

CUSTOMER SUPPORT Analytics - DASHBOARD

Internal TOOL for a FinTech Company

A clean, simple and intuitive dashboard created to assist the Customer Support Department of a FinTech Company.

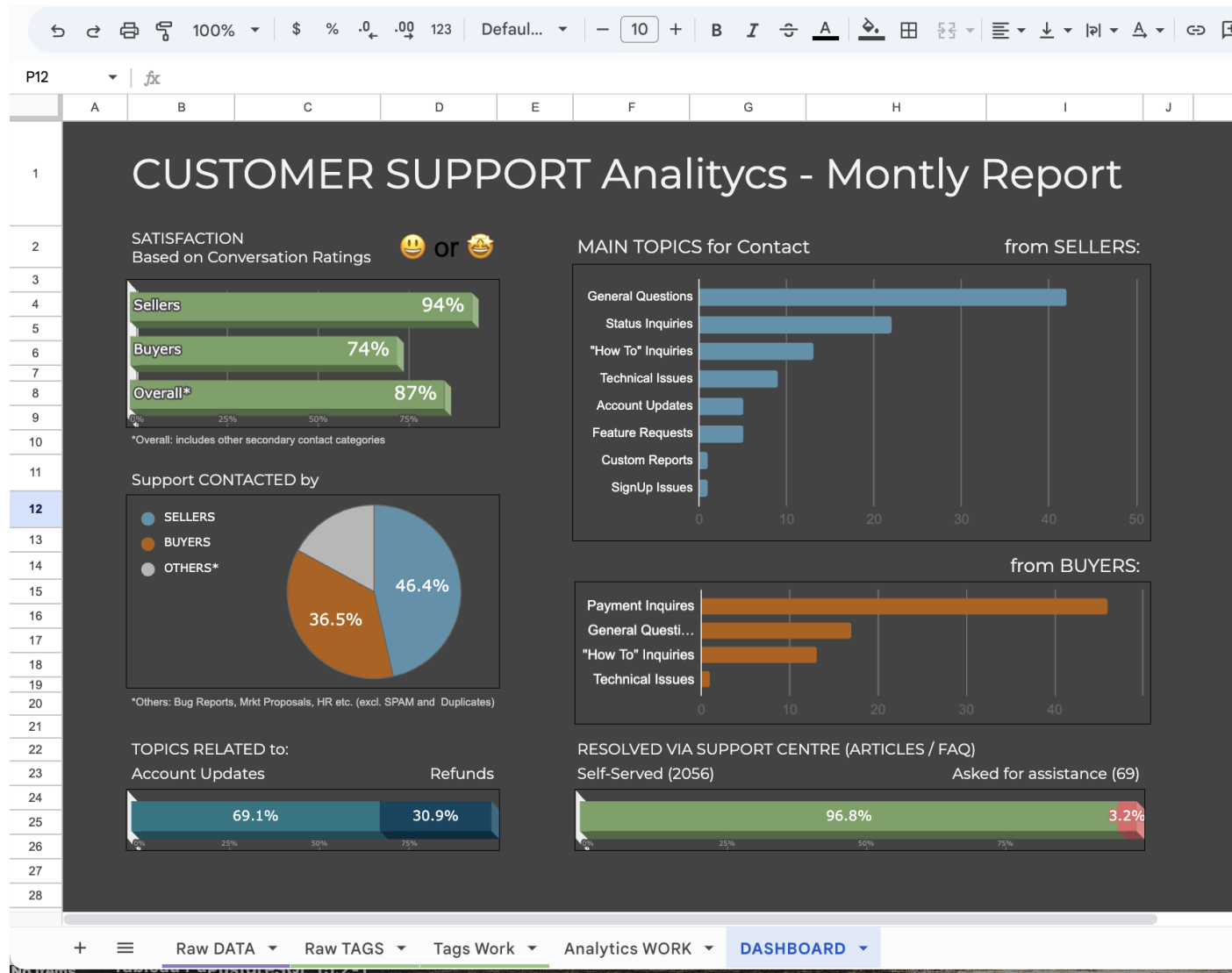
Based 100% on Google Sheets functionalities.

Includes instructions and guidelines for easy operability by non-analytics employees.

- **Stakeholders:** Customer Support Department, Marketing Department, Sales Department, Leadership.
- **Main purpose:** To support non-analytics employees with specific monthly reports.
- **What it consist of?** Metrics and Analytics based on data exported from the internal CRM (Customer Relationship Managemen) tool.
- **Why is it being built?** To offer a quick snapshot of the overall topics handled by the Customer Support Department.
- **When will it be used:** Monthly or on request.
- **Resources used:** 100% built on Google Sheets functionalities, for easy access and usability.

Final Dashboard (Spapshot)

- That autocompletes, with no need of adjustments.



BackEnd structure and instructions for Customer Support Team (Spapshot)

- Intuitive WORK space for centralising the data
- With clear instructions to be followed by “non-analytical” team members

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