

# Project Overview

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GOOGLE FIBER CASE STUDY

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## Goal

- This project aims to help the Google Fiber call center team understand and reduce repeat customer calls by exploring key trends through a new Business Intelligence (BI) dashboard. The ultimate goal is to improve the overall customer experience and assess the team's ability to resolve issues on the first contact.

## Business Problem

- To understand why customers are calling more than once after their first inquiry and how to improve the overall customer experience.

## Key Stakeholders & Users

- Client/Sponsor: Google Fiber
- Hiring Manager: Emma Santiago
- Project Manager: Keith Portone
- Lead BI Analyst: Minna Rah
- Dashboard Viewers (Read-only access): Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, and Sylvie Essa.

## Expected Deliverables (Dashboard Requirements)

- The dashboard must reveal insights about repeat call volumes in different markets and the types of problems they represent.

## The primary requirements for charts/tables are:

- A chart or table measuring repeat calls by their first contact date.
- A chart or table exploring repeat calls by market and problem type.
- Charts showcasing repeat calls by week, month, and quarter.

## Dashboard Features & Metrics

- The dashboard is to be a new build to explore repeat callers and their problem types in three different market cities (market\_1, market\_2, market\_3).

Chart Title	Chart Type	Key Dimensions/Metrics
Repeat calls by months	Bar	Date, contact, and Number of repeat calls after first contact 12
Repeat calls by market and type	Bar	Market city, Market type, problem type 14
Repeats by Week, Month, and Quarter	Bar	Date, Call type, Number of repeat calls after first contact 16
Market and Problem Type of First Repeat Calls	Bar	Call type, market, contact_n_1, Contact 18

- Filter/Granularity: The dashboard must include a date filter to identify when a customer first called, with granularity options for week, month, and quarter.
- Accessibility: The dashboard needs to be accessible, with large print and text-to-speech alternatives.

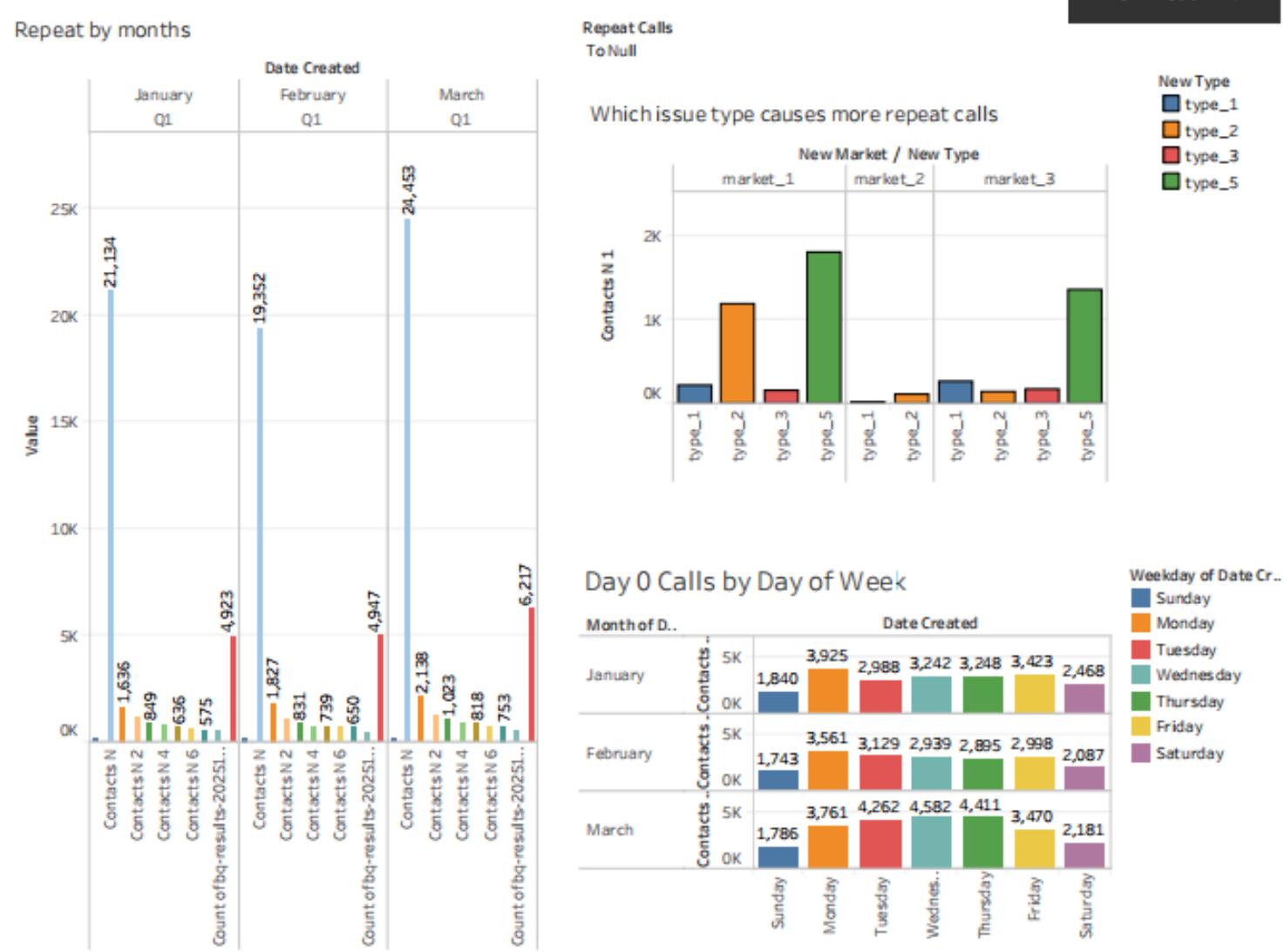
## Link to the Dashboard

- [https://public.tableau.com/views/GoogleFiberOpticsEndCourseProjectbyAnveshHirve/Dashboard1?:language=en-GB&:sid=&:redirect=auth&:&display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/GoogleFiberOpticsEndCourseProjectbyAnveshHirve/Dashboard1?:language=en-GB&:sid=&:redirect=auth&:&display_count=n&:origin=viz_share_link)

## Success Criteria

- The dashboard must successfully demonstrate an understanding of the goal and provide stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent. Stakeholders must also have access to all datasets for exploration.

Google Fiber Dashboard 01



Google Fiber Dashboard 02

