

Consumer Complaint Analysis Report

Insights and Trends in the Financial Industry

Introduction

Title:- Consumer Complaint Analysis Report

Subtitle:- Insights and Trends in the Financial Industry

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Introduction

Purpose:

The purpose of this analysis is to uncover actionable insights from **Consumer Complaint Database**.

Overview:

The dataset includes information on customer complaints, including columns for complaint ID, date of complaint, customer details, product type, issue category, resolution status, and resolution date

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Objectives:

Our main objectives are to **identify trends, correlations, and areas for improvement**.

Methodology

- **Tools Used:** (Excel, Tableau, VS Code, PostgreSQL)
- **Data Cleaning and Preparation by Python.** Removed Duplicates, filled up the blank values as “**unknown**” default value and generated cleaned data excel.
- **Performed Analysis in Postgres and Excel**
 - a) Number of complaints per month and year, b) most frequent issues and sub-issues, c) percentage of timely responses, d) number of complaints per state, e) companies with the most complaints and their response performance.
- Generated Visuals using **Tableau**.

Trend Analysis

- **Chart:** The **Line Chart** showing the number of complaints over time
- **Tableau Public Link:** [[number of complaints over time](#)]
- **Analysis:** The line chart shows a significant increase in complaints during the summer months. This could be due to increased consumer activity during this period. Notable spikes are seen in **June and July**, suggesting a need for enhanced customer support during these months.

Common Issues

- **Chart:** The **Bar Chart** showing the most common issues reported.
- **Tableau Public Link:** [[most common issues reported](#)]
- **Analysis:** The most frequent issues reported are related to **billing and service** problems. Billing issues constitute **30%** of all complaints, indicating a potential area for process improvement and customer communication.

Timely Response

- **Chart:** The **Pie Chart** showing the number of complaints Responded over time.
- **Tableau Public Link:** [[complaints Responded over time](#)]
- **Analysis:** The pie chart shows a significant responses in complaints . **94%** issues is timely responded. indicating a good customer support.

State-wise Distribution

- **Chart:** The **Bar Chart** showing the issues reported by each state.
- **Tableau Public Link:** [[State-wise Distribution of Consumer Complaints](#)]
- **Analysis:** The most frequent issues reported are related to **TX State**. State constitute **3829** of all complaints, indicating a area needs more improvement and customer communication.

Company Performance

- **Chart:** The **Bar Chart** showing the number of complaints by company.
- **Tableau Public Link:** [[complaints by company](#)]
- **Analysis:** The line chart shows a significant complaints by each Company.

Conclusion

This analysis provided key insights into sales trends, customer satisfaction, and product revenue.

Supportive Files

- Excel Sheets :

- Raw Data :



Row Data

- Cleaned Data:



Cleaned Data

Supportive Files

- **Python Code:**



- **Tableau Public Link:** [[Tableau Visualization](#)]