**Strategy Document: Google Fiber**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Hazem Hamdan | BI team |  |

**Proposer:** Emma Santiage, Hiring Manager

**Primary dataset:** market\_1, market\_2, market\_3

**Secondary dataset:**

## User Profiles

Emma Santiage, Hiring Manager  
Keith Portone, Project Manager

Minna Rah, Lead BI Analyst

Ian Ortega, BI Analyst

Sylvie Essa, BI Analyst

# **Dashboard Functionality**

|  |  |
| --- | --- |
| **Dashboard Feature** | **Your Request** |
| Reference dashboard | Build a new dashboard to explore the number of repeat callers and their problem types in three different market cities. |
| Access | Access will be provided as read-only to the user profiles listed in this document. |
| Scope | Fields include: date, market, problem\_type, contact\_n and contact\_n\_# |
| Date filters and granularity | Data filters can be applied for the following:  Week, Month, Quarter  Granularity:  Any chart with detailed metrics should have the ability to click on that metric to view specific information. |

# **Metrics and Charts**

Please create a table like the example below 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 | Table |
| Dimension(s) | Day of initial call, subsequent repeat calls |
| Metric(s) | Contact |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Market and Problem Type of First Repeat Calls |
| Chart type | Bar |
| Dimension(s) | Call type, market, contact\_n\_1 |
| Metric(s) | Contact |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Calls by Market and Type |
| Chart type | Table |
| Dimension(s) | Market, call type, day |
| Metric(s) | Contact |