**Phase 9: Reporting & Dashboards**

**Objectives**

Provide **real-time analytics** on returns, refunds, SLA breaches, and customer satisfaction metrics to support management decision-making.

**Activities**

1. **Reports Created**
   * **Return Volume Report**: Products with highest return ratio.
   * **Refund Turnaround Report**: Avg. refund processing time.
   * **SLA Breach Report**: Cases exceeding SLA by department.
   * **Customer Feedback Report**: Post-resolution CSAT scores.
   * **Finance Reconciliation Report**: Total refunds vs. gateway settlements.
2. **Dashboards Built**
   * **Operations Dashboard**: SLA compliance %, pending cases, replacement status.
   * **Finance Dashboard**: Refund leakage, refund approval trends, avg. refund amount.
   * **Customer Service Dashboard**: CSAT, NPS, and repeat complaints.
3. **Dynamic Dashboards**
   * Personalized views for Managers vs. Agents.
   * Real-time tracking of KPIs per team.
4. **Scheduled Reports**
   * SLA Breach report emailed daily to Ops Head.
   * Weekly refund summary emailed to CFO.
5. **Einstein Analytics (Tableau CRM)**
   * AI insights on product categories with highest refunds.
   * Predictive analysis for fraud detection in refunds.
6. **Custom Report Types**
   * Case + Refund + Order combined reporting.
   * Warranty claims linked with Product object.

**Deliverables**

* **Report Catalog** (list of 20+ reports created).
* **Dashboard Screenshots**.
* **Analytics Presentation** for stakeholders.



