

CERTIFICATE



Richard Yeboah

Power BI Job Simulation

Certificate of Completion
May 29th, 2024

Over the period of May 2024, Richard Yeboah has completed practical tasks in:

Introduction
Call Centre Trends
Customer Retention
Diversity & Inclusion

**Natalie Vogel |
Elisabeth Ziller**
HC Marketing &
Recruitment Leaders

Tom Brunskill
CEO, Co-Founder of
Forage

Enrolment Verification Code Wtd43qq5AH7PNGtGM | User Verification Code eoSjd8bnaiyIC7hiZ | Issued by Forage

TASK 1

Here is your task

But before you start, we would love to hear from you. Let's set the mood to start your experience in Power BI.

First, watch the video 'New world. New skills. PwC's journey to drive a digital mindset' for inspiring insight on Digital Upskilling and the next video to hear from our Global Chairman, before kick-starting your journey through this program.

Next, navigate to the next page and respond to the self-reflection question by filling out the provided text field. No additional resources are required.

Tell us, what do you hope to learn during this experience with us?

We're so excited for you to start your Job Simulation!

TASK 2

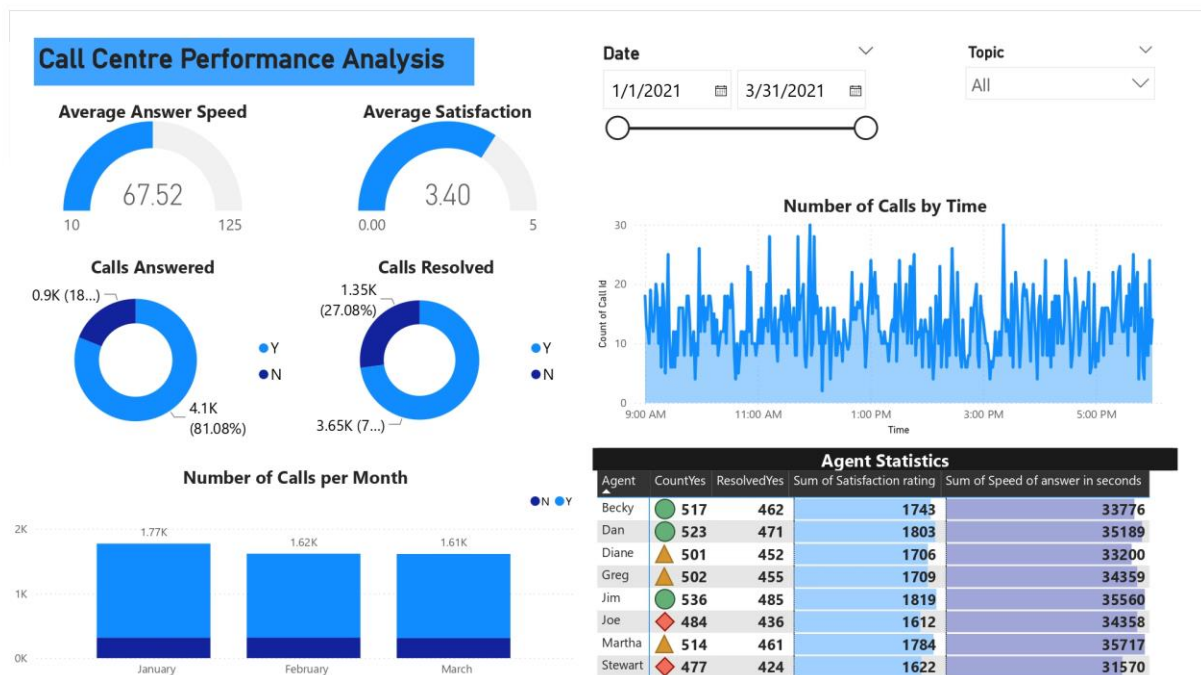
Here is your task

It's omnipresent: telecom marketing. Better price here. Better service there. Best for small businesses here. Best for young urbanites there. But what do customers really want? Our client, a big telecom company needs to know.

Create a dashboard in Power BI for Claire that reflects all relevant Key Performance Indicators (KPIs) and metrics in the dataset. Get creative!

Possible KPIs include (to get you started, but not limited to):

- Overall customer satisfaction
- Overall calls answered/abandoned
- Calls by time
- Average speed of answer
- Agent's performance quadrant -> average handle time (talk duration) vs calls answered



TASK 3

A few weeks after presenting your dashboard to the management, the Retention Manager from the telecom reaches out to you directly. He was impressed by your work and asked if you can put together a dashboard about customer retention.

In addition, to better understand the data, the telecom Retention Manager has scheduled a meeting with the engagement partner at PwC to cover these points:

- Customers in the telecom industry are hard-earned: we don't want to lose them
- The retention department is here to get customers back in case of termination
- Currently, we get in touch after they have terminated the contract, but this is reactionary: it would be better to know in advance who is at risk
- We have done customer analysis with Excel: it has always ended in a dead-end
- We would like to know more about our customers: visualised clearly so that it's self-explanatory for our management

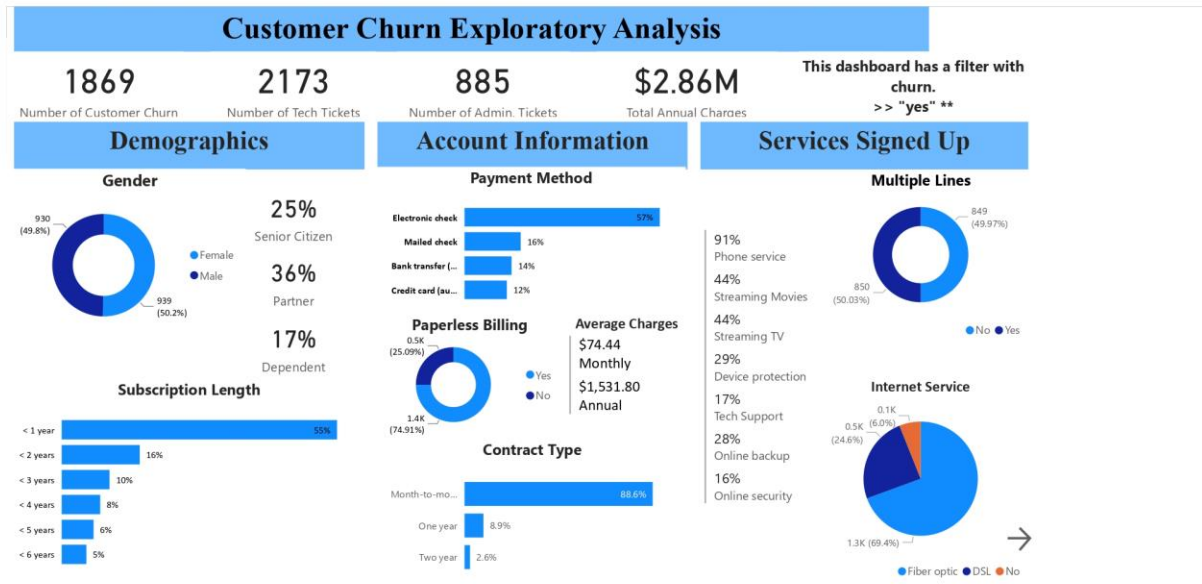
The Retentions Manager has provided some information in the resources.

Here is your task

Your colleague, the engagement partner, asks you to do the following tasks:

- Define proper KPIs
- Create a dashboard for the retention manager reflecting the KPIs
- Write a short email to him (the engagement partner) explaining your findings, and include suggestions as to what needs to be changed





TASK 4

Here is your task

Your task is to do the following:

- Define relevant KPIs in hiring, promotion, performance and turnover, and create a visualisation
- Write what you think some root causes of their slow progress might be

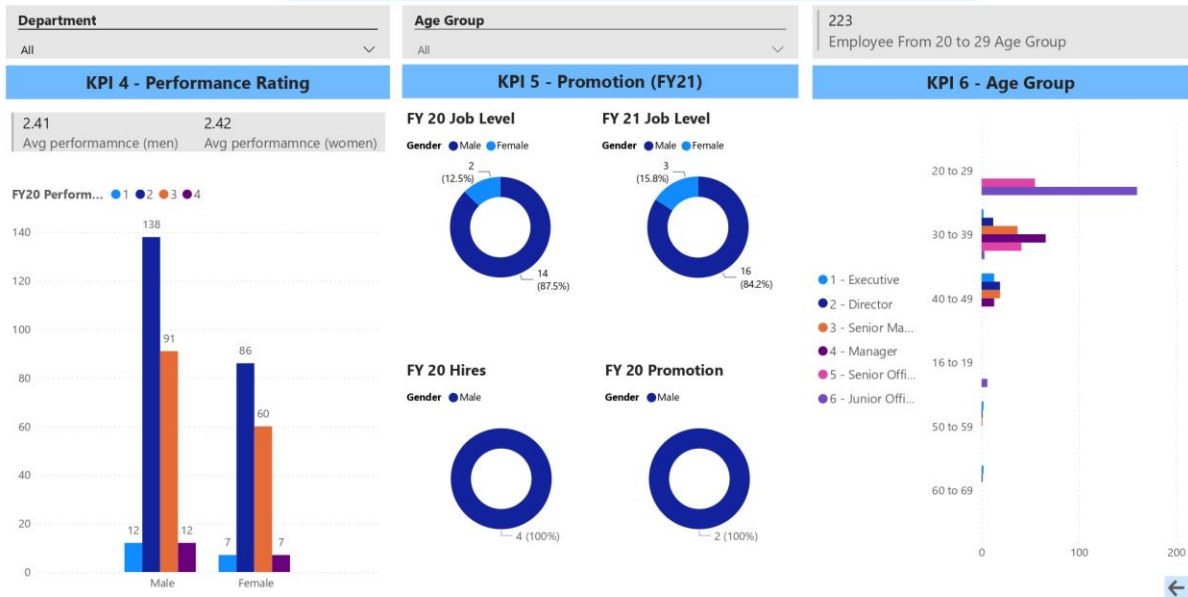
Here is a hint: Calculating the following measures could help to define proper KPIs:

- # of men
- # of women
- # of leavers
- % employees promoted (FY21)
- % of women promoted
- % of hires men
- % of hires women
- % turnover
- Average performance rating: men
- Average Performance rating: women

Diversity And Inclusion



Diversity And Inclusion



REFERENCE

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