# Analysis and Recommendation

# Total Complaints:

## Effect:

High volume of complaints indicates potential issues in the credit card services, leading to dissatisfied customers and potential business reputation damage.

## Solution:

Implement a robust complaint management system to ensure efficient handling and resolution of complaints. Provide adequate resources and training to customer service representatives for effective complaint resolution.

# Timely Response:

## Effect:

Delays in responding to customer complaints can result in customer frustration, dissatisfaction, and potential customer churn.

## Solution:

Establish a target for timely response to complaints and monitor compliance. Implement automated systems to track response times and provide alerts for overdue complaints. Provide training and guidelines to customer service representatives to ensure prompt and timely responses.

# In Progress Complaints:

## Effect:

A high number of complaints marked as "In Progress" can indicate bottlenecks in the complaint resolution process and potential delays in resolving customer issues.

## Solution:

Identify the root causes of delays in complaint resolution and streamline the process. Implement an escalation mechanism to address complex or prolonged complaints. Regularly monitor and evaluate the progress of in-progress complaints to ensure timely resolution.

# Complaint Trend Analysis:

## Effect:

Failure to identify complaint trends may result in missed opportunities for process improvement and addressing recurring issues.

## Solution:

Analyze complaint trends by year, month, week, and quarter to identify patterns and common themes. Use this data to implement preventive measures, update policies, and provide targeted training to address recurring issues and minimize future complaints.

# State-wise Complaints:

## Effect:

Uneven distribution of complaints across states may indicate specific geographical issues or areas of improvement.

## Solution:

Map complaint volumes by state to identify regions with higher complaint rates. Conduct root cause analysis to understand the reasons behind the discrepancies. Implement targeted measures such as improved customer support or localized campaigns to address the specific issues in high-complaint regions.

# Top 10 Complaints by Customer:

## Effect:

Identifying the most frequent complaints by customers helps prioritize improvement efforts and personalized support.

## Solution:

Analyze and visualize the top 10 complaints by customer to identify common pain points. Develop strategies to address these issues, such as targeted communications, enhanced product features, or personalized customer support.

# Complaint Calendar:

## Effect:

Visualizing complaint volumes over time helps identify seasonal patterns, peak complaint periods, and overall complaint load.

## Solution:

Create a complaint calendar using a matrix layout, applying colors to represent complaint volumes. This will provide a visual representation of high to low complaint periods, enabling better planning of resources and proactive complaint management.

# Filter Panel:

## Effect:

Providing filter options based on country, state, and year enhances user experience and allows for customized data exploration.

## Solution:

Create a filter panel to enable users to select specific countries, states, and years for focused analysis. This empowers users to drill down into specific regions or time periods and gain deeper insights.

# Matrix Chart for Source of Complaints:

## Effect:

Understanding the highest sources of complaints helps prioritize efforts for customer engagement and issue resolution.

## Solution:

Use a matrix chart to display the highest sources from which complaints are received. Analyze the data to identify the key sources and implement targeted measures, such as improved communication channels or enhanced product features, to address the identified issues.