

Executive Summary

Business Objective

Analyze repeat customer support calls to understand how effectively inquiries are resolved on first contact and identify opportunities to improve first-call resolution.

Dataset

Customer support data across 3 markets • January–March 2022

Tools: BigQuery • SQL • Tableau

Analytical Workflow

- Consolidated three market datasets in BigQuery
- Standardized data into a unified reporting table
- Analyzed first and subsequent customer contacts
- Compared repeat-call patterns across markets
- Evaluated issue types and trends over time
- Built an interactive Tableau dashboard

Key Findings

- Market 3 had the highest repeat-call rate, peaking at 15.3% in February.
- Type 5 generated the highest overall volume of repeat calls.
- Type 1 showed the strongest market-level disparity, reaching a 35.2% first repeat-call rate in Market 3.
- Repeat-call performance varied substantially across markets and issue types, identifying specific areas for targeted investigation.
- Market 2 consistently maintained the lowest repeat-call rates across the three-month period.

Recommendation

Prioritize Market 3 and Type 5, with particular attention to Type 1 inquiries in Market 3. Use the dashboard to monitor repeat-call trends and identify opportunities to improve first-contact resolution.