Stakeholder Requirements Document: Google Fiber

BI Professional: Cathyann Martin

Client/Sponsor: Emma Santiago, Hiring Manager

Business problem: To communicate with customers to lessen the volume and increase customer satisfaction and improve operational optimization. Create a dashboard to provide insights into repeat caller volumes in different markets and types of problems they represent.

Stakeholders: Emma Santiago, Hiring Manager

Keith Portone, Project Manager

Minna Rah, Lead BI Analyst

Ian Ortega, BI Analyst

Sylvie Essa, BI Analyst

Stakeholder usage details: Insights will inform whether the team is able to answer the customer questions and how often customers are repeatedly calling from different markets and the different problems.

Primary requirements:

- 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.
- Provide insights into the types of customer issues that seem to generate more repeat calls.
- Explore repeat caller trends in the three different markets.
- Design charts so the stakeholders can view trends by week, month, quarter, and year.