Project Requirements Document: Google Fiber

BI Analyst: Cathyann Martin

Client/Sponsor: Emma Santiago, Hiring Manager

Purpose: As part of my interview process, the Fiber customer service team has asked for a dashboard using fictional data from the call center based on the data they regularly use on the job to gain insights about repeat calls.

Key dependencies:

The datasets are fictionalized versions. Because of this, they were already anonymized and approved. Stakeholders have access to all datasets, so they can explore all the steps I have taken. The primary contacts are Emma Santiago and Keith Portone.

Stakeholder requirements:

R: Must include a chart or table measuring repeat calls by their first contact date.

R: Must include a chart or table exploring repeat calls by market and problem type.

D: Must include charts showcasing repeat calls by week, month, and quarter.

D: Provide insights into the types of customer issues that seem to generate more repeated calls.

R: Explore repeat caller trends in the three different markets.

R: Design charts so that stakeholders can view trends by week, month, quarter, and year.

Success criteria: BI insights must clearly identify characteristics of repeat calls, including how often customers are repeating calls. Calls should be evaluated using measurable metrics, including frequency and volume. For example, do customers call with a specific problem more often than others? Which market city experiences the most calls? How many customers are calling more than once? These outcomes must quantify the number of repeat calls under different circumstances to provide Google Fibre team with insights into customer satisfaction. All metrics must support the primary question-How often are customers repeatedly contacting the customer service team? Analyze data that spans at least one year to understand how repeat callers change over time.

User journeys: Communicate with customers to reduce call volume by increasing customer satisfaction and improving operational optimization. Create a dashboard that demonstrates insights into repeat caller volumes in different markets and the types of problems they represent.

Assumptions: In order to anonymize and fictionalize the data, the columns market_1, market_2, and market_3 to indicate three different city service areas the data represents.

The data lists five problem types:

- Type_1 is account management
- Type_2 is technician troubleshooting
- Type_3 is scheduling
- Type_4 is construction
- Type_5 is internet and wifi

Additionally, the dataset records repeat calls over seven day periods. The initial contact date is listed as contacts_n. The other call columns are then contacts_n_number of days since first call. For example, contacts_n_5 indicates five days since first contact.

Compliance and privacy: Data was anonymized and approved. Stakeholders must have access to all datasets so that they can explore the steps taken.

Accessibility: Dashboard must be accessible, with large print and text-to-speech alternatives.

Roll-out plan: Stakeholders have requested a completed BI too in six weeks.