Call Center Performance Analysis (Excel Dashboard Case Study)

Project Overview

This Excel dashboard project analyzes 2023 call center performance focusing on representatives' efficiency, customer satisfaction, and call metrics. The goal was to transform raw call logs into an interactive dashboard showing performance trends and actionable insights.

Key Performance Indicators (KPIs)

- Total Calls: 1,000
- Total Revenue: Rs.96,623
- Total Duration: 89,850 seconds
- Average Rating: 4.0
- Happy Calls: 307

Key Insights

- Peak call volume occurred in March (31 calls)
- Representative R02 generated the highest revenue (~Rs.20.6K)
- Average customer satisfaction rating was 4.0
- Female callers showed slightly higher satisfaction
- Monday-Friday had steady call volumes; Saturday was lowest

Tools & Techniques

- Microsoft Excel (Power Query, Pivot Tables, Charts, Conditional Formatting)
- Data Cleaning and KPI Calculation
- Interactive Dashboard Design with Filters & Slicers
- Visual storytelling with clear business insights

Summary

The dashboard helped identify top-performing representatives, customer satisfaction trends, and workload distribution. It demonstrates the power of Excel for end-to-end business analytics and data storytelling.

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