**📞 Call Center Performance Analysis Report**

**🧩 Overview**

This report summarizes the **Call Center Dashboard Analysis** based on data from five representatives — **R01 to R05**.  
Each representative’s performance is evaluated on these key metrics:

* **Total Calls Attended**
* **Total Amount Generated (Revenue)**
* **Total Call Duration**
* **Average Rating**
* **Happy Callers (Satisfied Customers)**

The goal is to assess efficiency, customer satisfaction, and revenue contribution for each representative.

**👤 Representative Performance Insights**

**R01 – BEN**

| **Metric** | **Value** | **Insights** |
| --- | --- | --- |
| **Calls Attended** | 173 (17% of total) | Lowest call volume, could increase engagement. |
| **Amount Generated** | **$17,336** | Mid-level performance in revenue. |
| **Duration** | 18,079 | Slightly high average duration per call. |
| **Average Rating** | 4.1 | Highest satisfaction score among all reps. |
| **Happy Callers** | 59 | Strong rapport with customers. |
| **Notes** | Performs well in satisfaction but can improve call count and efficiency. |  |

**R02 – NICK**

| **Metric** | **Value** | **Insights** |
| --- | --- | --- |
| **Calls Attended** | 222 (23% of total) | Highest call volume. |
| **Amount Generated** | **$19,646** | Rank 2 in revenue generation. |
| **Duration** | 18,063 | Balanced call duration. |
| **Average Rating** | 3.8 | Slightly below team average; minor service consistency gap. |
| **Happy Callers** | 61 | Good satisfaction, room for improvement in tone or clarity. |
| **Notes** | Efficient and active; high productivity but minor drop in satisfaction. |  |

**R03 – LIA**

| **Metric** | **Value** | **Insights** |
| --- | --- | --- |
| **Calls Attended** | 207 (21% of total) | High engagement and efficiency. |
| **Amount Generated** | **$20,872** | **Rank 1 – Top revenue performer.** |
| **Duration** | 17,700 | Short, efficient calls. |
| **Average Rating** | 3.9 | Consistent satisfaction. |
| **Happy Callers** | 60 | Positive customer feedback. |
| **Notes** | Strong revenue conversion; highly efficient and reliable performer. |  |

**R04 – SHILPHA**

| **Metric** | **Value** | **Insights** |
| --- | --- | --- |
| **Calls Attended** | 186 (19% of total) | Slightly lower volume than peers. |
| **Amount Generated** | **$16,651** | Rank 5 – Lowest total revenue. |
| **Duration** | 17,807 | Longer average call time. |
| **Average Rating** | 3.9 | Stable satisfaction. |
| **Happy Callers** | 62 | Strong engagement and empathy with customers. |
| **Notes** | Great listener, but can optimize calls for better conversion and efficiency. |  |

**R05 – JEN**

| **Metric** | **Value** | **Insights** |
| --- | --- | --- |
| **Calls Attended** | 177 (18% of total) | Average call load. |
| **Amount Generated** | **$18,984** | Rank 3 – Solid revenue performance. |
| **Duration** | 17,930 | Balanced between efficiency and detail. |
| **Average Rating** | 3.7 | Slightly below team average; some dissatisfaction areas. |
| **Happy Callers** | 57 | Could enhance customer experience. |
| **Notes** | Good revenue output but can focus on tone and problem resolution for higher ratings. |  |

**📋 Comparative Summary (R01–R05)**

| **Metric** | **R01** | **R02** | **R03** | **R04** | **R05** | **Observation** |
| --- | --- | --- | --- | --- | --- | --- |
| **Calls (%)** | 17% | **23%** | 21% | 19% | 18% | R02 leads in call volume. |
| **Amount ($)** | 17,336 | 19,646 | **20,872** | 16,651 | 18,984 | R03 tops in revenue. |
| **Avg Rating** | **4.1** | 3.8 | 3.9 | 3.9 | 3.7 | R01 highest satisfaction. |
| **Happy Callers** | 59 | 61 | 60 | **62** | 57 | R04 has most satisfied callers. |
| **Duration** | 18,079 | 18,063 | **17,700** | 17,807 | 17,930 | R03 has most efficient call handling. |

**🧠 Key Performance Insights**

* **Top Revenue Earner:** R03 (LIA)
* **Highest Satisfaction:** R01 (BEN)
* **Most Productive:** R02 (NICK)
* **Best Customer Rapport:** R04 (SHILPHA)
* **Improvement Focus:** R05 (JEN) — needs to balance satisfaction with sales.

**Overall Team Strength:**  
Average rating of **3.9** across all reps shows **consistent service quality** with opportunities for optimization in call efficiency and conversion.

**👨‍💼 Gender-Based Call Distribution Analysis**

A **separate chart** in the dashboard visualizes the **number of male and female callers over the months**.

**Summary of Male vs Female Callers**

| **Month** | **Male Callers** | **Female Callers** | **Observation** |
| --- | --- | --- | --- |
| January | Higher | Lower | Male-dominant month. |
| February | Balanced | Balanced | Equal engagement. |
| March | Lower | Higher | Spike in female callers. |
| April–June | Balanced | Balanced | Consistent engagement. |
| July–September | Higher male calls | Moderate female calls | Male segment increases. |
| October–December | Slightly higher female | Slightly lower male | Year-end engagement shift. |

**Insights:**

* Overall **male callers slightly exceed female callers** throughout the year.
* **Female caller spikes** occur during **March and year-end months**, possibly due to targeted campaigns or product types.
* Balanced trend suggests **inclusive outreach** and **stable customer interest** across genders.

**🪄 Summary**

* The **dashboard offers a full 360° view** of team performance, blending quantitative (calls, revenue) and qualitative (ratings, satisfaction) insights.
* **R03 (LIA)** and **R02 (NICK)** drive the highest business impact, while **R01 (BEN)** and **R04 (SHILPHA)** ensure strong customer satisfaction.
* Gender distribution patterns show **balanced audience engagement**, supporting diverse customer communication strategies.