Google

Reading: Activity Exemplar: Build a dashboard for Google Fiber

In this activity, you created data visualizations, a low fidelity mockup to help you plan the components and layout of your dashboard, charts to be included in your visualization, and a dashboard for Google Fiber. You also completed an executive summary document that describes the Google Fiber customer service team's business needs, project goals, dashboard functionality, and your BI methods. As a BI professional, you will need to be able to communicate technical information in a way that all users can understand. This end-of-course project showcases your ability to do just that.

The exemplar you are about to review will help you evaluate whether you completed the activity correctly. In this case, you might have discovered a solution that works just as well as the exemplar. That's great! This exemplar is an example of how a BI professional might have approached this challenge. And keep in mind, iteration is a big part of the BI world, so feel free to continue to improve your dashboard!

Completed Exemplar

Click the following link to review the exemplar for this course item on Tableau Public.

Link to exemplar: Google Fiber Dashboard exemplar

Assessment of Exemplar
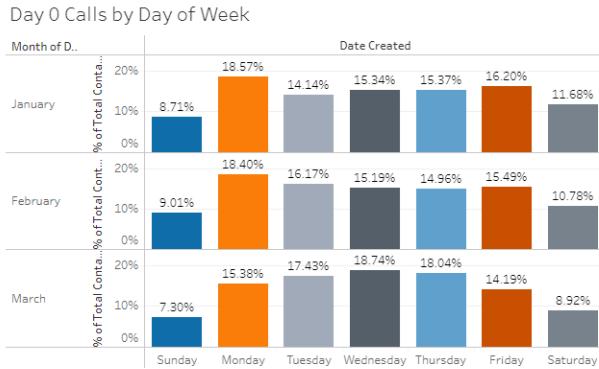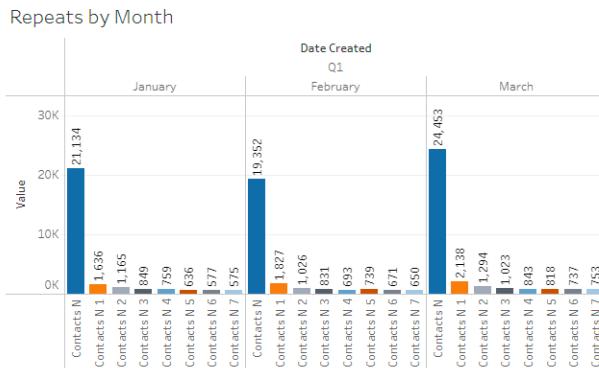
Compare the exemplar to your completed end-of-course project dashboard. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: The exemplar represents one possible approach to completing the activity. Yours will likely differ in certain ways. What's important is that your dashboard answers the business questions for your stakeholders.

Repeats by Month

The first tab of the dashboard includes two bar charts: the first chart visualizes the number of repeat calls the customer service team received each month. Contacts_N represents the first date a customer called– then, you can explore how often the customer called again that week. For example, 1,636 customers called again one day after their initial call, but only 575 customers called again seven days later in January.

The second chart visualized the percentage of first contact calls by day of the week; in January, only 8.71% of customers made first contact on Sunday. The majority of customers reached out for the first time on Monday in January!

Tables

The second tab of the dashboard includes two tables: Repeat Calls by First Call Date and Calls by Market and Type.

Repeat Calls

| Repeats by Month | Table | Day 1 Calls by Market | Day 0 and Day 1 Calls |

Repeat Calls by First Call Date

Day of Date Created	Contact..	Contact..	Contact..	Contact..	Contact..	Contact..	Contact..	Contact..
January 1, 2022	386	28	25	14	16	7	7	8
January 2, 2022	396	31	18	37	13	10	4	9
January 3, 2022	983	62	62	39	34	23	17	28
January 4, 2022	806	73	50	36	26	15	25	29
January 5, 2022	844	74	38	15	21	32	15	17
January 6, 2022	989	66	36	19	34	34	23	25
January 7, 2022	701	48	31	37	36	25	28	26
January 8, 2022	433	37	38	28	17	15	16	8
January 9, 2022	391	42	32	19	20	10	13	10
January 10, 2022	704	54	35	37	28	15	17	13
January 11, 2022	725	70	35	34	22	14	27	18
January 12, 2022	827	65	51	13	14	26	17	25
January 13, 2022	957	78	30	20	18	20	19	16
January 14, 2022	850	36	14	22	22	15	19	24
January 15, 2022	512	30	20	23	30	15	11	8
January 16, 2022	358	27	20	19	13	18	7	7

Calls by Market and Type

New Market	New Type	Contact..	Contact..	Contact..	Contact..	Contact..	Contact..	Contact..	Cont
market_1	type_1	2,504	221	136	106	114	97	86	
	type_2	23,665	1,180	831	663	623	603	565	
	type_3	1,353	156	128	116	80	69	71	
	type_4	284	23	15	16	14	9	10	
	type_5	17,527	1,806	1,043	788	645	640	524	
	Total	45,333	3,386	2,153	1,689	1,476	1,418	1,256	1
market_2	type_1	290	14	11	9	4	4	7	
	type_2	1,997	105	51	31	38	26	20	
	type_3	77	3	2	4	3	3	4	
	type_4	20	2	1	2		2	1	
	type_5	2,005	141	77	45	37	39	27	
	Total	4,389	265	142	91	82	74	59	
market_3	type_1	759	267	240	225	207	201	181	
	type_2	2,549	136	99	108	69	78	67	
	type_3	994	176	128	110	96	76	85	

The first table allows stakeholders to explore the number of different types of calls by date. The second table then separates calls into market and problem type to provide more specific information about what markets experience the most calls and the problems customers have that seem to prompt repeat calls.
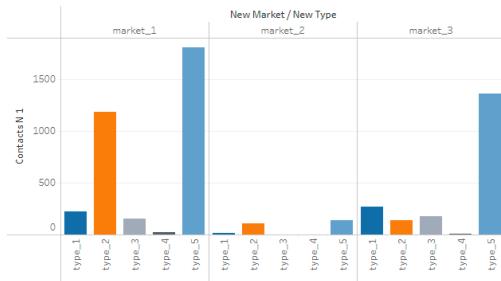
Market and Type for First Repeat Calls

The Market and Type for First Repeat Calls uses the data from the previous tabs table in order to further visualize the problem types that seem to generate the most repeat calls for different markets.
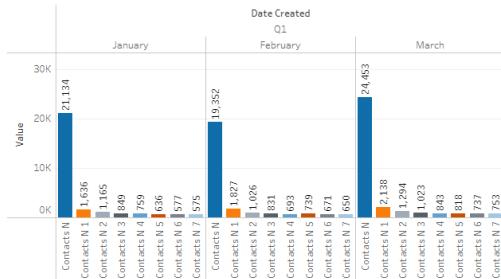
Repeat Calls

Market and Type for First Repeat Calls

Repeats by Month

Calls Across Q1

The final dashboard tab includes two charts to visualize the number of Day 0 calls across markets and problem types and the first repeat calls across markets and problem types. This helps users gain insight into what markets and problems are generating calls in the first quarter of the year, as well as which ones are prompting customers to call again after the first contact.

Repeat Calls

Day 0 Calls by Market and Type across Q1

First Repeat Call by Market and Type across Q1

Key insights

This exemplar is only one way to complete the Google Fiber project. When comparing your work to this exemplar, use it as an example to guide your process instead of an ideal to replicate. Make sure to also explore the dashboard on Tableau Public to get a better understanding of its interactive components. Then, finalize your executive summary document so you can share your work on your professional portfolio.