

PRDA - 02 CSAT Analytics

Task:

1. Get data from the database with the given credentials.
2. Create line Chart for the call trends.
3. Create a doughnut chart for the Call channel.
4. Create a map for the states.
5. Create a column chart for the reason of calling.
6. Create a bar chart for the response time.
7. Analyze all the features and derive multiple insights.
8. Visualize the data using Tableau /PowerBI and derive insights and give your inputs/suggestions to the company.

About Dataset:

The goal of this project is to identify patterns, trends, and insights that can be used to optimize customer service processes, improve customer satisfaction, and enhance the overall customer experience.

This particular dataset holds 12 columns and 32,942 records. The 12 columns have information like their customer's name, sentiment, CSAT score, call timestamp, reason for the call, city, state, channel used, response time, and call duration in minutes which is used to analyze customer satisfaction and to identify common issues or concerns, and optimize customer service processes.

Database Credentials:

Host:	18.136.157.135
Domain Name:	projects.datamites.com
DB NAME:	project_csat_analytics
Table Name:	CSAT
Username:	dm_team6
Password:	DM!\$!Team!620@4!23&

Attribute Information:

id: A unique identifier assigned to each customer service call.

customer_name: The name of the customer who made the call.

sentiment: An indication of the overall sentiment expressed by the customer during the call, such as positive, negative, or neutral.

csat_score: A score assigned to measure the customer's level of satisfaction with the service they received.

call_timestamp: The date and time the call took place.

Call_Day: The day of the week the call took place.

reason: The reason for the customer's call, such as a question, complaint, or request for assistance.

city and state: The city and state where the call took place.

channel: The communication channel the customer used to contact the call center, such as phone, email, or chat.

response_time: The time it took for the customer service representative to respond to the customer's initial inquiry.

call duration in minutes: The length of the call in minutes.

call_center: The call center where the call was handled, if applicable.

You can provide your inputs/solution as a PPT presentation and you can explain your project, record it and send it with the PPT file.