Call Center Analytics Dashboard – Project Report

# 📌 Project Overview

This project demonstrates an Excel-based interactive dashboard built for analyzing call center operations. Using transactional call data, the dashboard enables insights into agent performance, customer satisfaction, call duration trends, and revenue generation.

# 📊 Data Summary

The dataset includes call records with attributes such as Agent ID, City, Customer ID, Date, Call Duration, Amount Billed, Customer Gender, Rating, and Call Resolution status. Data was cleaned and transformed using Power Query within Excel.

# 🔧 Tools & Techniques

- Microsoft Excel 365  
- Power Query for ETL  
- Pivot Tables & Charts  
- Slicers for filtering by Agent ID  
- Conditional Formatting for KPIs and rankings

# 📈 Key Metrics & Insights

- Total Calls: 1,000  
- Total Amount: $96,623  
- Agent R03 has the highest revenue: $20,872  
- Avg. Rating: 3.9  
- Cleveland had the most female callers and Columbus had the most male callers  
- Saturday had the highest call traffic  
- 307 Happy Calls identified (rating ≥ 4)

# 🧠 Conclusion

The dashboard provides management with instant visibility into call center operations. It simplifies decision-making by identifying top-performing agents, peak hours, and areas needing improvement — all achieved using Excel without code.