# Business Requirement Document (BRD) for Credit Card Database Analysis in Tableau:

# Functional Requirement

## KPI: Total Complaints

1. Display the total number of complaints.
2. Include a sparkline to show the monthly trend of complaints.
3. Show a rolling 12-month trend within the same KPI session.

## KPI: Timely Response

1. Calculate the percentage of timely responses out of the total complaints.
2. Include a sparkline to visualize the percentage of closed complaints out of the total complaints (as a percentage of 100%).

## KPI: In Progress Complaints

1. Count the number of complaints that are currently in progress.
2. Use the "Compliant Status" column and count the occurrences of "In Progress" value.

## Complaint Trend Analysis

1. Show the complaint trend by year, month, week, and quarter in a single line chart.
2. Provide a dropdown option to choose the desired trend view (year/month/quarter/week)

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## State-wise Complaints

1. Display the number of complaints for each state on a map.
2. Include a dropdown to switch between a density map or a filled map for better visualization.

## Top 10 Complaints by Customer

1. Create a column chart to display the top 10 complaints based on customer count.

## Complaint Calendar

1. Develop a calendar using a matrix format.
2. Apply colors to represent the highest to lowest complaint levels for better visualization.

## Filter Panel

1. Implement a filter panel to filter data based on country, state, and year selections.

## Matrix Chart for Source of Complaints

1. Use a matrix chart to display the highest source from which complaints are received.BB

# Assumptions:

The credit card database is accurate, complete, and up-to-date.

The Tableau software will be used for data analysis and visualization.

Relevant data fields necessary for the analysis are available in the credit card database.

Users have a basic understanding of Tableau functionality and can interpret visualizations.

The analysis will be conducted based on historical data available in the database.

# Limitations:

The analysis is dependent on the quality and completeness of the credit card database.

The accuracy of complaint data relies on the accuracy of data entry and maintenance.

The analysis does not consider external factors that may impact complaint volumes.

The analysis may not capture complaints received through channels outside the credit card database.

The recommendations provided are based on the analysis of available data and may not account for all underlying factors.

# Non-Functional Requirements:

Performance:

The analysis should be able to handle large datasets efficiently for smooth data exploration and visualization.

Security:

Ensure that sensitive customer data is protected and accessed only by authorized users.

User-Friendly Interface:

The Tableau dashboard should have an intuitive interface, making it easy for users to interact with the visualizations and apply filters.

Scalability:

The solution should be scalable to accommodate future growth in the volume of complaint data.

Availability: The Tableau dashboard should be available and accessible to authorized users at all times.

# Deliverables:

The deliverables of this analysis include a Tableau dashboard with visualizations and filters based on the defined requirements and objectives. Additionally, a comprehensive documentation outlining the analysis methodology, key findings, and recommended solutions will be provided.