**Strategy Document: Google Fiber Repeat Call Analytics Dashboard**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Nguyễn Quốc Bảo | BI Analyst | 9/3/2025 |

**Proposer:** Nguyễn Quốc Bảo **-** BI Analyst

**Status:** [Draft] > Under review > Implemented | Not implemented (Highlight current status)

Under review

**Primary dataset:** Fictional customer call dataset (anonymized)

**Secondary dataset:** No

## User Profiles [Who is the intended audience for this dashboard? How do you expect them to use this dashboard?]

Target Audience: Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa.

How to Use:

Emma Santiago: Track team performance, evaluate training/hiring effectiveness.

Keith Portone: Monitor performance, analyze trends, make improvement decisions.

Minna Rah: Ensure accessibility, support users, maintain accuracy.

Ian Ortega & Sylvie Essa: Deep analytics, support design, ensure access.

# **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.) | No similar existing panel, completely new design. |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | Only authorized people (Emma, ​​Keith, Minna, Ian, Sylvie) have access. |
| Scope  (What data should be included or excluded in this dashboard?) | Includes: Repeat calls (contacts\_n, contacts\_n\_1 to contacts\_n\_6), issue type (Type\_1 to Type\_5), market (market\_1, market\_2, market\_3).  Excludes: Customer personal data (as anonymized). |
| 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?) | Includes date filter.  Default time frame: Last 7 days.  Includes granularity dropdown: Week, Month, Quarter, Year (default: Week). |

# **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.

### Chart 1

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Repeat Call Frequency by Day. |
| Chart type  (What type of chart needs to be created?) | Line or column chart. |
| Dimension(s)  (What dimensions does this chart need to include?) | Date (contacts\_n\_0 to contacts\_n\_6). |
| Metric(s)  (What metrics are relevant to this chart?) | Number of repeated calls. |
| Purpose | Displays the number of repeated calls per day for the past 7 days. |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Repeat Calls by Issue Type. |
| Chart type  (What type of chart needs to be created?) | Column or Bar Chart. |
| Dimension(s)  (What dimensions does this chart need to include?) | Issue Type (Type\_1 to Type\_5). |
| Metric(s)(What metrics are relevant to this chart?) | Number of Repeat Calls. |
| Purpose | Compare the number of repeat calls across issue types. |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Repeat Calls by Market. |
| Chart type  (What type of chart needs to be created?) | Column or Bar Chart. |
| Dimension(s)  (What dimensions does this chart need to include?) | Market (market\_1, market\_2, market\_3). |
| Metric(s)  (What metrics are relevant to this chart?) | Repeat Calls. |
| Purpose | Compare Repeat Calls between Markets. |

### Dashboard mockup

[Include mockup sketch here.]