The city of South Bend, Indiana operates a call center that serves as a primary point of contact for citizens, and it maintains an open data portal. This data was analyzed for patterns by time of year, department, and topics with varying methods. The cleaned, manipulated, and explored data was then developed into an interactive dashboard using the Bokeh library, and an interactive HTML file was distributed to the city. This research was then developed into a model and run as a simulation. Historical data such as arrivals, call topic distributions, and call duration were used in parameter development. This allowed a model to be constructed, which was then run through simulations to explore staffing levels and the effect addition of a self-service line. This shows that call center data can be effectively visualized and simulated to inform business decisions.

Keywords: data mining, data visualization, simulation, analytics