

# Strategy Document: Google Fiber

## Sign-off matrix:

Name	Team / Role	Date
Cathyann Martin	BI Analyst	11/27/2023

**Proposer:** Emma Santiago, Hiring Manager

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

**Primary dataset:** market\_1, market\_2, market\_3

**Secondary dataset:**

**User Profiles:** Emma Santiago, Hiring Manager,

Keith Portone, Project Manager,

Minna Rah, Lead BI Analyst,

Ian Ortega, BI Analyst,

Sylvie Essa, BI Analyst,

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 to understand the number of repeat callers and their type of problem in the three different market cities.
Access (How should access to the dashboard be limited? Who needs to have access?)	Members with dashboard viewing privileges: Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa.
Scope	Fields include: date, market,

(What data should be included or excluded in this dashboard?)	problem_type, contact_n, and contact_n_#
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 weekly, monthly, quarterly timescales.  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.

### Chart 1

Chart Feature	Your Request
Chart title	Repeat calls by first date
Chart type (What type of chart needs to be created?)	Table
Dimension(s) (What dimensions does this chart need to include?)	Day of first call, then repeat calls
Metric(s) (What metrics are relevant to this chart?)	Contact

### Chart 2

Chart Feature	Your Request
Chart title	Market and ProblemType of First Repeat Calls
Chart type (What type of chart needs to be created?)	Bar chart
Dimension(s)	Call type, market, contact_n_1

(What dimensions does this chart need to include?)	
Metric(s) (What metrics are relevant to this chart?)	Contact

### Chart 3

Chart Feature	Your Request
Chart title	Calls by Market and Type
Chart type (What type of chart needs to be created?)	Table
Dimension(s) (What dimensions does this chart need to include?)	Market, call type, day
Metric(s) (What metrics are relevant to this chart?)	Contact

### Chart 4

Chart Feature	Your Request
Chart title	Repeats by Week, Month, and Quarter
Chart type (What type of chart needs to be created?)	Bar
Dimension(s) (What dimensions does this chart need to include?)	Date, contact
Metric(s) (What metrics are relevant to this chart?)	Date

Dashboard mockup

Filters

Weekly

Monthly

Quarterly

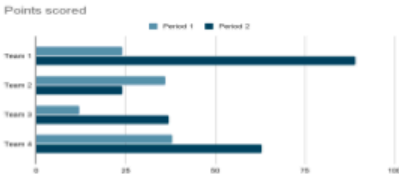
Repeat calls by first date

Date of first call	Repeat calls	Contact

Calls by Market and Type

Market	Call type	Day	Contact

Market and Problem Type of First Repeat Calls



Repeats by Weeks, Months, and Quarter

