Strategy Document: Google Fiber Repeat Caller Dashboard

Sign-off matrix:

Name	Team / Role	Date
Emma Santiago	Hiring Manager/Client Sponsor/Primary Contact	
Keith Portone	Project Manager/Primary Contact	
Minna Rah	Lead BI Analyst	

Proposer: Dane Tipene, BI Analyst

Status: [Draft] > <mark>Under review</mark> > Implemented | Not implemented

Primary dataset:

Google Fiber customer service call data (fictional dataset based on actual data structures, already anonymised and approved)

Includes:

- Number of calls
- Number of repeat calls after first contact
- Call type (5 problem types)
- Market city (3 markets)
- Date
- Repeat call tracking over seven-day periods (contacts_n through contacts_n_6)

Secondary dataset:

None

User Profiles

Intended audience:

- Emma Santiago (Hiring Manager)
- Keith Portone (Project Manager)

- Minna Rah (Lead BI Analyst)
- Ian Ortega (BI Analyst)
- Sylvie Essa (BI Analyst)

Expected usage: Customer service leaders will use this dashboard to identify repeat caller patterns across markets and problem types. They will view trends over time to understand whether the team is resolving customer questions on first contact, pinpoint which problem types generate the most repeat calls, and determine which markets need additional support or process improvements. This will inform decisions about training, resource allocation, and operational optimisation to reduce overall call volume and improve customer satisfaction.

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.)	
Access (How should access to the dashboard be limited? Who needs to have access?)	
Scope (What data should be included or excluded in this dashboard?)	
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?)	

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	

Chart Feature	Your Request
Chart type (What type of chart needs to be created?)	
Dimension(s) (What dimensions does this chart need to include?)	
Metric(s) (What metrics are relevant to this chart?)	

Chart 2

Chart Feature	Your Request
Chart title	
Chart type (What type of chart needs to be created?)	
Dimension(s) (What dimensions does this chart need to include?)	
Metric(s) (What metrics are relevant to this chart?)	

Chart 3

Chart Feature	Your Request
Chart title	
Chart type (What type of chart needs to be created?)	
Dimension(s) (What dimensions does this chart need to include?)	
Metric(s) (What metrics are relevant to this chart?)	

Dashboard mockup

[Include mockup sketch here.]