Strategy Document – Google Fiber BI Project

Objective: Deliver a unified BI solution enabling Google Fiber teams to make data-driven decisions.
1. BI Strategy Overview
The strategy follows Google's Data-to-Decision lifecycle...
2. Core KPIs
Customer: NPS, churn, installs
Network: uptime, outages, latency
Operations: install time, drive time
Financial: MRR, ARPU
3. Data Sources
CRM, Network Monitoring, Dispatch System, Billing, Support Tickets
4. BI Tools
BigQuery, SQL, Looker Studio, Sheets
5. Risks & Mitigations
Data quality issues, KPI disagreement, scope creep, performance
6. Deliverables
SRD, Strategy doc, PRD, KPI dictionary, ERD, dashboard, insights