

***This is a representation of the concept and dummy data is used*

TALK-TIME ANALYSIS

HIGHLIGHTS:

Data ranges from Jan-2023 to July-2023

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- The call duration seem to be increasing over time, indicating potential growth in call durations. There is some evidence of seasonality, however it is not very prominent or consistent over time.
 - Outbound call counts show long-term increasing pattern over time, suggesting a general upward trend. Data exhibits weekly seasonality.
Before April 2023, the call count peaks around Monday, Tuesday, and Thursday. However, from April,2023 outbound call count peaks around Thursday prominently followed by Tuesday. Dip is around Saturday and Sunday (which is explained by week offs followed by the sales team)
 - Outbound answered calls appear to exhibit long-term upward trend. Mostly exhibits weekly seasonality. Trend line has been running above the average number of answered calls from January 2023.
 - On certain dates after April 2023, the data exhibits exceptionally high volumes of outbound calls, however the actual answered calls were much lower than expected.
Dates:
20th April: Answer Rate 4%
9th May: Answer Rate 2%
25th May: Answer Rate 1%
6th June: Answer Rate 0.7%
20th June: Answer Rate 3%
- It is required to further analyze the events around this dates, to explain the abnormal behaviour.
- From Aril to June there are anomalies detected in the numbers:
 - For April 2023 the outbound dialled calls increase by 19%, whereas the answered call decreases by 19% (possible explanation might lie in the quality of leads generated during the month)
 - In the month of June,2023 which has the least number of average active agents throughout the month shows a steep jump (51%) in the number of dialled calls but reflects a steep decline (31%) in the answered calls (possible explanation might lie in the behaviour of sales team)
 - The outbound dialled count and answered count show steady growth till March 2023 with 11% and 13 % average month on month growth respectively.
 - Calls made from and received on portal 1 have better answer rate, while activity done on portal 2 have negligible answer rates in 2023.
 - 66% of the times total incoming calls were abandoned in 2023.
 - The average number of agents active from Monday to Friday is 7, however there are significant difference in the count of dialled calls with highest dialled calls on Thursday and lowest on Friday.
 - May and June 2023 have comparatively a smaller number of average active agents than other months. 3 less average agents in May, resulted in decline of 14% in the dialled call numbers, which affected the answered numbers by a negative 4X (or 51% decline in answered call numbers).
 - Dialled numbers for July,2023 is expected to close at approximately 2 % higher than the previous month, whereas the answered count is expected to close at 300% higher than the previous month.

