



**E ANEEL**

AGÊNCIA NACIONAL DE ENERGIA ELÉTRICA

Ferramentas e  
Insights na  
análise de  
dados da  
distribuição

A decorative graphic at the top of the slide features several overlapping, wavy lines in shades of blue, green, and yellow, creating a sense of motion and energy.

Data Science

DataViz

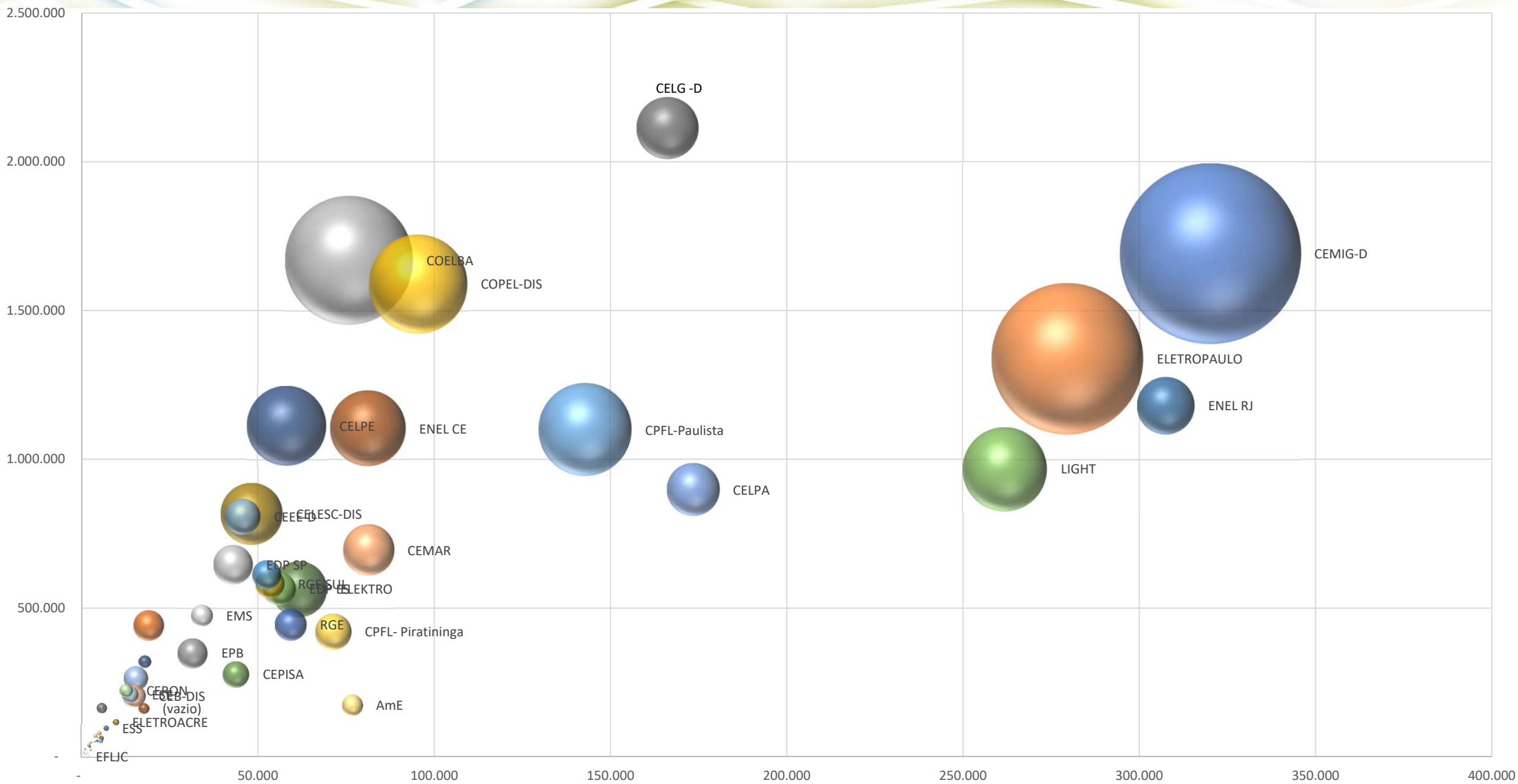
Padrões

Tendências

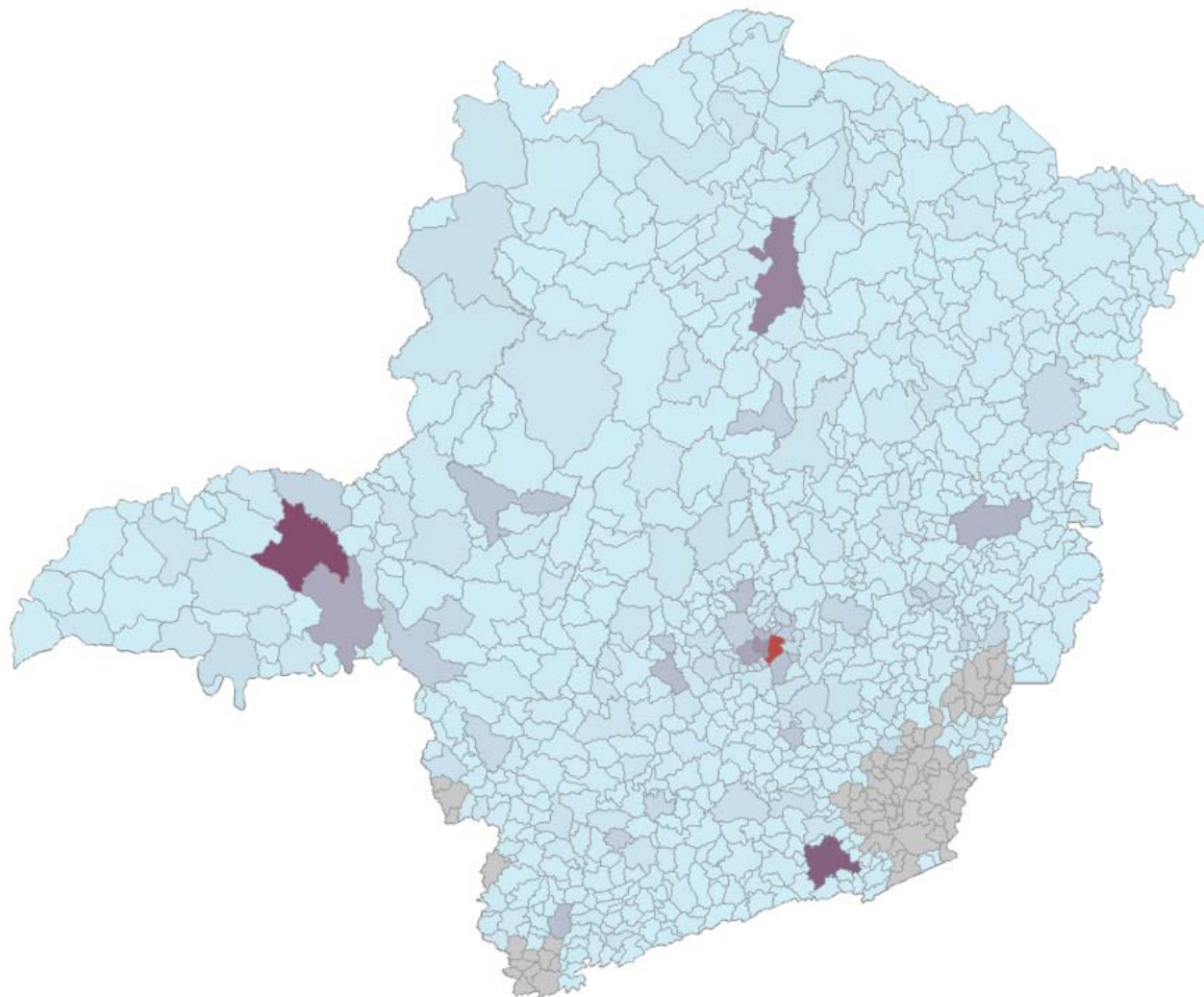
Discrepâncias

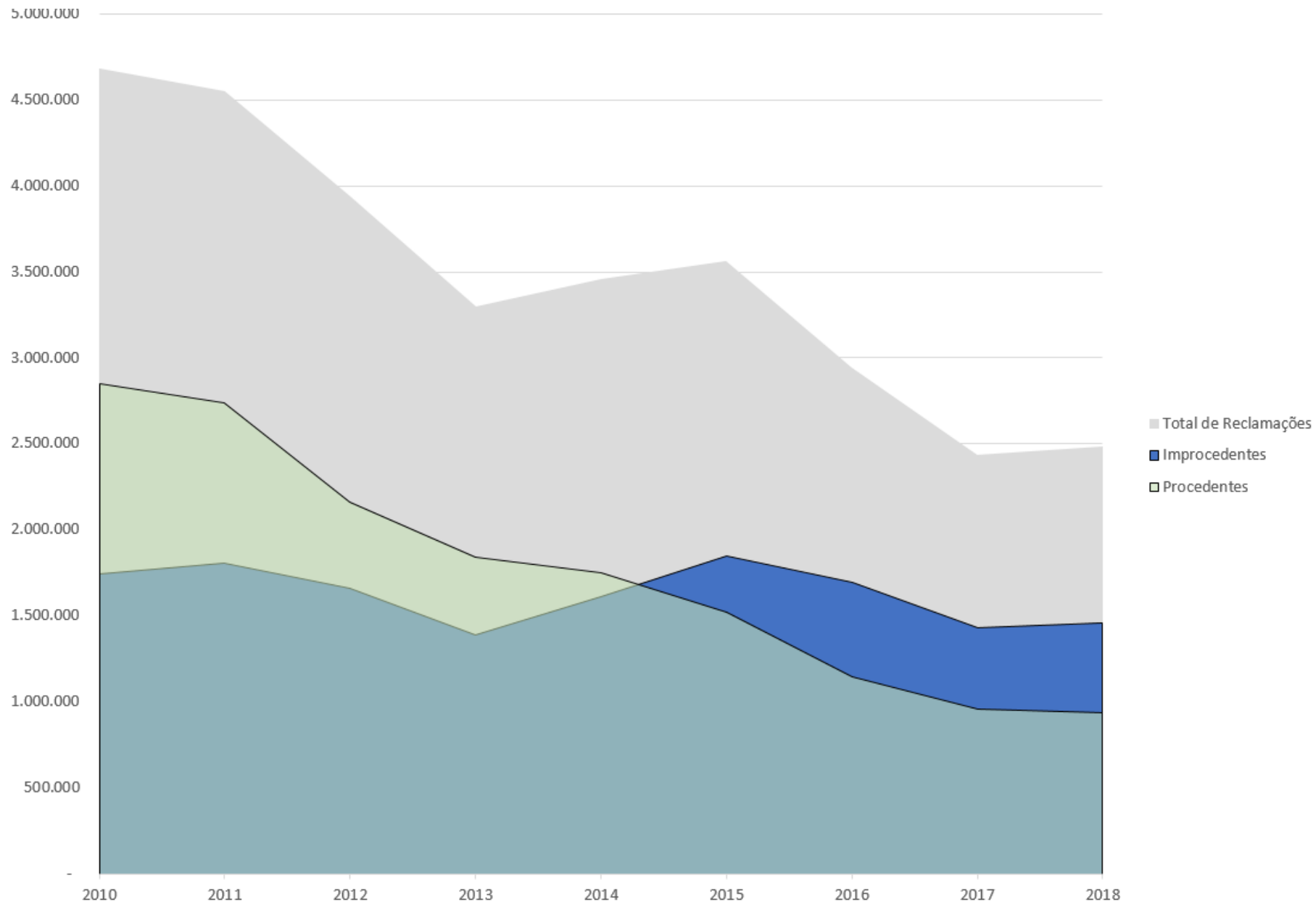
Clusters

# Serviços Comerciais x Reclamações CTA x Consumidores

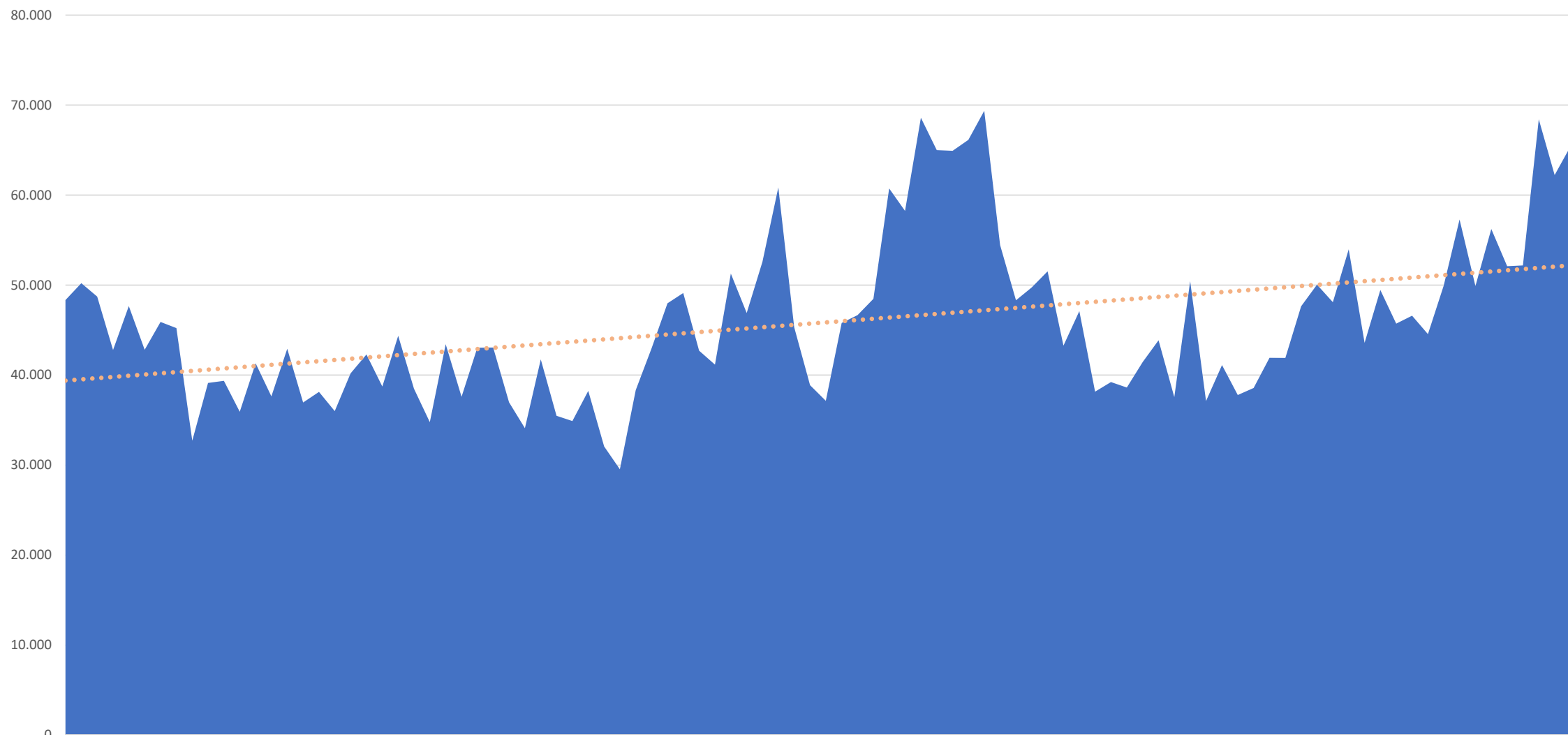


## Módulo 10 – Atrasos em ligação sem obra (urbano)

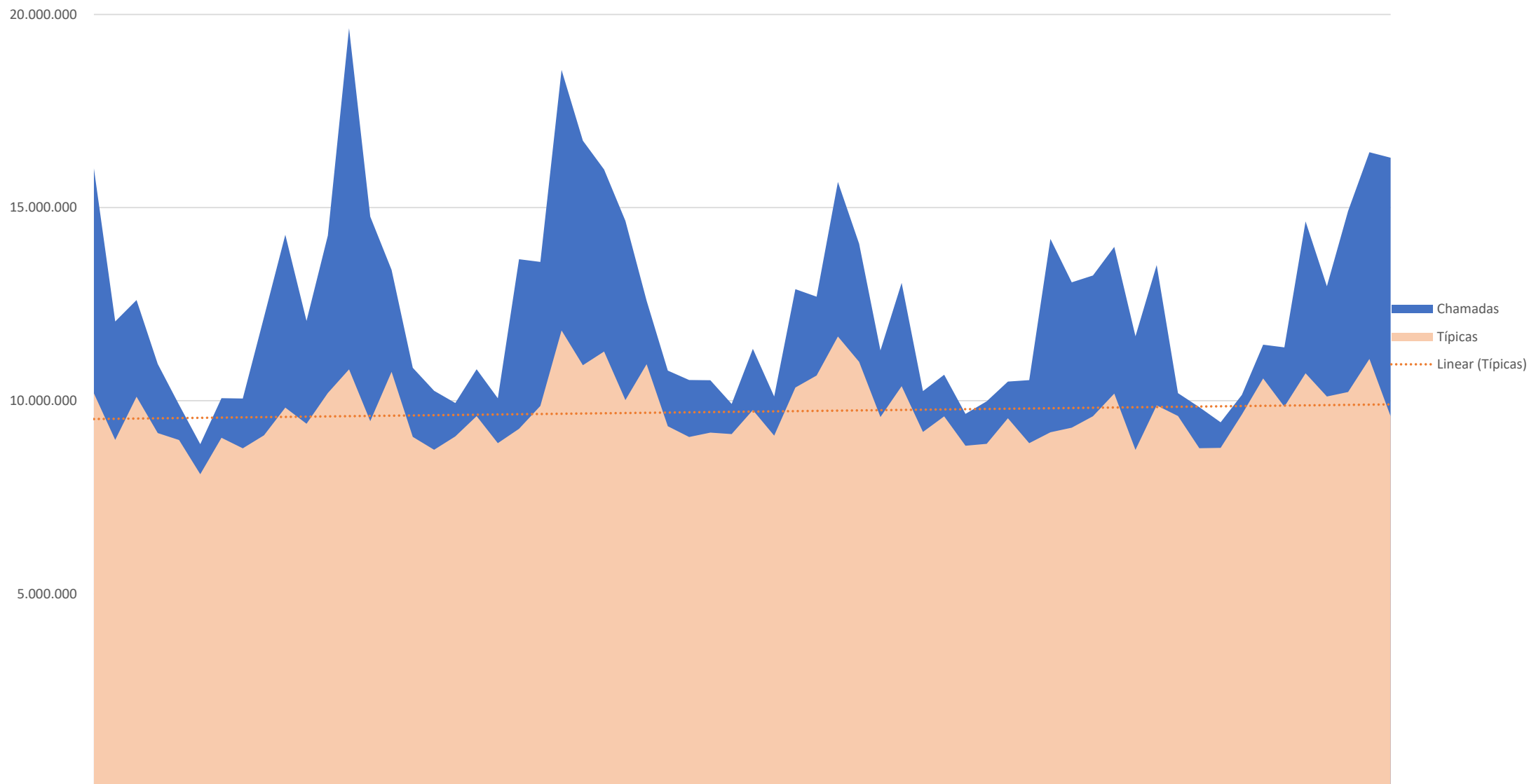


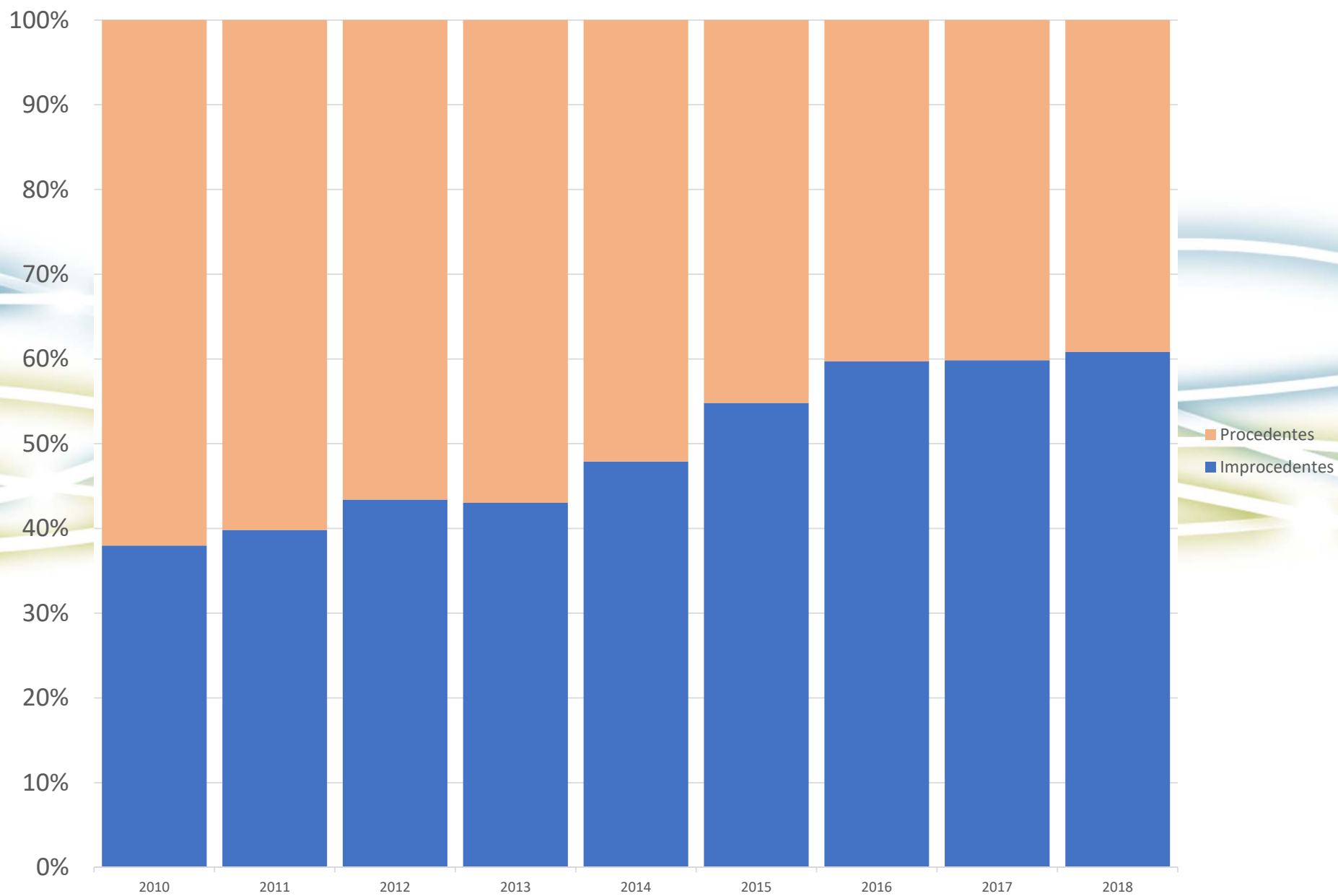


# SGO – Solicitações 2011-2019

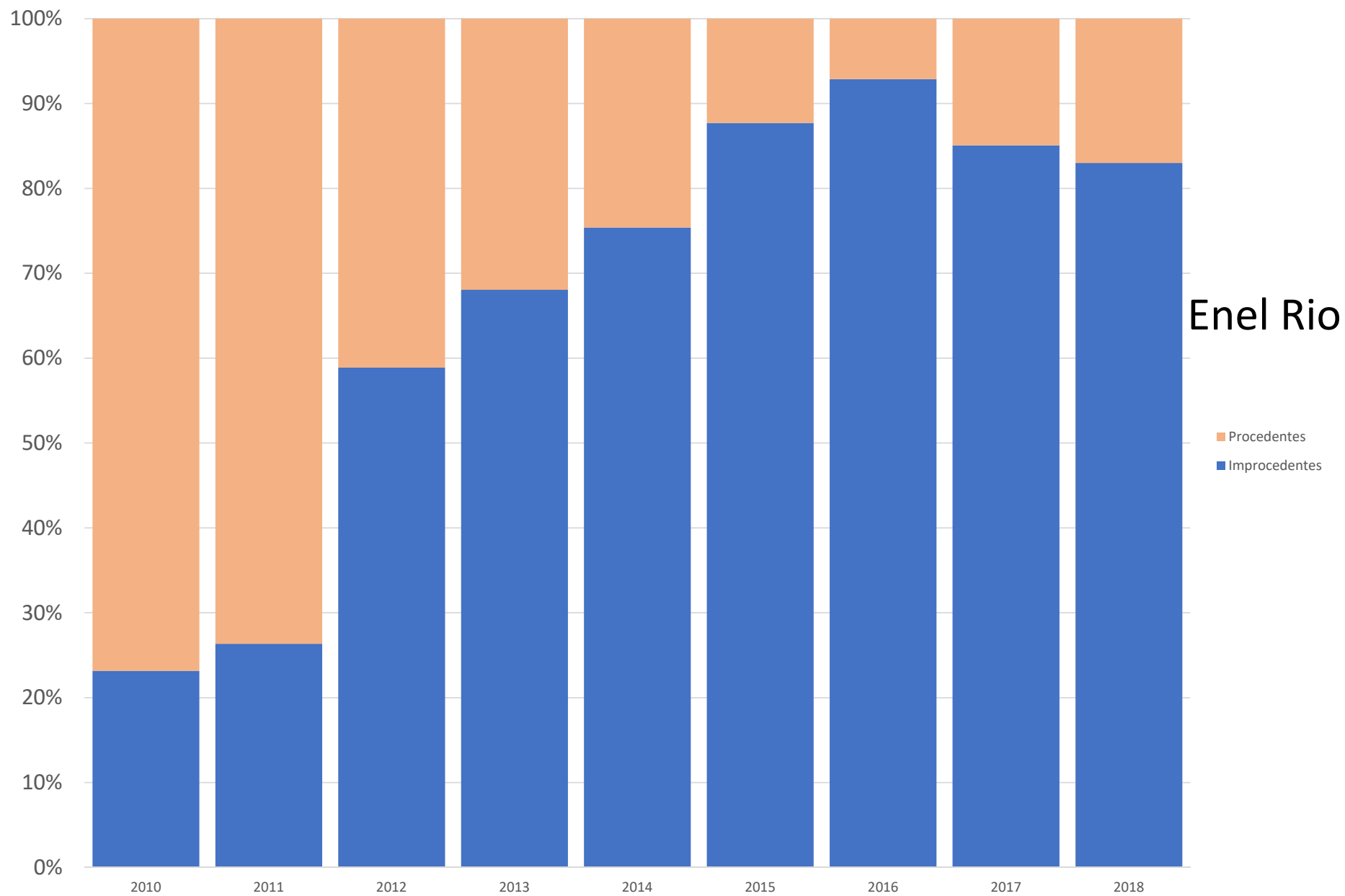


# Chamadas na CTA das distribuidoras









"Quando uma métrica se torna uma meta, ela deixa de ser uma boa métrica."

## GOODHART'S LAW

WHEN A MEASURE BECOMES A TARGET,  
IT CEASES TO BE A GOOD MEASURE

IF YOU  
MEASURE  
PEOPLE ON...

NUMBER OF  
NAILS MADE

WEIGHT OF  
NAILS MADE

THEN YOU  
MIGHT GET

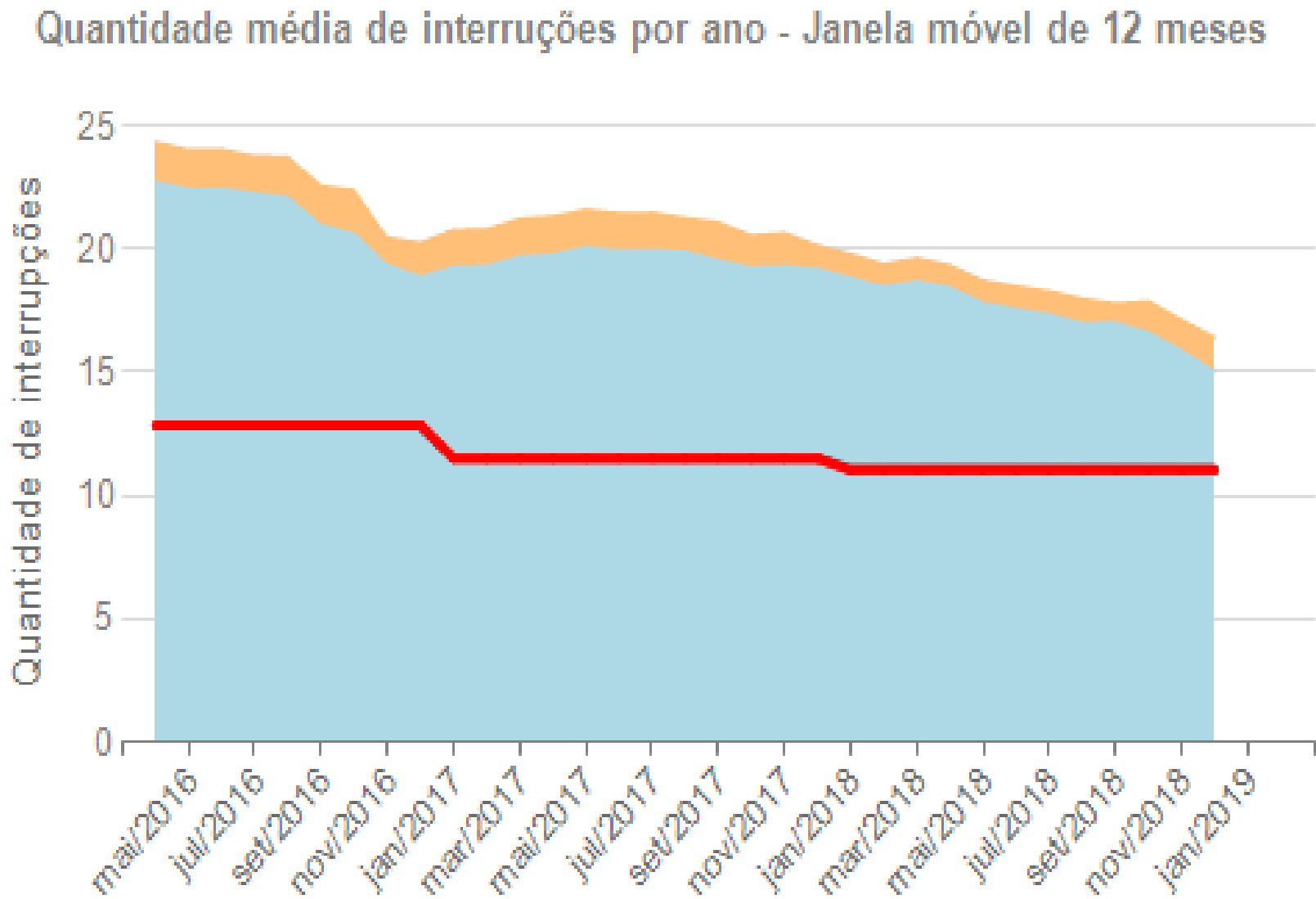
1000'S OF  
TINY NAILS

A FEW GIANT,  
HEAVY NAILS

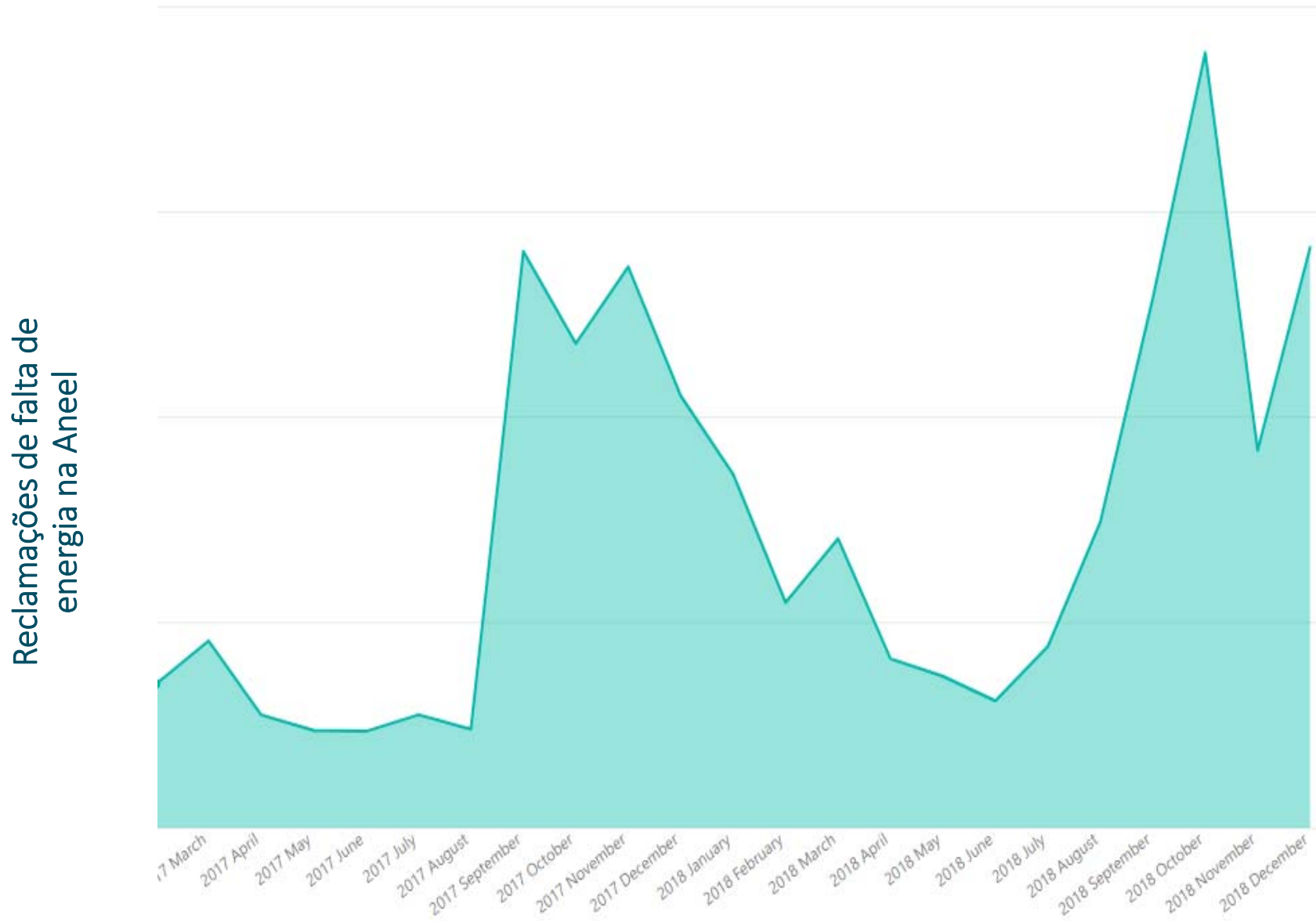


sketchplanations

# Qualidade do fornecimento na Enel GO

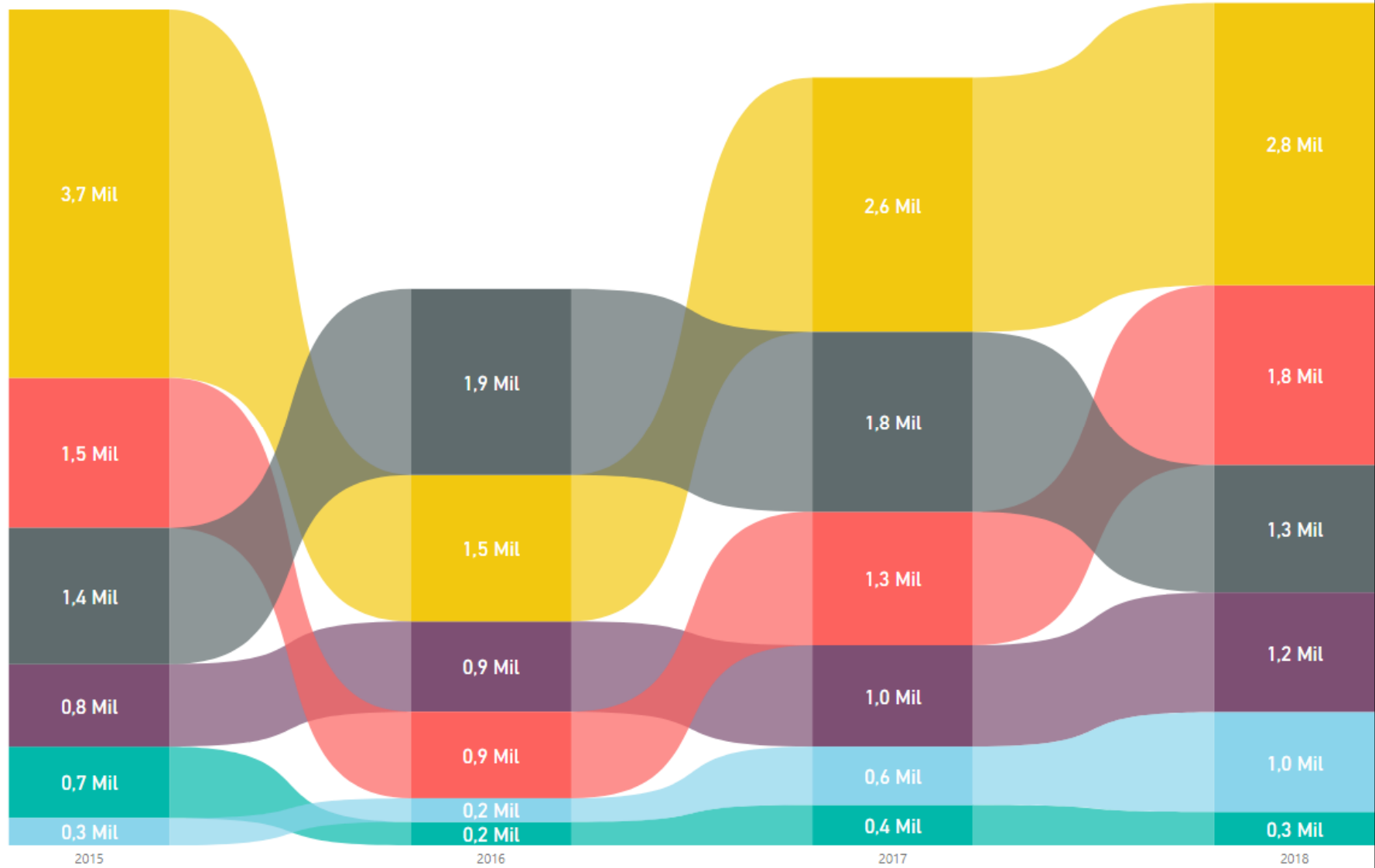


# Qualidade do fornecimento na Enel GO



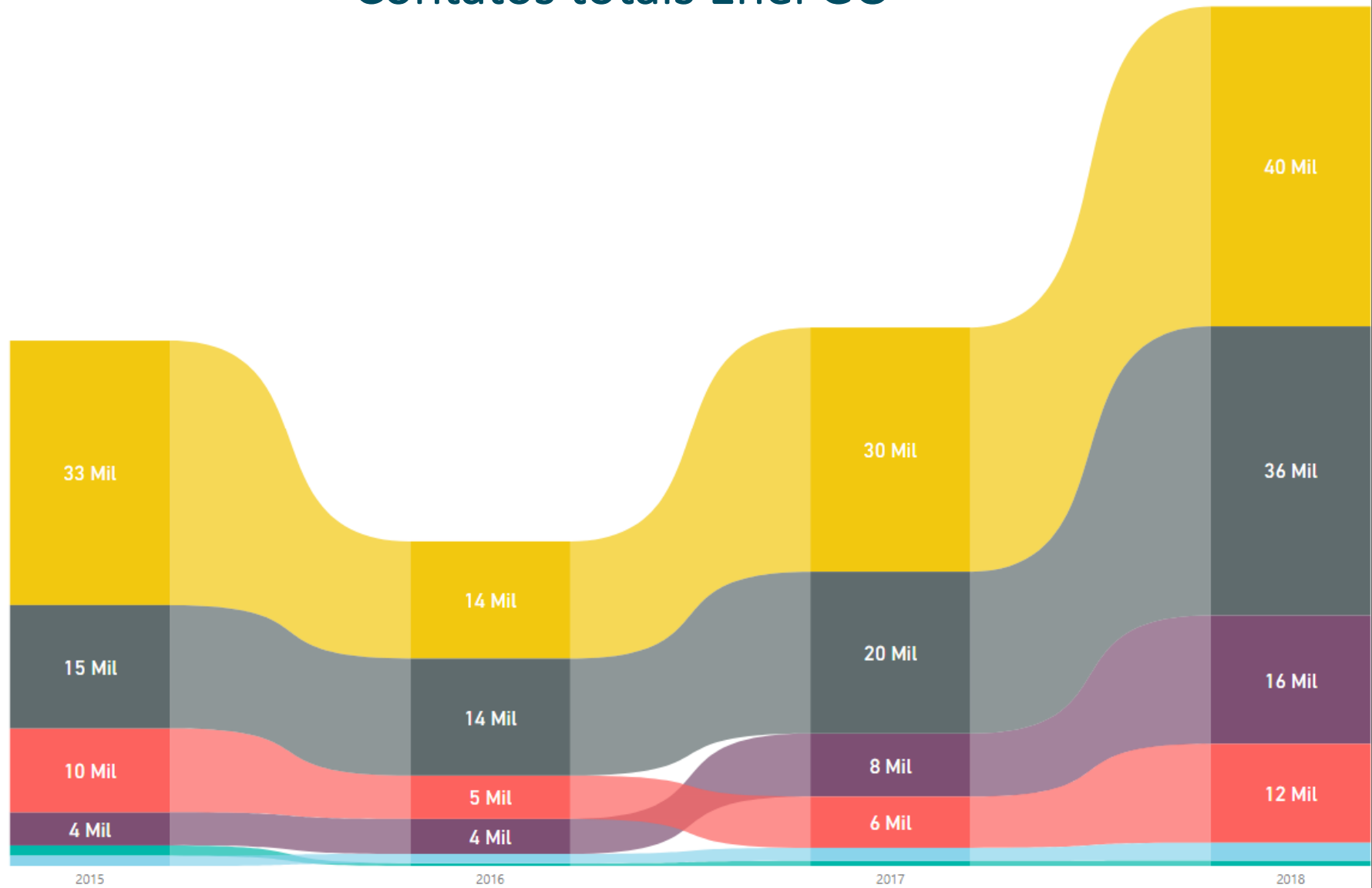
# Reclamações (2º nível) Enel GO

- SubCategoria
- Atendimento
  - Cobranças
  - Faturamento
  - Qualidade do Fornecimento
  - Serviços Comerciais
  - Serviços Técnicos



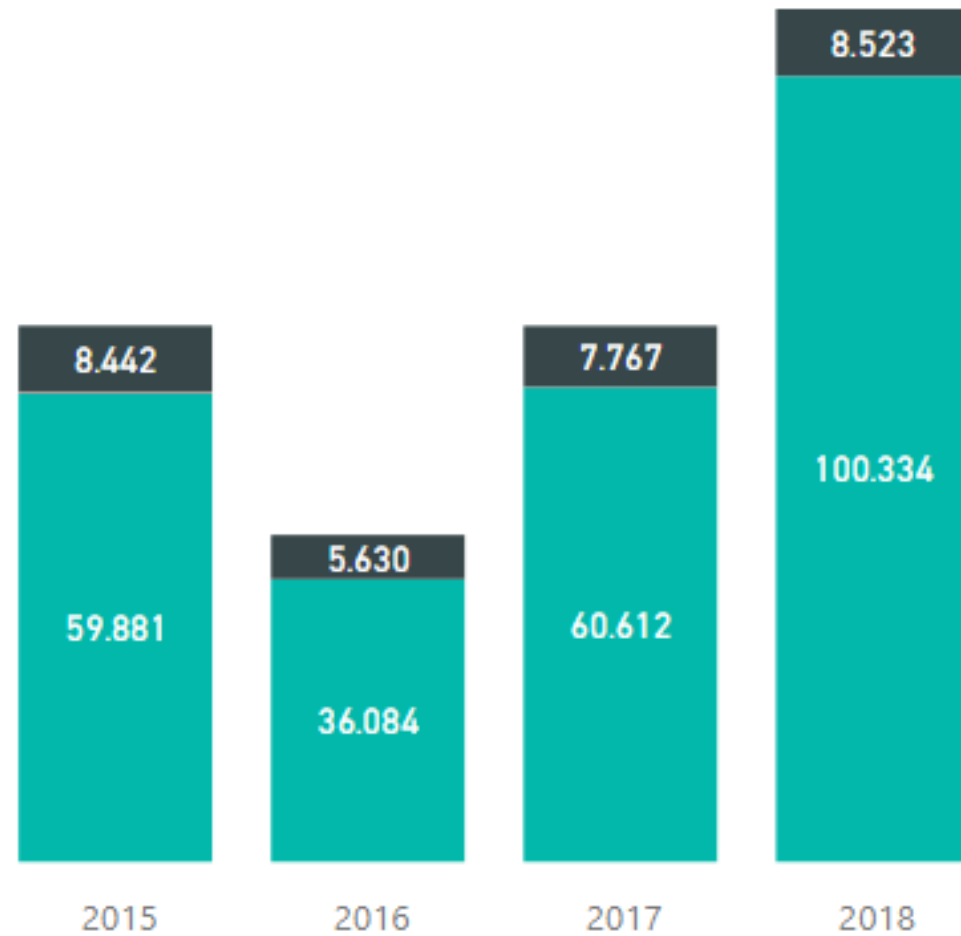
# Contatos totais Enel GO

- SubCategoria
- Atendimento
  - Cobranças
  - Faturamento
  - Qualidade do Fornecimento
  - Serviços Comerciais
  - Serviços Técnicos

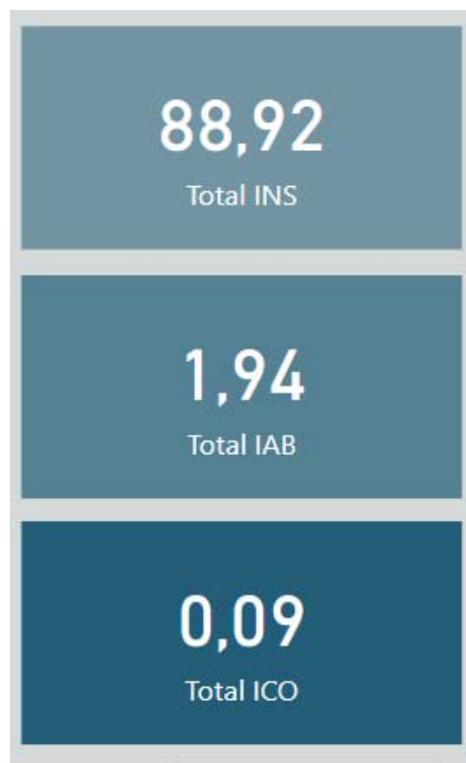


## Distribuição dos contatos na Aneel

Tipo ● Informação ● Outros ● Reclamações



2017



2018



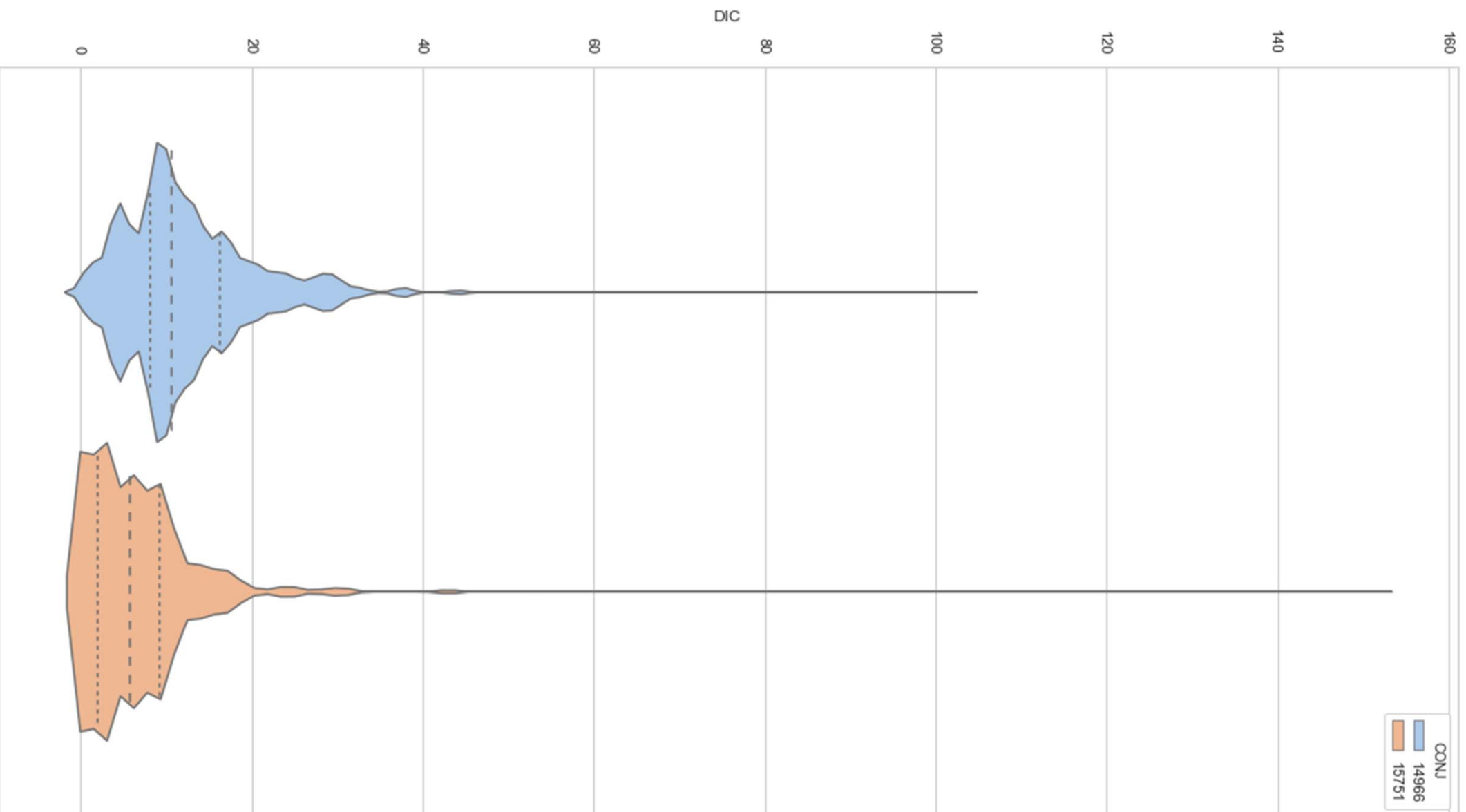


# Atendimento telefônico

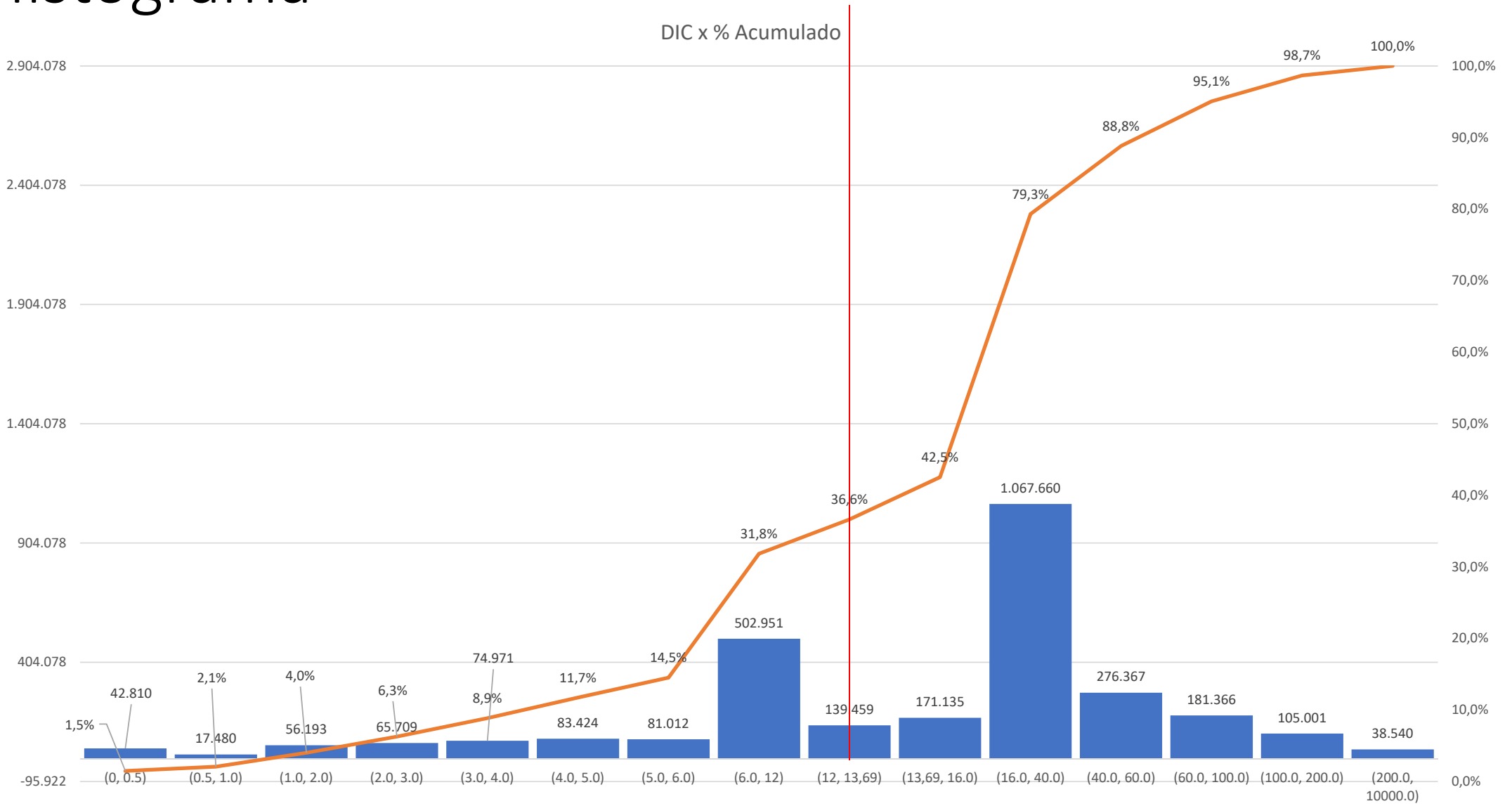


←

Aumento de 10% nas chamadas sem atendimento humano, que são **54%** das chamadas totais recebidas



# Histograma



# Sobreposição de histogramas

