

Strategy Document: Google Fiber

Sign-off matrix:

Name	Team / Role	Date
Nguyen Duc Tuan Dat	BI Analyst	25/10/2024

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 [Who is the intended audience for this dashboard? How do you expect them to use this dashboard?]

- The stakeholders:
 - Emma Santiago, Hiring Manager
 - Keith Portone, Project Manager
 - Minna Rah, Lead BI Analyst
- The members:
 - Ian Ortega, BI Analyst
 - Sylvie Essa, BI Analyst

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 explore the number of repeat callers and their problem types in three different market cities.
Access (How should access to the dashboard be limited? Who needs to have access?)	Access will be provided as read-only to the user profiles listed in this document.
Scope (What data should be included or excluded in this dashboard?)	Fields include: Number of calls, Number of repeat calls after first contact, Call type, Market city, Date.
Date filters and granularity	Data filters can be applied for the following: Week, Month, Quarter

(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?)	Granularity: Any chart with user detail metrics should have the ability to click on that metric to view specific information.
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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 initial call, subsequent repeat calls
Metric(s) (What metrics are relevant to this chart?)	Contact

Chart 2

Chart Feature	Your Request
Chart title	Market and Problem Type of First Repeat Calls
Chart type (What type of chart needs to be created?)	Bar
Dimension(s) (What dimensions does this chart need to include?)	Call type, market, contact_n_1
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

Chart 5

Chart Feature	Your Request
Chart title	Seasonal trends
Chart type (What type of chart needs to be created?)	Map
Dimension(s) (What dimensions does this chart need to include?)	Neighborhood start, neighborhood end, number of rides, average trip duration, weather
Metric(s) (What metrics are relevant to this chart?)	Trip minutes, weather, number of rides

Dashboard mockup

[Include mockup sketch here.]

