Telecom Marketing Analytics
Call Center Trends

CoverPage	CallCenterTrends1	CallCenterTrends2

Power BI Dashboard for a Telecom Company that reflects all relevant Key Performance Indicators (KPIs):

1. Overall customer satisfaction.
2. Overall calls answered/abandoned.
3. Calls by time.
4. Average speed of answer.
5. Agent's performance quadrant -> average handle time (talk duration) vs calls answered.
6. peak call hours.

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Total Calls Answered
📞 1301

Abandoned Calls
📞 438

Call Count By Hour
📞 1612

Average Speed Of Answer

0.00 — 54.75 — 109.49
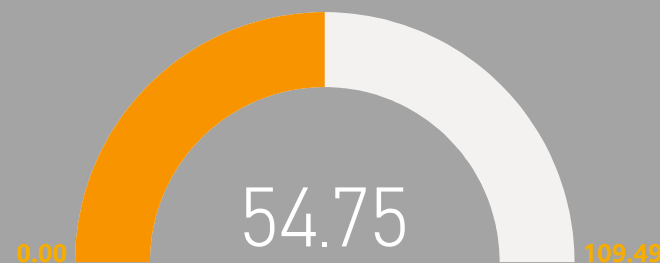
Average of Satisfaction rating by Topic

2.80 (20.56%)
2.64 (19.43%)
2.67 (19.65%)
2.74 (20.14%)
2.75 (20.21%)

Topic
- Technical Support
- Contract related
- Streaming
- Payment related
- Admin Support
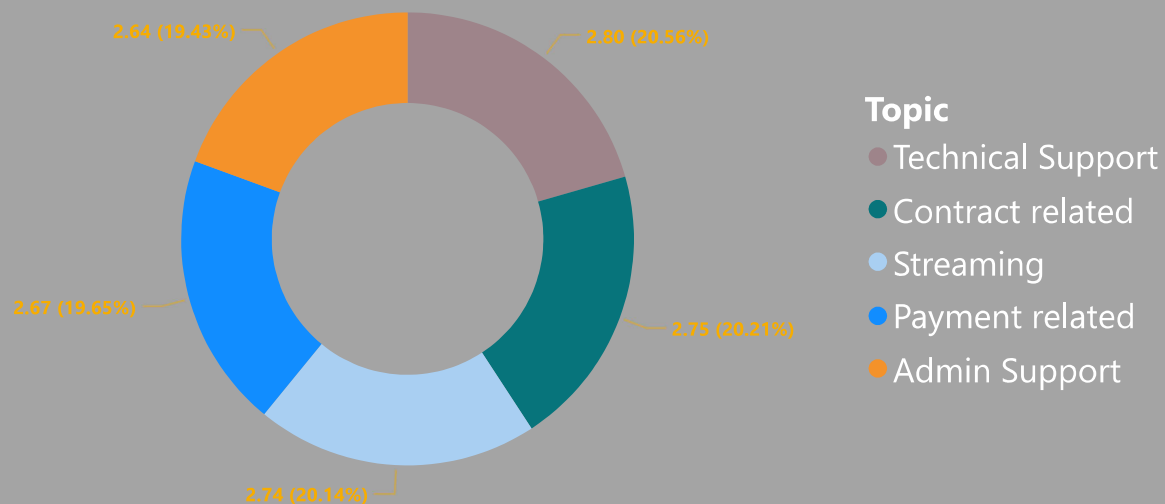
Top Agent Rating

Agent	Average of Satisfaction rating ▼
Martha	2.89
Becky	2.87
Stewart	2.86
Jim	2.80
Dan	2.76
Diane	2.61
Joe	2.52
Greg	2.48

Non Answered Calls

📞 **114**

Resolved Calls

462

Avg Talk Duration (Minutes)

3.00

Sum of Non Resolved

169

Abandonment Calls %

27%

Call Count By Hour by Day

Call Count By Hour by CallHour

Becky
Dan
Diane
Greg
Jim
Joe
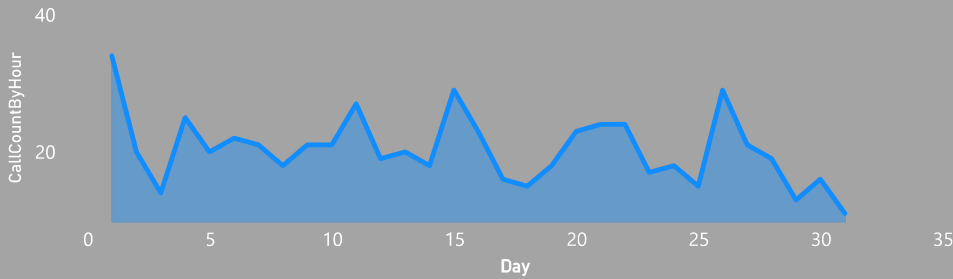
Average Speed Of Answer by Topic

55.76 (20.89%)

51.22 (19.19%)

52.05 (19.5%)

52.25 (19.57%)

55.66 (20.86%)
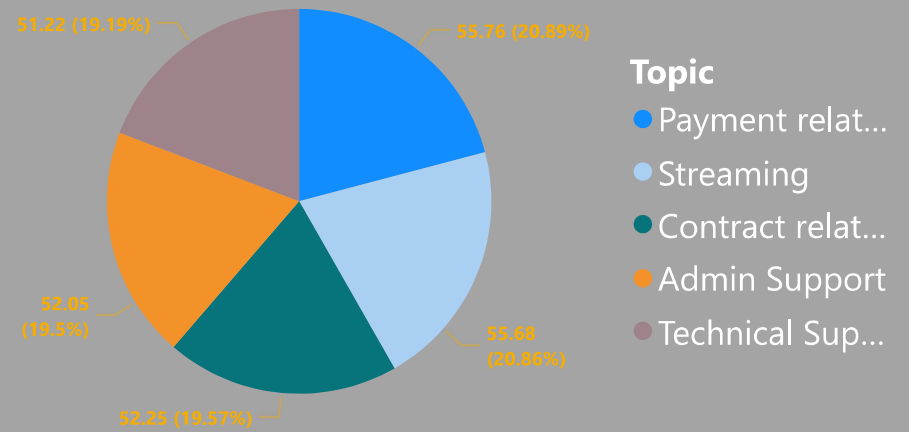
Topic
- 🔵 Payment relat...
- 🔵 Streaming
- 🟢 Contract relat...
- 🟠 Admin Support
- 🟤 Technical Sup...