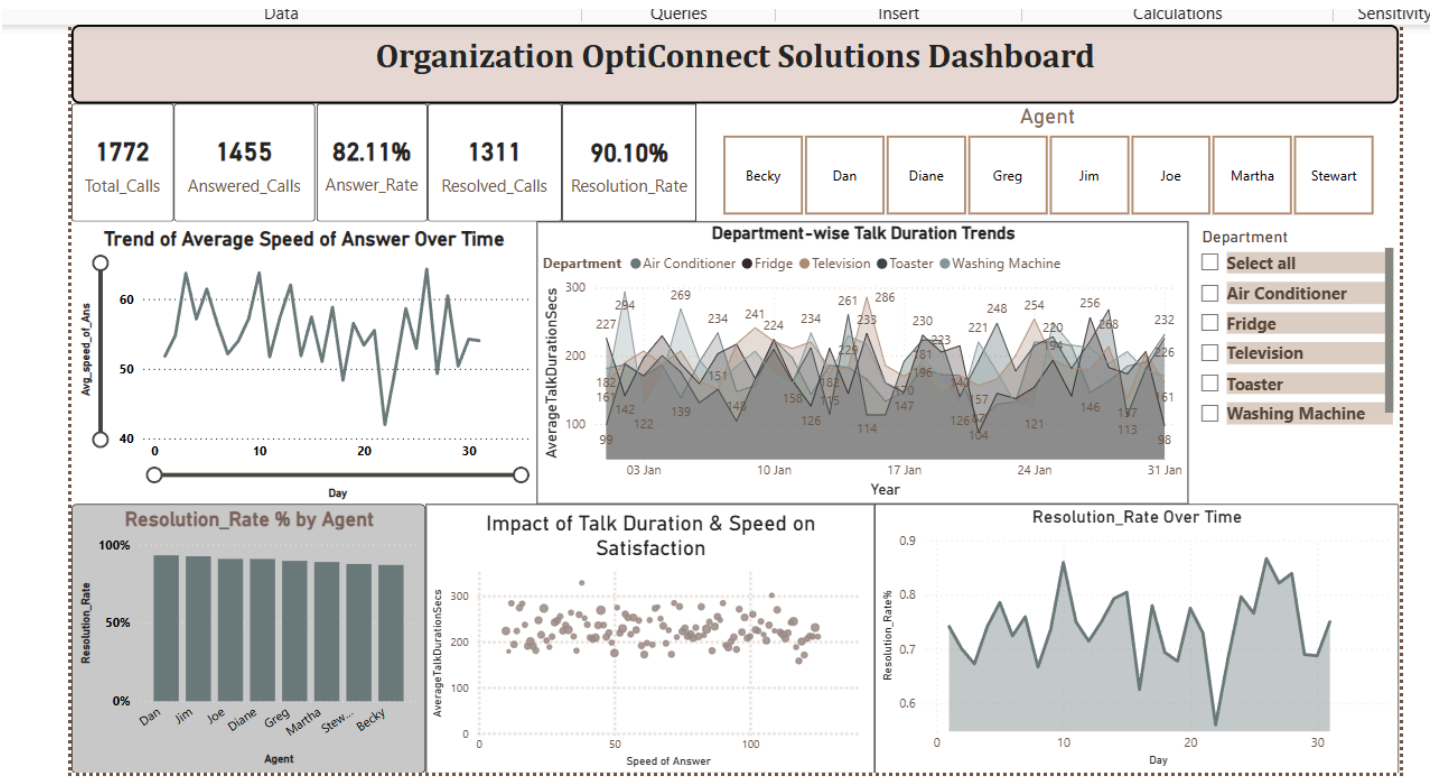

Power BI Call Center Dashboard – Solution Approach

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1. Data Cleaning & Preparation

Before dashboard creation, I cleaned and prepared the dataset using the following steps:

- **Converted Date/Time Columns**: Ensured `Date` was in date format and time durations (like `Average Talk Duration`) were converted to seconds for calculations and graphing.
- **Converted Y/N Fields**:
    - `Answered` and `Resolved` columns were converted:
        - `"Y"` → `1`, `"N"` → `0` to allow aggregation and measure creation.
- **Renamed Columns** for clarity and consistency.
- **Created Cleaned Table**: Named it `Table1_Cleaned` and used it for all analysis.

🧮 2. Measures Created

- `Answer_Rate = DIVIDE(SUM(Table_1[Answered ]), COUNTROWS(Table_1))`
- `Answered_Calls = CALCULATE(COUNTROWS(Table_1),Table_1[Answered ]= 1)`
- `Answered_Rate% = DIVIDE(CALCULATE(COUNTROWS(Table_1),Table_1[Answered ]= 1),COUNTROWS(Table_1))`
- `AverageTalkDurationSecs =AVERAGEX('Table_1',HOUR('Table_1'[AvgTalkDuration]) * 3600 + MINUTE('Table_1'[AvgTalkDuration]) * 60 + SECOND('Table_1'[AvgTalkDuration]))`
- `Avg_speed_of_Ans = AVERAGE(Table_1[Speed of Answer])`
- `Resolution_Rate = DIVIDE([Resolved_Calls], [Answered_Calls], 0)`
- `Resolution_Rate% = DIVIDE(CALCULATE(COUNTROWS(Table_1), Table_1[Resolved] = 1), COUNTROWS(Table_1))`
- `Resolved_Calls = CALCULATE(COUNTROWS('Table_1'), 'Table_1'[Answered ] = 1, Table_1[Resolved] = 1)`
- `Total_Calls = COUNT(Table_1[Call_ID])`

3. Dashboard Design & Insights

Q1. Were calls consistently answered in a timely manner?

- **Chart Used**: Line Chart
- **X-Axis**: `Date`
- **Y-Axis**: `Avg_Speed_of_Answer`
- **Title**: **"Trend of Average Speed of Answer Over Time"**
- **Insight**:
    - Spikes indicate bottlenecks or staffing issues.
    - Steady/declining trend = effective call handling.

Q2. Did agents successfully resolve customer issues?

- **Chart Used**:
    - Bar Chart → Resolution Rate by Agent
    - Line Chart → Resolution Rate Over Time
- **Insight**:

    - Identifies high and low performing agents.
    - Tracks consistency and improvement in resolutions.

Q3. How did speed of answer & average talk duration impact satisfaction?

- **Chart Used**: Scatter Plot
- **X**: Speed of Answer
- **Y**: Talk Duration (in seconds)
- **Color/Size**: Satisfaction Rating
- **Title**: **"Impact of Talk Duration & Speed on Satisfaction"**
- **Insight**:
    - Mid-range durations + moderate speed = high satisfaction.
    - Outliers suggest rushed or prolonged calls hurting experience.

Q4. Were there hidden trends in the data?

- **Chart Used**: Area Chart
- **X-Axis**: Date
- **Legend**: Department
- **Y-Axis**: Average Talk Duration (sec)
- **Title**: **"Department-wise Talk Duration Trends"**
- **Insight**:
    - Specific departments (e.g., Washing Machines) may need more support or training.
    - Helps allocate resources effectively.

Filters Used

- ✅ **Slicers** for:

    - Agent
    - Department

These make the dashboard fully explorable by management.

Summary of Outcomes

- Provided key insights into agent performance, resolution trends, and customer satisfaction influencers.
- Transformed raw call log data into a **professional, interactive dashboard**.
- Enabled OptiConnect management to make **data-driven decisions** for process improvements.