

PowerBI



pwc

Task One: Introduction

Task Overview

What you'll learn

- The importance of digital transformation and upskilling in today's business landscape.
- The purpose and goals of the Digital Accelerator program.

What you'll do

- Watch videos on digital upskilling and the journey of driving a digital mindset.
- Reflect on the provided self-reflection question and respond in the text field.

Here is the background information on your task

All in on digital transformation: Creating a stronger, nimbler, more resilient future!

We aim to build innovative technology solutions that differentiate us from our competitors and digitise the business. Part of that included a strategic decision to invest in [upskilling programmes](#) so our people could learn how to use digital tools for data visualisation as well as automation, data cleansing and more.

If our people could use these tools to solve common problems, they'd help us become more efficient and growth-oriented now and more innovative later in Business Services and beyond. Now, employees are learning to build bots – over 2,400 have been created so far – to automate workflows. We continue to invest to make processes more intuitive using machine learning, PowerBI and eventually artificial intelligence (AI). These are key to working faster and solving problems differently for ourselves and our clients.

This is why you're here! Our Digital Accelerator programme is an internal chance that takes groups of our employees out of their day jobs and puts them through trainings that teaches them skills in technology such as automation, machine learning, design thinking, and digital storytelling. PowerBI is an important part of it as visualising data helps to handle and understand clients.

So, become a Digital Accelerator yourself and start your PowerBI journey with us!

Here is your task

But before you start, we would love to hear from you. Let's set the mood to start your experience in Power BI.

First, watch the video '**New world. New skills. PwC's journey to drive a digital mindset**' for inspiring insight on Digital Upskilling and the next video to hear from our Global Chairman, before kick-starting your journey through this program.

Next, navigate to the next page and respond to the self-reflection question by filling out the provided text field. No additional resources are required.

Tell us, what do you hope to learn during this experience with us?

I hope to learn and achieve the following during my internship:

- Advanced PowerBI skills, including data modeling and visualization.
- Data integration and transformation within PowerBI.
- Client-centric problem solving and effective communication.
- Strong teamwork and collaboration skills.
- A deeper understanding of the Swiss business landscape.
- Professional growth in a dynamic environment.
- Valuable networking and mentorship opportunities with PwC professionals.

I am committed to contributing my best efforts and eager to learn and grow throughout this experience.

Task 2: Call Centre Trends

Task Overview

What you'll learn

- The importance of upskilling in the digital age and its role in the workplace.
- The concept of becoming a "Digital Accelerator" and the skills associated with it.
- How to create a Power BI dashboard for visualizing key performance indicators (KPIs) and metrics.

What you'll do

- Create a dashboard in Power BI for visualizing relevant KPIs and metrics in the dataset provided.
- Utilize the resources provided, including podcasts and articles, to enhance your understanding of data visualization and upskilling.
- Respond to the client's request by providing a well-designed Power BI dashboard reflecting the requested KPIs.

Here is the background information on your task

The digital revolution and our fast-changing world requires a skills revolution. And it's not just about the digital skills. The skills revolution is about helping people build their digital awareness, emotional intelligence and creativity to fully participate in the digital future workplace — and it needs to start now.

At PwC, we are working with other organisations across the world, building on our work with clients and on upskilling our 276,000 people. Still, more must be done if we are to ensure everyone has the opportunity to learn, work and participate in the digital world. This is at the heart of our [purpose](#).

We are enabling employees who are motivated to further accelerate their skills to do so by offering them a “career pivot” to become what we call “Digital Accelerators”. Accelerators rapidly deepen their skills in digital specialties, such as data, automation, AI, and digital storytelling by learning a variety of self-service tools and coding languages and applying these skills across our business.

We're happy you joined us, welcome to the team! Giulia is your manager and helps you through your upskilling journey in PowerBI - your step to become a true data jedi and Digital Accelerator. But wait no more, word spreads fast and an important client reaches out to you to help him visualise their data.

Here is your task

It's omnipresent: telecom marketing. Better price here. Better service there. Best for small businesses here. Best for young urbanites there. But what do customers really want? Our client, a big telecom company, needs to know. This email just arrived for you:

Create a dashboard in Power BI for Claire that reflects all relevant Key Performance Indicators (KPIs) and metrics in the dataset. Get creative!

Possible KPIs include (to get you started, but not limited to):

- Overall customer satisfaction
- Overall calls answered/abandoned
- Calls by time

- Average speed of answer
- Agent's performance quadrant -> average handle time (talk duration) vs calls answered



Hi Digital Accelerator,

May I introduce myself? I'm Claire, Call Centre Manager here at PhoneNow. My colleague suggested I reach out to you. Pleased to meet you.

I'm looking for transparency and insight into the data we have here at the Call Centre. For example: total number of calls answered and abandoned, speed of answer, length of calls, overall customer satisfaction, etc. What I'm after is an accurate overview of long-term trends in customer and agent behaviour.

I was told you are great at visualising data in such a way that important aspects become very clear. That's precisely what I need. Could you please prepare a dashboard on Call Centre trends that I can use as a basis for discussion with management? I'll provide you with the required data, of course.

Looking forward to hearing from you.

Best regards,
Claire

Task 3: Customer Retention

Task Overview

What you'll learn

- How to define key performance indicators (KPIs) related to customer retention.
- How to create a dashboard that visualizes customer demographics and insights.

What you'll do

- Create a dashboard using the defined KPIs to reflect customer demographics and insights.
- Write a concise email to the engagement partner explaining your findings and providing suggestions for necessary changes based on the dashboard you've created.

Here is the background information on your task

A few weeks after presenting your dashboard to the management, the Retention Manager from the telecom reaches out to you directly. He was impressed by your work and asked if you can put together a dashboard about customer retention.

In addition, to better understand the data, the telecom Retention Manager has scheduled a meeting with the engagement partner at PwC to cover these points:

- Customers in the telecom industry are hard-earned: we don't want to lose them
- The retention department is here to get customers back in case of termination
- Currently, we get in touch after they have terminated the contract, but this is reactionary: it would be better to know in advance who is at risk
- We have done customer analysis with Excel: it has always ended in a dead-end
- We would like to know more about our customers: visualised clearly so that it's self-explanatory for our management

The Retentions Manager has provided some information in the resources.

Here is your task

Your colleague, the engagement partner, asks you to do the following tasks:

1. Define proper KPIs
2. Create a dashboard for the retention manager reflecting the KPIs
3. Write a short email to him (the engagement partner) explaining your findings, and include suggestions as to what needs to be changed

Dear

Over the last few weeks, the team has been working. We have encountered, and I believe it's important for you to be informed about our efforts to address them.

Additionally, we are open to schedule a brief meeting at your convenience to discuss the project in more details or address any questions or feedback do you have.

Thank you for your continued support, and I look forward to hearing from you.

By regards,

Keerthika

Business analytics

Task 4: Diversity & Inclusion

Task Overview

What you'll learn

- How to define key performance indicators (KPIs) related to gender balance and diversity.
- How to create visualizations that represent HR data effectively.
- The imperatives of diversity and inclusion in the corporate world.

What you'll do

Create visualizations to represent HR data, particularly focusing on gender-related KPIs.

Identify and discuss potential root causes for the slow progress in achieving gender balance at the executive management level.

Here is the background information on your task

Human Resources at our telecom client is highly into diversity and inclusion. They've been working hard to improve gender balance at the executive management level, but they're not seeing any progress. They're reaching out to us for help.

At PwC Switzerland we are often approached by clients seeking support with diversity and inclusion. Companies need a workforce of diverse talents and

backgrounds to succeed in an increasingly complex and heterogeneous world. To us, diversity and inclusion are business imperatives, not just nice-to-haves. We aim for all of our teams to feel welcome and appreciated. But actually achieving this and unlocking its potential involves a whole set of practical challenges.

Why is this so?

[Think about the importance of strategy, awareness and education, analytics and inspiration.](#)

Here is a hint: Calculating the following measures could help to define proper KPIs:

- **# of men**
- **# of women**
- **# of leavers**
- **% employees promoted (FY21)**
- **% of women promoted**
- **% of hires men**
- **% of hires women**
- **% turnover**
- **Average performance rating: men**
- **Average Performance rating: women**

Here is your task

Your task is to do the following:

- 1. Define relevant KPIs in hiring, promotion, performance and turnover, and create a visualisation**

2. Write what you think some root causes of their slow progress might be

