**Strategy Document: Google Fiber**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Lumi Luka | BI Analyst | 08/05/02023 |

**Proposer:**

Emma Santiago, Hiring Manager

**Status:** Draft > Under review > Implemented | Not implemented (Highlight current status)

**Primary dataset:**

Received: market\_1, market\_2, market\_3

**Secondary dataset:**

## User Profiles

Used internally by team members to deliver insights to executives:

* Emma Santiago, 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  (Should this dashboard be modelled on an existing dashboard? If so, provide a link and describe the similarity.) | N/A. Build a new dashboard |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | The stakeholders and the team (user profiles) |
| Scope  (What data should be included or excluded in this dashboard?) | Number of calls, Number of repeat calls after first contact, Call type, Market City and Date.  Fields: date, market, problem\_type,  contact\_n and contact\_n\_number |
| 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?) | Design charts so that stakeholders can view trends by week, month, quarter, and year. |

# **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 contact |
| Chart type  (What type of chart needs to be created?) | Table |
| Dimension(s)  (What dimensions does this chart need to include?) | Day of the first call and subsequent calls |
| Metric(s)  (What metrics are relevant to this chart?) | Contact |

### Chart 2

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Problem type and market city of repeat calls |
| Chart type  (What type of chart needs to be created?) | Table |
| Dimension(s)  (What dimensions does this chart need to include?) | The recorded problem type  Market cities  Number of contacts |
| Metric(s)  (What metrics are relevant to this chart?) | Contact |

### Chart 3

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Repeat calls per market city |
| Chart type  (What type of chart needs to be created?) | Map or a donut chart to compare market city repeat calls |
| Dimension(s)  (What dimensions does this chart need to include?) | Market City  Calls |
| Metric(s)  (What metrics are relevant to this chart?) | Date |

|  |  |
| --- | --- |
| **Chart Feature** | **Your Request** |
| Chart title | Repeat calls per Week, month and quarter |
| Chart type  (What type of chart needs to be created?) | Bar chart |
| Dimension(s)  (What dimensions does this chart need to include?) | Data  Contact |
| Metric(s)  (What metrics are relevant to this chart?) | Date |

### Dashboard mockup

