

# Strategy Document: Google Fiber

## Sign-off matrix:

Name	Team / Role	Date
Aya Tarek Ahmed	BI Analyst	30/12/2023

## Proposer:

**Status:** Case Study

**Primary dataset:** Analytics & Insights Case Dataset

**User Profiles:** Used internally to deliver insights to executives.

## Dashboard Functionality

Dashboard Feature	Your Request
Reference dashboard (Should this dashboard be modeled on an existing dashboard? If so, provide a link and describe the similarity.)	Build a new dashboard.
Access (How should access to the dashboard be limited? Who needs to have access?)	
Scope (What data should be included or excluded in this dashboard?)	Include: <ul style="list-style-type: none"><li>• The monthly trend in total sales</li><li>• Total order amounts.</li><li>• Different product categories.</li><li>• Purchase orders.</li><li>• Date</li><li>• Payment types.</li><li>• Invoice amount.</li><li>• Transmission types.</li><li>• Sales.</li></ul>
Date filters and granularity (Should the dashboard include date filters? If so, what time frame should be displayed by default? Should the dashboard include a “granularity” drop-down? If so, what granularity should be selected by default?)	Should include Data filters can be applied for the following: Week, Month, Quarter Filter sales performance based on specific brands. Drill-down feature for the product categories. Granularity: Any chart with detailed metrics should have the ability to click on that metric to view specific information.

## Metrics and Charts

Create a table for each chart that you'd like to include in the dashboard. If you'd like to break the dashboard under different headers, feel free to list those here as well.

**Will need clarification, ask follow up questions**

### Chart 1

Chart Feature	Your Request
Chart title	<b>Sales Performance Overview</b>
Chart type (What type of chart needs to be created?)	Line chart
Dimension(s) (What dimensions does this chart need to include?)	monthly trend , total sales
Metric(s) (What metrics are relevant to this chart?)	Date

### Chart 2

Chart Feature	Your Request
Chart title	<b>Customer Distribution</b>
Chart type (What type of chart needs to be created?)	Treemap
Dimension(s) (What dimensions does this chart need to include?)	Distribution of customers based on their total order amounts
Metric(s) (What metrics are relevant to this chart?)	Order amounts

### Chart 3

Chart Feature	Your Request
Chart title	<b>Product Analysis</b>
Chart type (What type of chart needs to be created?)	<b>Bar chart</b>
Dimension(s) (What dimensions does this chart need to include?)	Product categories

Metric(s) (What metrics are relevant to this chart?)	Unit list prices
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#### Chart 4

Chart Feature	Your Request
Chart title	<b>Approval Process Efficiency</b>
Chart type (What type of chart needs to be created?)	<b>Stacked Bar chart</b>
Dimension(s) (What dimensions does this chart need to include?)	Distribution of purchase orders
Metric(s) (What metrics are relevant to this chart?)	Time

#### Chart 5

Chart Feature	Your Request
Chart title	<b>Payment Type Analysis</b>
Chart type (What type of chart needs to be created?)	<b>Donut chart</b>
Dimension(s) (What dimensions does this chart need to include?)	Payment types
Metric(s) (What metrics are relevant to this chart?)	#Customers

#### Chart 6

Chart Feature	Your Request
Chart title	<b>Wish List Influence</b>
Chart type (What type of chart needs to be created?)	<b>Scatter plot</b>
Dimension(s) (What dimensions does this chart need to include?)	List additions and actual purchases
Metric(s) (What metrics are relevant to this chart?)	--

### Chart 7

Chart Feature	Your Request
Chart title	<b>Invoice Amount Insights</b>
Chart type (What type of chart needs to be created?)	<b>KPI card</b>
Dimension(s) (What dimensions does this chart need to include?)	--
Metric(s) (What metrics are relevant to this chart?)	Total invoice amount for the selected period

### Chart 8

Chart Feature	Your Request
Chart title	<b>Transmission Type and Sales</b>
Chart type (What type of chart needs to be created?)	<b>Bar chart</b>
Dimension(s) (What dimensions does this chart need to include?)	Transmission types
Metric(s) (What metrics are relevant to this chart?)	Sales

### Chart 9

Chart Feature	Your Request
Chart title	<b>Order Fulfillment Timeline</b>
Chart type (What type of chart needs to be created?)	<b>Timeline chart</b>
Dimension(s) (What dimensions does this chart need to include?)	Order fulfillment
Metric(s) (What metrics are relevant to this chart?)	Time

**Chart 10**

Chart Feature	Your Request
Chart title	<b>Customer Wishlist Trends</b>
Chart type (What type of chart needs to be created?)	<b>Line chart</b>
Dimension(s) (What dimensions does this chart need to include?)	Wish list
Metric(s) (What metrics are relevant to this chart?)	Time