

Welcome!

Berker Göz

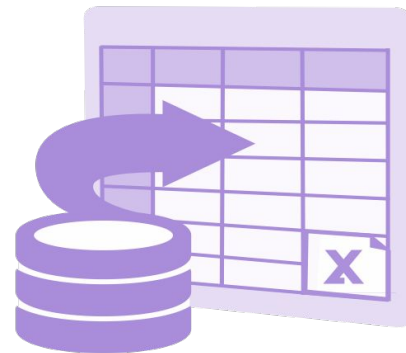
About Me

- 20' Graduated with Honor degree
 - BSc. Electronics Engineering
 - BSc. Industrial Engineering
 - Uni: Istanbul Kultur
 - Erasmus: TU Wien
- 22' MSc Graduation
 - MSc. International Management
 - Uni: Klagenfurt
 - Erasmus: TU Dortmund



Overview

- Dataset:
 - AI-generated fictional call-center
- Tools:
 - MS Excel
- Scope:
 - Data cleaning
 - Profit margin and revenue analysis
 - Profit comparison of different regions



Spreadsheet

Before

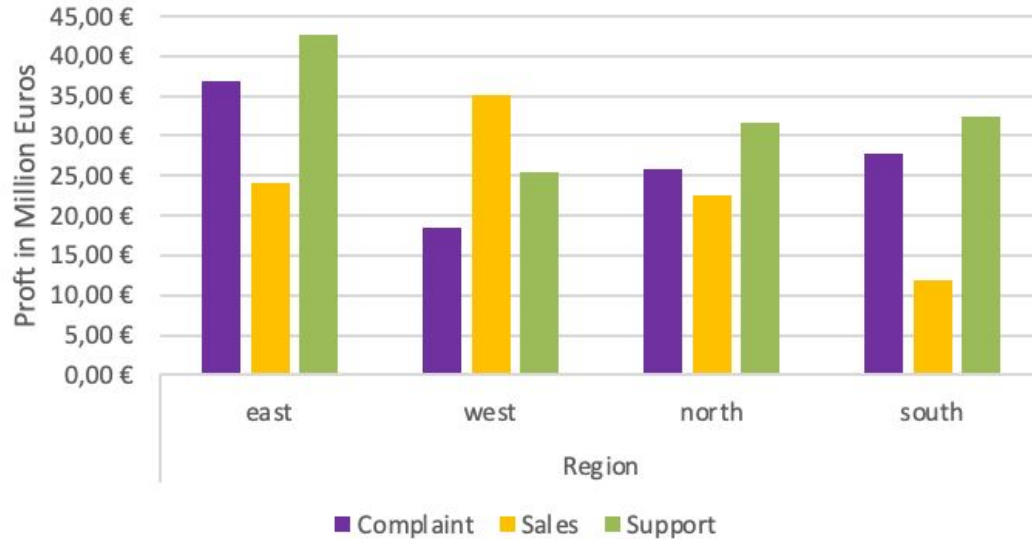
Date	Agent ID	Call Duration (seconds)	Customer ID	Revenue Generated	Call Type	Resolution Time (minutes)	Region	Feedback Score	Cost per Call
#####	AGT0039	691	CUST00452	47,06	complaint	13	South	1	22,91
#####	AGT0029	306	CUST00886	68,59	Complaint	51	West	3	46,92
#####	AGT0015	653	CUST00775	59,09	Sales_SON	20	West	1	20,22
#####	AGT0043	545	CUST00822	15,6	complaint	16	South	3	46,12
#####	AGT0008	872	CUST00385	56,13	SUPPORT_In	35	West	5	49,15
#####	AGT0021	379	CUST00172	82,58	complaint	28	South	5	34,78
#####	AGT0039	852	CUST00376		Sales_Lg (sF	59	South	4	41,76

After

Date	Time	Agent ID	Call Duration (seconds)	Call Duration (seconds)	Customer ID	Revenue Generated	Call Type	Client	Resolution Time (minutes)	Region	Feedback Score	Cost per Call	Profit	Profit Margin
07.05.10	14:41:00	AGT0010	107	107	CUST00509	11,13	Sales	Sony	53	EAST	2	39,96	-28,8	-259%
08.05.10	08:19:00	AGT0036	603	603	CUST00441	60,38	Complaint	Samsung	47	SOUTH	2	8,19	52,19	86%
10.05.10	11:04:00	AGT0014	161	161	CUST00254	57,47	Sales	Samsung	52	WEST	4	34,72	22,75	40%
12.05.10	19:03:00	AGT0031	630	630	CUST00921	NA	Complaint	LG	48	NORTH	5	41,41	NA	NA

Outcomes & Recommendations

Profit of Call Types for Each Region in 2023



Highest profits are recorded in **East**

-except Sales-

- Continue to prioritize **Complaint** and **Support** calls to maintain high profitability

Sales have **the least profit** in all Regions

-except in West-

- Evaluate and improve sales approaches, enhance training of employees

Thank you!

Contact



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