Story 1

Age Group
All

CUSTOMER SUPPORT & TICKET RESOLUTION

Ticket Priority
All

Ticket Channel
All

AVG Resolution Time	Backlog Count	CSAT score(%)	TOTAL TICKETS
45,076	2,819	3	8,469

Ticket ID
516 to 602
and Null values

NUMBER OF ISSUES BY CHANNEL

25.0443%
Social media
(2,121 TICKETS)

24.4775%
Chat
(2,073 TICKETS)

25.1742%
Phone
(2,132 TICKETS)

25.3041%
Email
(2,143 TICKETS)

TICKET VOLUME OVER TIME

Ticket ID

400
300
200
100
0

2020   2021   2022

Month of Date of Purchase

AVG RESOLUTION TIME BY TICKET PRIORITY & TYPE

Ticket Priority

Critical	High	Low	Medium

Time to Resolution

500K
400K
300K
200K
100K
0K
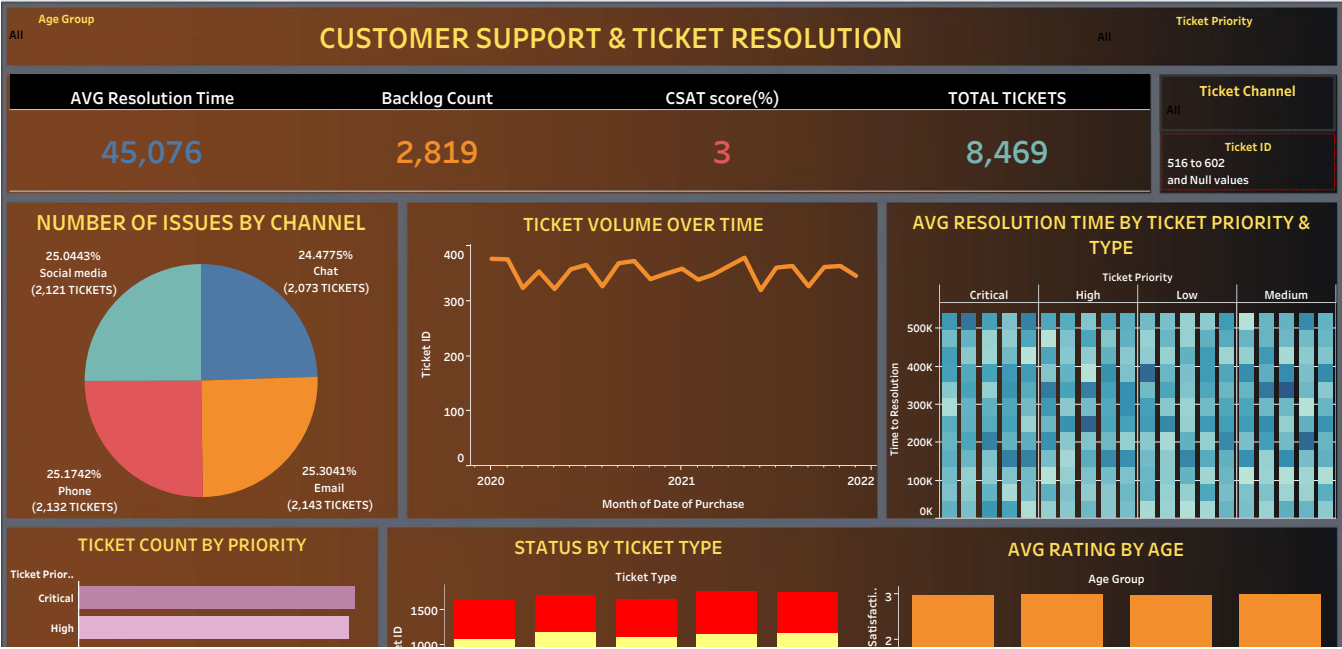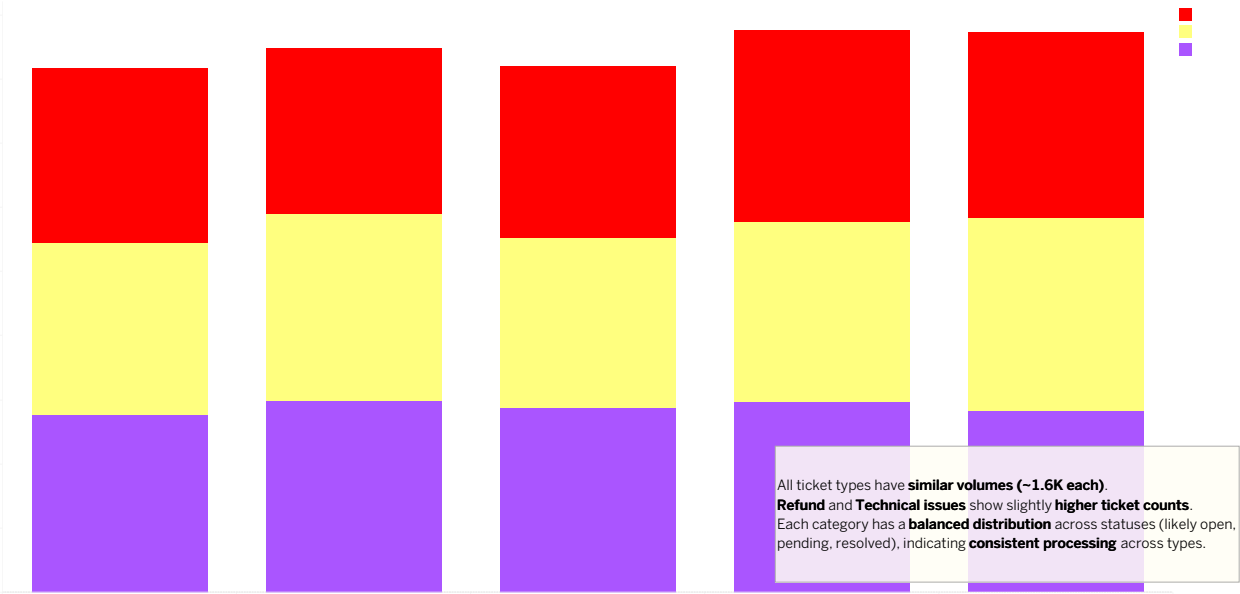
TICKET COUNT BY PRIORITY

Ticket Prior..

Critical

High

STATUS BY TICKET TYPE

Ticket Type

1500
1000

AVG RATING BY AGE

Age Group

Satisfacti..

3
2

Story 1

All age groups have **similar average satisfaction ratings (~3)**.
The **18–30 group** has the **lowest rating (2.99)** — slight dissatisfaction.
Suggests a need to **enhance support or experience for younger customers**.

Story 1

Medium-priority tickets have the **highest count** (>2200).
Low, **High**, and **Critical** priorities have similar volumes (~2000 each).
Suggests most issues are classified as **medium**, potentially indicating overuse — review **priority assignment criteria**.
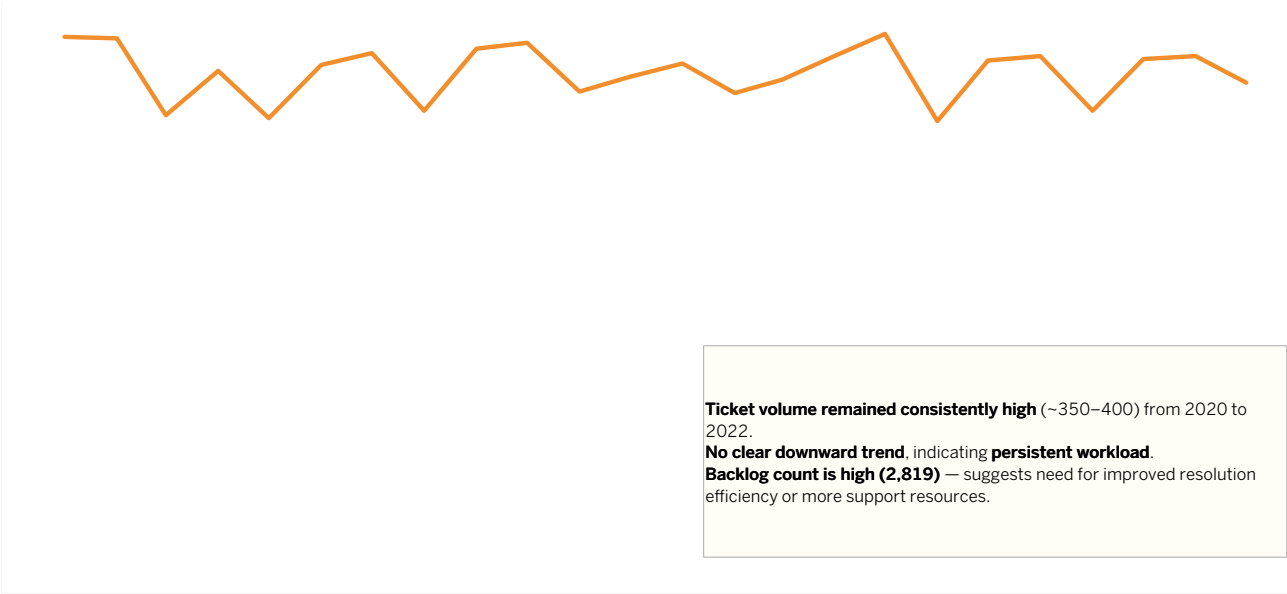
Story 1

All ticket types have **similar volumes (~1.6K each)**.
Refund and **Technical issues** show slightly **higher ticket counts**.
Each category has a **balanced distribution** across statuses (likely open, pending, resolved), indicating **consistent processing** across types.

Story 1

Ticket volume remained consistently high (~350–400) from 2020 to 2022.
No clear downward trend, indicating **persistent workload**.
Backlog count is high (2,819) — suggests need for improved resolution efficiency or more support resources.

Story 1

Customer Satisfaction Ra..
9   80

Critical and High priority tickets have longer average resolution times, often exceeding 400K ms.Low and Medium priority tickets show relatively faster resolution, mostly under 300K ms.
Resolution time doesn't vary much by ticket type within each priority — indicating priority level is the key driver of resolution time.Opportunity to optimize handling of high-priority tickets for faster resolution.

Story 1

Ticket Channel
- Chat
- Email
- Phone
- Social media

Email is the most used channel (25.3%), while **Chat** is the least (24.48%).
The difference between channels is minimal (~0.8%), showing a **well-balanced support system**.
Slight variations suggest opportunities for **efficiency tuning** and **optimized resource allocation**, especially for **chat support**.