

Tableau Storyboard – Google Fiber BI Project

Slide 1 – Executive Summary Dashboard

- KPI Bar: Active Customers, New Installations, Churn Rate, MRR, ARPU, Network Uptime %, Ticket Volume
- Line Chart: Active Customers Over Time
- Line Chart: Churn Rate Over Time
- Bar Chart: MRR by Plan
- Heat Map: Churn by Region
- Filters: Date Range, Region, Plan, Customer Segment

Slide 2 – Network & Operations Dashboard

- KPIs: Network Uptime %, Outage Count, Avg Install Duration, First-Time Fix Rate
- Heat Map: Outage Count by Region
- Line Chart: Network Uptime % Over Time
- Bar Chart: Install Duration by Technician Team
- Line Chart: Job Completions Over Time
- Filters: Date Range, Region, Technician Team

Slide 3 – Support & Customer Experience Dashboard

- KPIs: Ticket Volume, Avg Resolution Time, NPS
- Bar Chart: Ticket Volume by Category
- Line Chart: Ticket Volume Over Time
- Bar Chart: Resolution Time by Category
- Optional: NPS Trend
- Filters: Date Range, Region, Ticket Category, Channel

Slide 4 – Data Source & Pipeline

- Connected Tableau to BigQuery using native connector.

- Primary datasource: mart_fiber_daily_summary.
- Additional drill-down via fact_support_tickets and fact_install_jobs.
- ELT Pipeline: Raw → Cleaned → Dimensional → Mart.

Slide 5 – Insights Summary (To Be Completed After Dashboard Build)

- Insight 1 placeholder
- Insight 2 placeholder
- Insight 3 placeholder