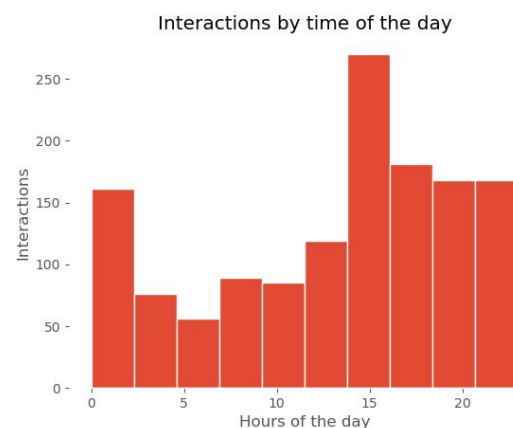
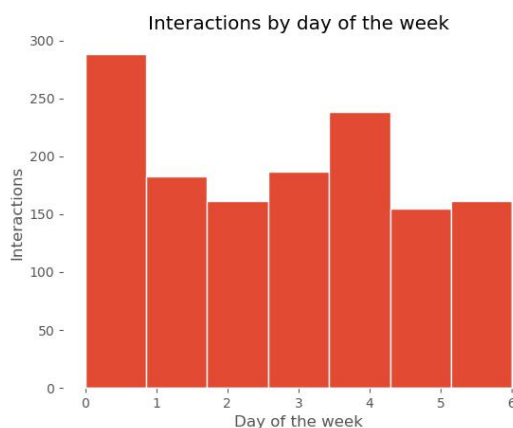


Twitter Customer Support Analysis for NikeSupport

Analysis of customer support interactions by NikeSupport on Twitter has been performed.

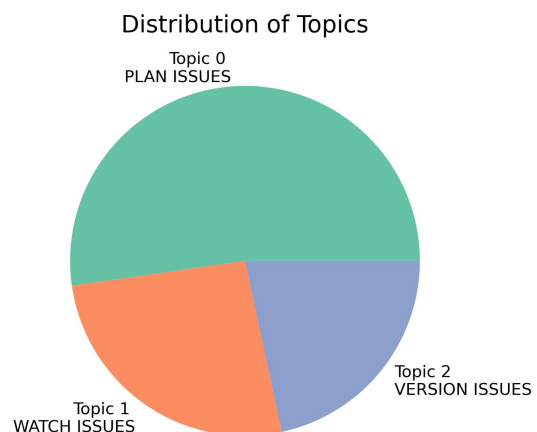
Total number of issues 1373

Analysis of interactions by day of the week and hour of the day



Analysis of types of issues raised

The issues addressed by the customer support can be divided into three main topics. The three topics named Topic 0 Topic 1 and Topic 2 have 551, 275 and 228 interactions respectively. The issues can be broadly classified as plan issues, watch issues and version issues respectively. The distribution of issues can be broadly understood by analysing the word clouds of the topics.



Word clouds of the topics

Topic 0 - PLAN ISSUES



Topic 1 - WATCH ISSUES



Topic 2 - VERSION ISSUES

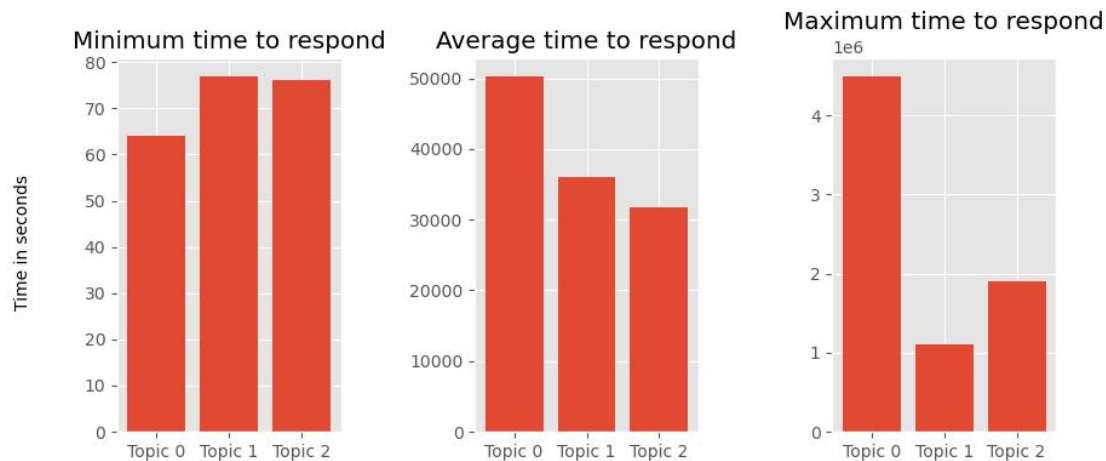


Topic name	Top topic keywords
PLAN ISSUES	nike, plan, email, nrc, error, workout, account, club, time, update, running, mile, connection, training, android
WATCH ISSUES	watch, apple, nrc, iphone, nike, amp, start, issue, sync, update, music, data, week, day, activity
VERSION ISSUES	watch, nike, running, version, nrc, iphone, apple, time, phone, series, coach, start, error, plan, club

Analysis of the customer service response time

The time taken by the company to respond to the tweets is an important metric. The average time taken by NikeSupport to respond to a tweet is 0 days 11:49:23.582542694.

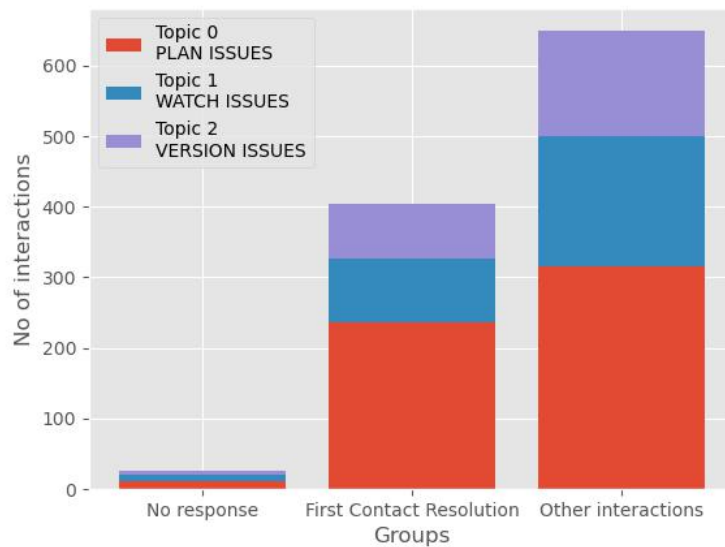
The tweet which has the smallest response time belong to Topic 0. The tweet which has the highest average response time belong to Topic 0. Whereas, the tweet which has the highest response time belong to Topic 0.



Iterations having quickest and slowest first response time

First reponse in	Interaction summary
0 days 00:01:04	NikeSupport is here to help if you have a strong wifi connection.
52 days 01:15:43	NikeSupport is helping 166762 to start a new plan in her app.

Analysis of number of interactions



The responses by the company can be divided into three categories as shown in the graph. Topic 0 has maximum number of tweets which were not answered by the company (No response). Topic 0 has maximum number of tweets which were either resolved by first contact or taken offline individually (First Contact Resolution). Whereas Topic 0 has maximum number of tweets which had more than two tweets as part of the interaction.

Analysis of most complex queries

Interaction summaries

(o) NikeSupport is trying to help Chandra get her running data sync working properly. She wants to participate in the weather chasers contest, but she is under 18. (Number of interactions = 42)

(o) NikeSupport is looking for missing data from the running program. Patrick sent a screenshot of the data missing after he finished the 10k training plan. The data were missing only for sep and august. Patrick is using an android app. (Number of interactions = 39)

(o) NikeSupport is helping Fernando with his running. He is having issues with mirroring the iphone app on the watch. There is no sync between the watch and phone during runs. (Number of interactions = 35)