Summary:

This project involved developing a Power BI-based financial complaints dashboard that monitors and analyzes customer complaints in the financial services sector from 12/1/2011 to 10/13/2020. The dashboard provides comprehensive insights into complaint patterns, resolution rates, and geographic distribution to improve customer service and regulatory compliance.

Client Requirements:

The client required a Financial Complaints Overview Dashboard with the following objectives:

1. Complaint Metrics: Track total complaints and response rates

2. Status Monitoring: Display in-progress and resolution statistics

3. Issue Analysis: Categorize complaints by type of issue

4. Geographic Distribution: Visualize complaints across states

5. Trend Analysis: Monitor monthly complaint volumes

6. Product Categories: Analyze complaints by financial product

7. Resolution Tracking: Monitor dispute and resolution rates

8. Time Period Analysis: Enable date-based filtering

Stakeholders:

1. Financial Institution Management

2. Customer Service Teams

3. Compliance Officers

4. Risk Management Teams

5. Product Managers

6. Quality Assurance Teams

7. Regional Managers

8. Regulatory Affairs Department

Steps in Project:

1. Complaint Data Collection

2. Data Cleaning and Standardization

3. Power BI Model Creation

4. Dashboard Layout Design

5. Visualization Development

6. Filter Implementation

7. Quality Testing

8. Documentation and Deployment

Insights and Final Outcome:

1. Volume Statistics: 75,074 total complaints with 280 currently in progress

2. Response Performance: 98.05% timely response rate

3. Resolution Success: 84.50% resolved at no cost, with 9.71% disputed rate

4. Top Issues: Account management leads with 8.8K complaints, followed by deposits/withdrawals (6.1K)

5. Product Distribution: Credit cards (19K) and mortgages (12K) are most complained about products

6. Monthly Patterns: Peak complaints in April (7.1K) with December showing lowest (5.4K)

7. Geographic Trends: Higher concentration in eastern states shown on map

8. Dispute Analysis: 41.27% not disputed, with 49.01% N/A status