**Objective 1**

**Calculate top-level KPIs**

In this objective is to calculate top-level KPIs by flagging complaints as "Open" or "Closed" and creating a PivotTable to count the complaints for each status.

| **Task** |
| --- |
| Create a Status column that flags complaints as "Open" or "Closed" based on the values in the Company Response to Consumer column ("In progress" = "Open", others are "Closed") |
| Create a Week start column with the date for the corresponding Monday of each Date received (for example, if the “Date received” is Wednesday, Jan 4th, then the “Week start” is Monday, Jan 2nd) |
| Extract the Year, Month, and Day of the Week start column |
| Change the formula for the Month column so that it returns the text for the month name in the “mmm” format (1=“Jan”, 2=“Feb”, etc.) |

**Objective 2**

**Visualize the weekly trend**Your second objective is to create a new PivotTable that shows the "Open" and "Closed" complaints by week, then visualize the trend using a stacked column chart.

| **Task** |
| --- |
| Calculate the count of Complaint ID by Status, including the grand total |
| Place the results, or KPIs, in a single row with “Complaints:” to their left |
| Add a title on top (“Consumer Complaints Tracking”) and apply formatting to the title & KPIs |
| Insert a timeline with the Week start field to filter the results |

**Objective 3**

The thirdobjective is to add formatting and polish to the report by modifying the KPIs, chart, and timeline filter.

| **Task** |
| --- |
| Calculate the count of Complaint ID by Status (columns) and Year, Month, and Day (rows) and create a stacked column chart with the results to visualize the weekly trend |
| Connect the chart to the Week start timeline filter |
| Place the “Open” column in the chart at the baseline to improve readability |
| Use the colors in the “Open” and “Closed” KPIs as a legend for the chart and apply additional formatting and alignment to finalize the report |

**Objective 4**

**Detailed Consumer Behavior Analysis**

* **Submission Channels Analysis**: Count complaints by the "Submitted via" field to identify the most used submission channels.
* **State-wise Analysis**: Create a visualization of the number of complaints per state to understand geographical trends.
* **Product/Issue Trends**: Count complaints by "Product" and "Issue" to identify common complaint types.

**KEY STEPS FOR . Detailed Consumer Behavior Analysis**

**A. Submission Channels Analysis**

**Steps**:

1. Create a PivotTable with "Submitted via" as rows and "Complaint ID" as values (count).
2. Create a bar chart to visualize the distribution of submission channels.

B. 2. **State-wise Analysis**

* Create a PivotTable with "State" as rows and "Complaint ID" as values (count).
* Add conditional formatting to highlight states with the most complaints.
* Create a map visualization if supported in your version of Excel.

c. **3. Product/Issue Trends**

**Steps**:

1. Create two separate PivotTables:
   * "Product" as rows and "Complaint ID" as values (count).
   * "Issue" as rows and "Complaint ID" as values (count).
2. Use stacked bar or column charts to visualize the most common products and issues.

**Objective 5**

**Resolution Timeliness Analysis**

* Calculate the percentage of complaints marked as "Timely response" for each product or issue to assess performance in resolving complaints on time.
* Visualize trends in "Timely response" by week or month.

**Resolution Timeliness Analysis**

**Steps**:

1. Create a calculated field to count the percentage of "Timely response" for each product.
2. Create a PivotTable with "Product" or "Issue" as rows and "Timely response?" as values (count of "Yes").
3. Add a stacked bar chart to visualize the timely response rates.