Spark Usecase:

Consumer Complaints in Banking Sector.

Abstract:

This Use Case focuses on exploring and analyzing Consumer Finance Complaints data, to find how many similar complaints are there in relation to the same bank or service or product. These datasets fall under the complaints of Credit reporting, Mortgage, Debt Collection, Consumer Loan and Banking Accounting. By using data mining techniques, cluster analysis, AWS Services as well as predictive modelling is applied to obtain valuable information about complaints in certain regions of the Country. The banks that are receiving customer complaints filed against them will analyse the complaint data to provide results on where the most complaints are being filed, what products/ services are producing the most complaints and other useful data. Our model will assist banks in identifying the location and types of errors for resolution, leading to increased customer satisfaction to drive revenue and profitability.

Problem Statements:

1. Clean and Transform data for proper processing and getting complete insights without any garbage values
2. Find the number of complaints for which the Company response is currently "in progress".
3. Which company has the maximum consumer complaints.
4. Which Companies is able to solve issues of customers (on the terms of Company response and timely response)
5. Which companies are having least response time for a complaint raised?
6. Find the issue that occurred mostly.
7. Which are the Top 5 states having the highest volume of complaints coming.
8. Which are the Top 5 companies people complaining the most.
9. Which product has the most number of complaints.