

DESCRIPTIVE DASHBOARD

The goal of the project is to plot meaningful visualizations based on the consumer complaints available in our dataset. The dataset contains the real-world complaints received by the companies about financial products and services. Each complaint is assigned to a product, and they are further classified into issues and sub-issues.

Complaints give us insights into problems people experience in the marketplace. The information is incredibly powerful as it can help consumers fix their problems and get financial relief. The dataset is a rich resource to analyze the emerging trends about consumer complaints relating to financial products, the reasons for those complaints and actions that could be taken to resolve them.

The visualizations can help the companies understand different products with issues. Other details like company's response to the consumer, time taken to resolve a complaint, and complaints from different geographical regions will help draw further meaningful insights.

What questions can be answered by the data?

1. Top companies with the most number of complaints
2. The number of complaints by year
3. The preferred medium for complaints submission
4. Number of complaints by state
5. Top companies with untimely response to complaints
6. Complaints by product
7. Complaints by issues
8. Sub-issues and the number of complaints
9. Number of consumer consent not provided for top products and sub-products
10. Number of complaints in progress

We will use the Tableau visualization tool to draw graphs and illustrations.

References - <https://www.kaggle.com/selener/consumer-complaint-database>