

Excel Project: Analysis of Consumer Complaints

Project Description:

The project was commissioned by FinServ Solutions, a company specialised in software solutions for complaint management in the financial sector. The goal was to redesign and restructure the spreadsheet used to analyse consumer complaints, in order to improve readability, visibility of critical information and the speed of insights extraction. The new structure had to enable better monitoring of customer issues, geographical distribution, response times and recurring topics.

Key Responsibilities and Tasks:

My task consisted of reorganising the main complaints sheet, applying a clear and standardised formatting, adding calculated fields (such as complaint resolution days), implementing automatic filtering, and ensuring clean data visualisation without empty cells around the table. I then created two new analytical tabs: one dedicated to geographical insights, calculating the distribution of complaints by state and applying conditional formatting based on thresholds, and one dedicated to statistical insights, extracting all distinct issues and computing the statistical mode of the most frequent complaint category.

Outcome:

The final result was a structured, visually coherent and analyst-friendly Excel file with three dedicated sections: raw data, geographical insights and statistical insights. It enabled faster interpretation, simplified filtering and immediate identification of patterns such as most impacted states and most common types of complaints. The improved organisation directly supported better decision making and operational responsiveness to customer problems.

Technologies and Tools Used

Microsoft Excel (advanced functions, conditional formatting, filters, formula-based computed fields, ordering & formatting).