# Project Requirements Document: Google Fiber

## **BI Analyst:** Chatelos Spyros

# Client/Sponsor: Emma Santiage, Hiring Manager

## **Purpose:** As part of the interview process, the Fiber customer service team has asked for a dashboard using fictional call center data based on the data they use regularly on the job to gain insights about repeat callers. The team’s ultimate goal is to communicate with the customers to reduce the call volume and increase customer satisfaction and improve operational optimization. The dashboard you create should demonstrate an understanding of this goal and provide your stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.

**Key dependencies:**

The data is already anonymized and approved. Stakeholders must have data access to all datasets so they can explore the steps you’ve taken. Emma Santiago and Keith Portone are the primary stakeholders.

## Stakeholders:

* Emma Santiago, Hiring Manager
* Keith Portone, Project Manager
* Minna Rah, Lead BI Analyst

## Team members:

* Ian Ortega, BI Analyst
* Sylvie Essa, BI Analyst

## **Stakeholder requirements:**

To enhance customer satisfaction continuously, it is imperative that the dashboard facilitates comprehension for Google Fiber decision-makers regarding the frequency of customer follow-up calls and the various factors or problem types that could be affecting such calls.

* A chart or table measuring repeat calls by their first contact date R
* A chart or table exploring repeat calls by market and problem type R
* Charts showcasing repeat calls by week, month, and quarter D

## **Success criteria:**

**Specific:** BI insights must clearly identify the specific characteristics of a repeat calls, including how often customers are repeating calls.

**Measurable:** Calls should be evaluated using measurable metrics, including frequency and volume.

**Action-oriented:** These outcomes must quantify the number of repeat callers under different circumstances to provide the Google Fiber team with insights into customer satisfaction. **Relevant:** All metrics must support the primary question: How often are customers repeatedly contacting the customer service team?

**Time-bound:** Analyze data that spans at least one year to understand how repeat callers change over time.

**User journeys:**

The goal is to communicate with the customers to reduce the call volume and increase customer satisfaction and improve operational optimization.

## **Assumptions:**

In order to anonymize and fictionalize the data, the datasets the columns market\_1, market\_2, and market\_3 to indicate three different city service areas the data represents.

The data also 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 also 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.

## **Compliance and privacy:**

## The datasets are fictionalized versions of the actual data and the data is already anonymized and approved. Stakeholders must have data access to all datasets so they can explore the steps we’ve taken.

## **Accessibility**

## Dashboard needs to have large print and text-to-speech alternatives

## **Roll-out plan:**

The stakeholders have requested a completed BI tool in two weeks.