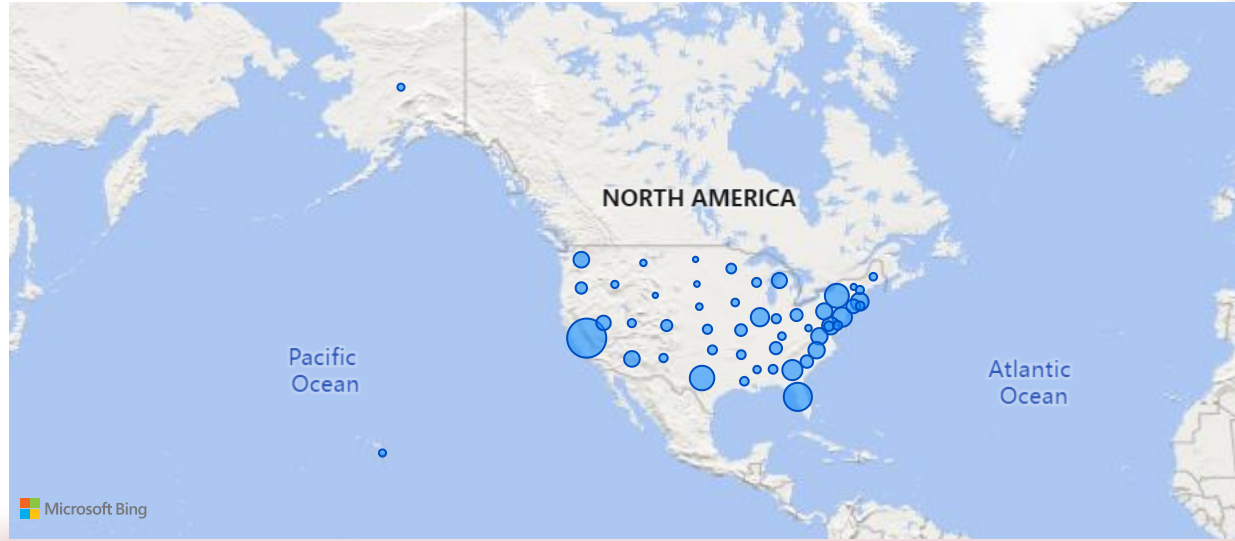




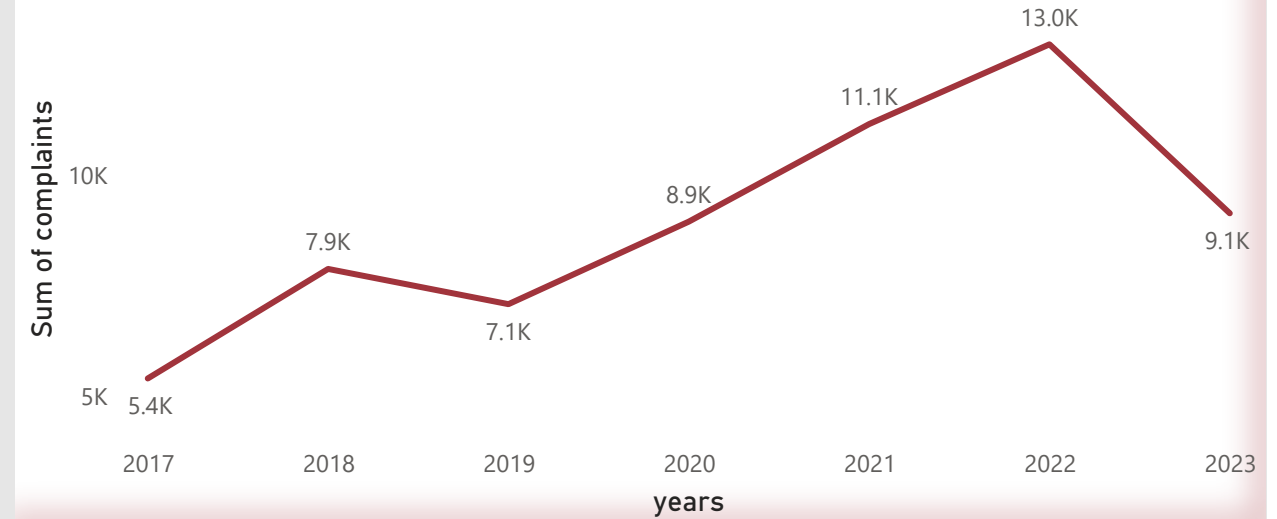
Bank of America Consumer Complaints Analysis (2017 - 2023)



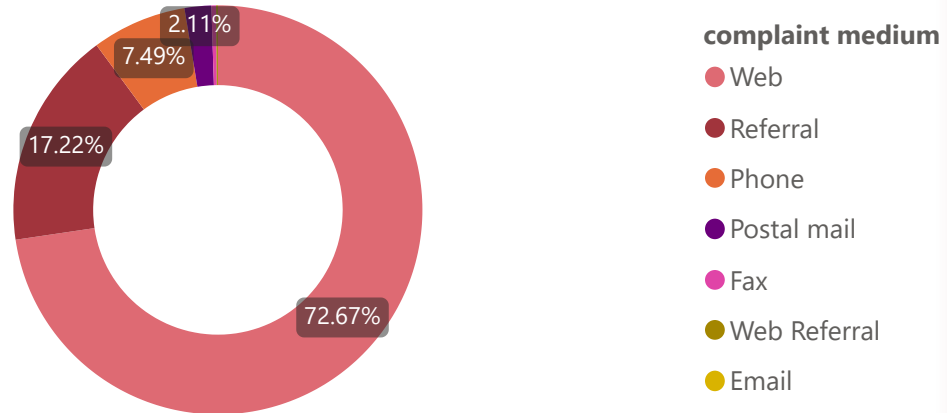
Total number of issues by states



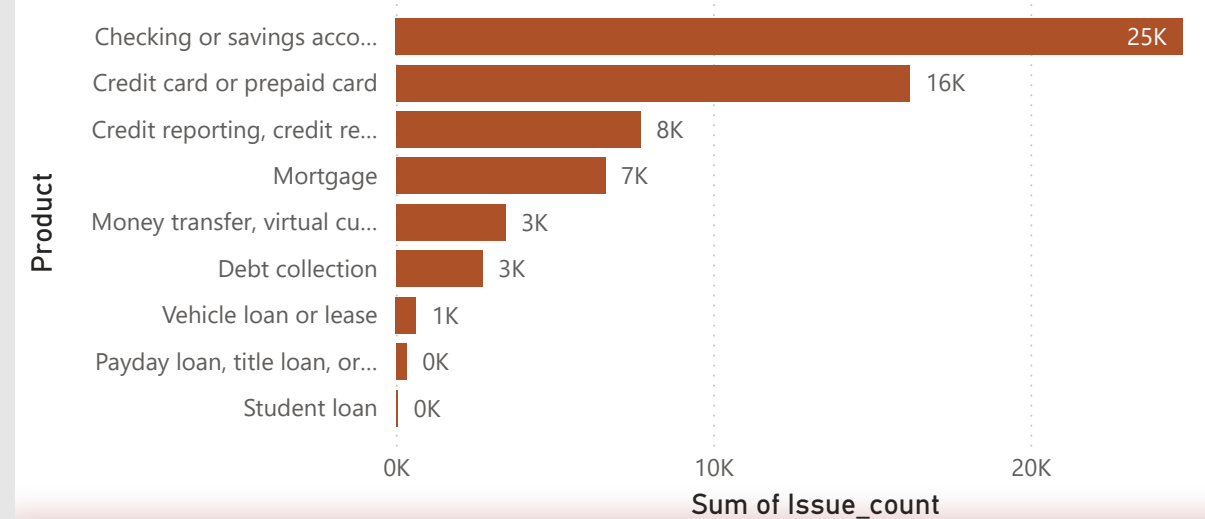
Complaints across years



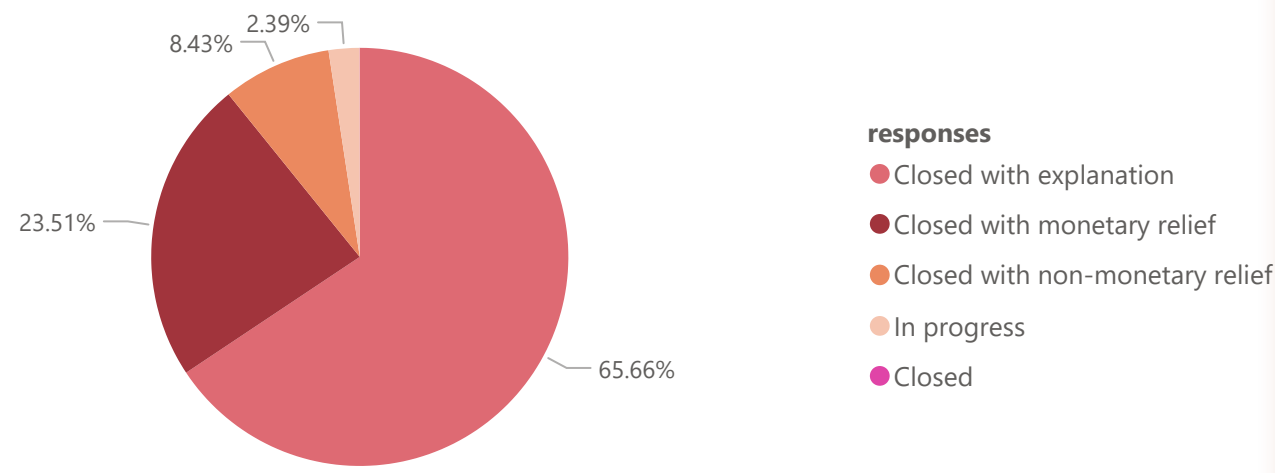
Percentages of complaint media used



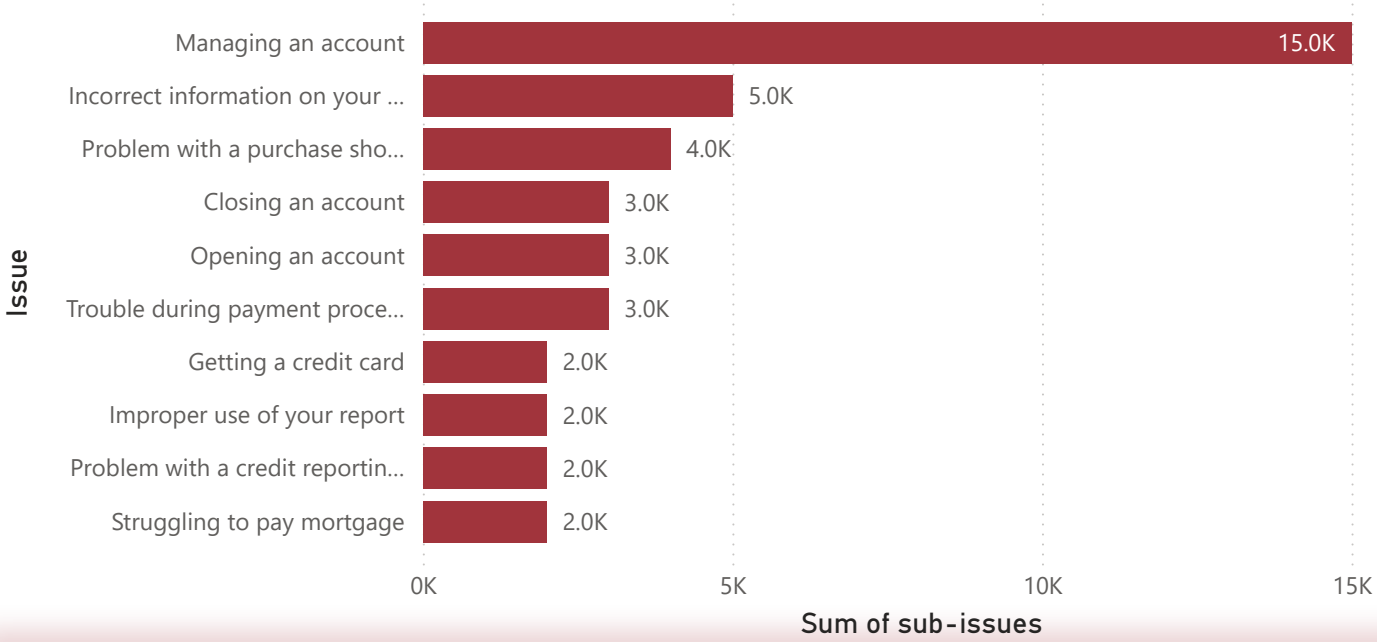
Products by complaint volume



Company responses to customer complaints



Most recurring issues and sub-issues



RECOMMENDATIONS

The company can benefit from the following insights:

1. Spotlight and study the city of California to understand the causes of spiked consumer complaints.
2. Compare the policies adopted in years 2022 and 2017 to identify the reasons for the difference in complaint volumes.
3. Optimize the three lowest complaint media so that more customers can access them.
4. Improve the top three products that recorded the highest complaint volumes, namely; checking or savings account, credit card or prepaid card, credit reporting/credit repair services.
5. Enhance the systems for managing accounts to reduce the number of issues emanating from this source.