS:

1. REGIONAL OPPORTUNITIES

- ✓ North region dominates (36.3% share) - maintain leadership position
- ✓ East region significantly underperforms (3.4% share)
- RECOMMENDATION: Investigate East region barriers and implement targeted improvement initiatives. Potential for 10x revenue growth.

2. PRODUCT STRATEGY

- ✓ Products show balanced performance (15.9-17.3% range)
- ✓ Miscellaneous category leads slightly at \$312,120
- ✓ Average prices are consistent (43.92 – 45.39)
- RECOMMENDATION: Maintain current product mix. Consider premium product lines to increase average transaction value.

3. CUSTOMER SEGMENTATION

- ✓ Individual customers drive 48.4% of revenue
- ✓ SME segment underrepresented (5.4% of revenue)
- RECOMMENDATION: Develop targeted SME acquisition strategy. This segment shows potential for significant growth with proper attention.

4. OPERATIONAL EXCELLENCE

- ✓ 60.7% upsell success rate is strong but has room for improvement
- ✓ Resolved cases generate 19.5x more upsell units (38,444 vs 1,970)
- ✓ Average satisfaction of 2.99/5.0 needs improvement
- RECOMMENDATION: Focus on issue resolution quality and customer satisfaction initiatives. Each 0.1 point satisfaction improvement could yield significant revenue gains.

5. CALL EFFICIENCY

- ✓ Average call duration of 75 minutes
- ✓ Weak correlation between call duration and upsell success (0.014)
- RECOMMENDATION: Implement call quality over quantity approach. Focus on effective communication rather than call length.

6. AGENT DEVELOPMENT

- ✓ Top performers generate up to \$380 in single transactions
- ✓ Significant performance variance among agents
- RECOMMENDATION: Establish best practice sharing program. Analyze top performer techniques and scale across organization.

QUICK WINS:

- East Region Turnaround: Immediate focus area with highest ROI potential
- Satisfaction Improvement: Customer experience initiatives
- SME Targeting: Untapped market segment
- Resolution Training: Direct correlation with upsell success
- Best Practice Sharing: Agent development program

EXPECTED IMPACT:

Implementing these recommendations could potentially increase overall revenue by 25-35% within 12 months through regional optimization, satisfaction improvements, and operational excellence initiatives.