**CALL CENTER REPORT-2023**

It is a **dynamic, interactive call center report for 2023**, designed to provide a representative-focused view of call center performance metrics. This dashboard allows users to select a specific representative, which dynamically updates related data visualizations and performance statistics to reflect that individual’s contribution.

**Key Features:**

1. **Dynamic Representative Selection**:
   * Users can select any representative (R01 to R05) to instantly update all visual metrics on the dashboard, showing metrics that are specifically related to the chosen representative.
   * For example, when "R05" is selected, the report displays that this representative handled 20% of total calls, with rankings for call count and revenue amount.
2. **Overview Metrics**:
   * **Total Calls**: 1,000 calls handled overall, with 200 calls are taken by R05
   * **Revenue**: £96,623 in total revenue, with £20,104 contributed by R05
   * **Duration**: A cumulative call time of 89,850 minutes, with 18,209 minutes call duration for R05.
   * **Average Rating**: Customer satisfaction rating sits at 3.9 out of 5.
   * **Happy Customers**: A total of 307 satisfied customers, 51 of whom are from R05.

**All these KPI’s will be different for different Representative as per our selection**.

1. **Trend Analysis**:
   * **Monthly Call Trends**: A line graph illustrates fluctuations in monthly call volumes, with notable peaks in March and September for R05
2. **Weekly Distribution**: A bar graph shows call distribution by day of the week, with Friday being the busiest day (38 calls) for R05.
3. **Performance Breakdown by Representative**:
   * **Call Count and Revenue**: Each representative’s performance is shown in terms of call volume and revenue generated. For instance, R05 handled 200 calls and generated £20,104 in revenue.
   * **Detailed Individual Metrics**: The dashboard highlights each representative’s call and revenue rank, allowing management to see at a glance where a representative stands relative to others.
4. **Customer Ratings Distribution**:
   * A bar chart displays the spread of customer ratings (1 to 5), with a higher frequency of positive ratings (4 and 5), indicating generally good customer satisfaction.
5. **Caller Demographics**:
   * **Gender Breakdown**: The dashboard includes a gender-based comparison of callers by city (Cincinnati, Cleveland, and Columbus), with Cleveland showing a higher proportion of female callers.

This **dynamic call center report** is a powerful analytical tool, providing real-time insights and customizable views per representative. By enabling specific representative selection, this dashboard ensures that managers can closely monitor individual performance, customer satisfaction, and trends. With interactive visualizations and easily accessible metrics, it supports quick, data-driven decision-making and individualized performance management.