Call Center Dashboard

Overview\*

The \*Call Centers Dashboard\* is an interactive Power BI report that provides real-time and historical insights into call center operations. It enables managers and decision-makers to monitor call volumes, resolution rates, agent efficiency, and customer satisfaction to ensure optimal service delivery.

Objectives\*

\* Track call volumes by day, week, and month.

\* Measure \*First Call Resolution (FCR)\* rates.

\* Evaluate \*Average Handling Time (AHT)\* and service level performance.

\* Identify peak call hours and seasonal trends.

\* Compare performance between agents, teams, or locations.

\* Improve \*Customer Satisfaction (CSAT)\* and \*Net Promoter Score (NPS)\*.

Data Sources\*

| Source Name | Type | Description |

| ----------------- | ---------------------- | -------------------------------------------------------------------------- |

| Call Logs | CSV / Excel / Database | Detailed record of each call (date, duration, status, agent ID, call type) |

| Agent Information | Excel / Database Table | Agent names, roles, team assignments |

| Customer Feedback | CSV / Survey Data | Customer satisfaction scores, comments |

\* \*Data Period:\* (Example: Jan 2024 – Jul 2025)

\* \*Update Frequency:\* (Example: Daily refresh)

\* \*Data Privacy:\* All sensitive customer data anonymized.

Data Processing & Modeling\*

\* \*Data Cleaning:\* Removed duplicates, fixed incorrect timestamps, standardized call types.

\* \*Transformations:\*

\* Split date/time into separate columns for better time intelligence.

\* Categorized calls by type (Inbound, Outbound, Complaint, Inquiry).

\* Created a \*Date Table\* for DAX time-based calculations.

\* \*Data Model:\*

\* \*Fact Table:\* FactCalls (contains all call transactions)

\* \*Dimension Tables:\* DimAgents, DimDates, DimCallTypes, DimCustomers

Key Metrics & KPIs\*

\* \*Total Calls:\* Total inbound & outbound calls.

\* \*Answered vs. Missed Calls:\* Service level compliance.

\* \*First Call Resolution (FCR):\* Percentage of calls resolved on first contact.

\* \*Average Handling Time (AHT):\* Average duration of calls in minutes.

\* \*Customer Satisfaction (CSAT):\* Based on post-call surveys.

\* \*Call Abandonment Rate:\* % of calls disconnected before being answered.

\* \*Agent Performance:\* Calls handled per agent, resolution rate, AHT comparison.

Dashboard Pages\*

\*Overview Page:\*

\* High-level KPIs for total calls, average handle time, CSAT.

\* Trend charts for call volume.

\*Agent Performance:\*

\* Ranking of agents by total calls handled and resolution rate.

\* Filter by team/shift.

\*Call Trends:\*

\* Heatmap of calls by day/hour to identify peak times.

\* Seasonal trends analysis.

\*Customer Satisfaction:\*

\* CSAT score trend line.

\* Breakdown by call type and resolution status.

Technical Stack\*

\* \*Tool:\* Power BI Desktop (Version X.X)

\* \*Languages:\* DAX, Power Query (M Language)

\* \*Data Connection:\* Import Mode (or DirectQuery if applicable)

\* \*Custom Visuals:\* KPI Cards, Matrix Tables, Line & Clustered Column Charts, Heatmaps

Usage Instructions\*

1. Install \*Power BI Desktop\* (Version X.X or higher).

2. Open call centers dashboard.pbix in Power BI Desktop.

3. If applicable, update data source credentials via \*Transform Data → Data Source Settings\*.

4. Click \*Refresh\* to load latest data.

5. Use slicers and filters to interact with visuals.

Example Insights\*

\* "Mondays between 10 AM – 12 PM have the highest call volumes; staffing should be increased during these hours."

\* "Agent ID 103 consistently resolves over 90% of calls in under 5 minutes."

\* "Customer satisfaction drops significantly for calls exceeding 12 minutes."

Future Enhancements\*

\* Add real-time streaming dataset for live monitoring.

\* Integrate chatbot support analysis.

\* Add predictive modeling for call volume forecasting.

Author & Contact\*

\*Author: Komal Deshmukh

\*Email:komaldeshmukh7385@gmail.com