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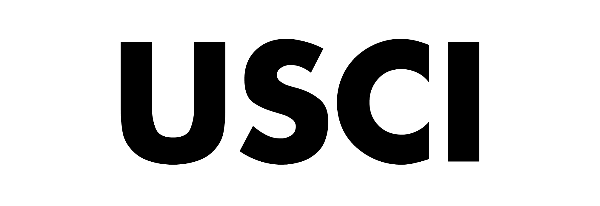
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# **INTRODUCTION**

In an era dominated by electronic transactions and digital finance, credit cards have become an integral part of consumers' financial lives. With the increasing prevalence of credit card usage, the financial industry witnesses a proportional rise in consumer complaints related to various aspects of credit card services. Understanding and addressing these complaints is crucial for maintaining trust and ensuring the integrity of the financial system.

This report delves into a dataset encompassing 86,894 credit card complaints, spanning 25 columns of information. The dataset covers a wide array of details, including company specifics, consumer narratives, response types, and geographical distribution. The aim of this exploration is to leverage data visualization techniques through Tableau, providing stakeholders with a dynamic and intuitive tool for uncovering patterns, trends, and actionable insights within the realm of credit card complaints.

As we navigate through the visualizations, we will gain valuable perspectives on the prevalence of certain complaint categories, analyze company responses, scrutinize temporal trends, and explore geographical concentrations of credit card grievances. The objective is not only to present raw data but to empower stakeholders with a robust analytical tool that fosters a proactive approach to addressing consumer concerns, ultimately enhancing the credit card experience for users and maintaining the integrity of financial services.

# **ABOUT TABLEAU**

Tableau, a leading business intelligence and data visualization platform, empowers organizations to transform raw data into actionable insights through compelling visualizations. Renowned for its user-friendly interface and powerful analytical capabilities, Tableau enables users, regardless of their technical expertise, to create interactive and dynamic dashboards. With a drag-and-drop functionality, users can seamlessly connect to various data sources, including spreadsheets, databases, and cloud-based repositories, facilitating a smooth data integration process.

One of Tableau's key strengths lies in its ability to transform complex datasets into visually engaging and comprehensible representations. The platform offers a diverse range of visualization options, from traditional bar charts and line graphs to more advanced maps, treemaps, and heatmaps. This versatility allows users to choose the most effective visualization type for their specific data and analysis requirements.

Tableau's real-time interactivity is a standout feature, enabling users to explore and manipulate data dynamically. Filters, parameters, and highlight actions enhance the user experience, facilitating a deeper understanding of trends, outliers, and correlations within the dataset. Furthermore, Tableau supports the creation of calculated fields and custom calculations, providing users with the flexibility to derive new insights and metrics directly within the platform.

Collaboration is streamlined in Tableau, as dashboards and visualizations can be easily shared with colleagues and stakeholders. The platform supports interactive web-based dashboards, fostering a collaborative environment where teams can collectively analyze and interpret data. Tableau Server and Tableau Online enhance accessibility, allowing users to access and interact with visualizations from various devices, promoting a data-driven culture within organizations.

In conclusion, Tableau stands as a powerful and accessible tool for data visualization and business intelligence. Its intuitive design, extensive visualization options, and collaborative features make it a preferred choice for professionals across industries seeking to derive meaningful insights from their data.

# **DATASET DESCRIPTION**

The dataset under consideration comprises 86,894 rows and 25 columns, offering a comprehensive overview of credit card complaints. These complaints are associated with diverse financial entities, each identified by the "Company" column. The dataset provides a nuanced understanding of the nature of complaints, encompassing details such as the company's public response, the consumer's narrative, and whether consumer consent was provided. A key facet of the dataset lies in its temporal dimension, with information on the date a complaint was received and the date it was sent to the respective company. Geographic elements are also incorporated, detailing the state and ZIP code associated with each complaint.

Furthermore, the dataset categorizes complaints into distinct dimensions, issues, and sub-issues, shedding light on the specific challenges consumers encountered. The "Product" and "Sub-product" columns offer insights into the type of credit card service involved in each complaint. The dataset's richness extends to the mode of submission, tagged as "Submitted via," providing insights into the channels through which consumers voice their concerns. Additionally, the presence of tags and labels in the "Tags" column facilitates the identification of specific consumer demographics or characteristics associated with each complaint.

For a comprehensive analysis of the temporal aspects, the dataset incorporates the "Date received" and "Date sent to company2" columns, enabling the assessment of response times. The "Timely response?" column further categorizes responses as timely or not, offering a metric for evaluating the efficiency of complaint resolution.

In summary, this dataset encapsulates a wealth of information pertaining to credit card complaints, providing a foundation for in-depth explorations into consumer experiences, company responses, temporal trends, and geographic patterns within the credit card industry.

# **IMPLEMENTATION**

