

Strategy Document: Google Fiber

Sign-off matrix:

Name	Team / Role	Date

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?]

- 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 modeled on an existing dashboard? If so, provide a link and describe the similarity.)	Build a new dashboard to understand how often customers phone customer support again after their first inquiry. This should show insights about repeat caller in three different market cities.
Access (How should access to the dashboard be limited? Who needs to have access?)	Access needs to 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: date, market, problem type, contact_n, contact_n_#

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?)	Data filter can be applied for the date, month, quarter and week. Granularity: Any chart with 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	Total repeat call
Chart type (What type of chart needs to be created?)	Line
Dimension(s) (What dimensions does this chart need to include?)	Date
Metric(s) (What metrics are relevant to this chart?)	Repeat call count

Chart 2

Chart Feature	Your Request
Chart title	Number of repeat call by market and by type
Chart type (What type of chart needs to be created?)	Bar chart
Dimension(s) (What dimensions does this chart need to include?)	Market and type
Metric(s) (What metrics are relevant to this chart?)	Call and repeat call count

Chart 3

Chart Feature	Your Request
Chart title	Proportion of repeat call by time
Chart type (What type of chart needs to be created?)	Histogram
Dimension(s) (What dimensions does this chart need to include?)	Date
Metric(s) (What metrics are relevant to this chart?)	Number of repeat call and first call

Chart 4

Chart Feature	Your Request
Chart title	Proportion of problem type
Chart type (What type of chart needs to be created?)	Pie chart
Dimension(s) (What dimensions does this chart need to include?)	Type of problem
Metric(s) (What metrics are relevant to this chart?)	% of call by type

Chart 5

Chart Feature	Your Request
Chart title	Number of repeat call by market
Chart type (What type of chart needs to be created?)	Bar chart
Dimension(s) (What dimensions does this chart need to include?)	Market
Metric(s) (What metrics are relevant to this chart?)	1 st call and repeat call count

Chart 6

Chart Feature	Your Request
Chart title	Counter
Chart type (What type of chart needs to be created?)	Counter
Dimension(s) (What dimensions does this chart need to include?)	
Metric(s) (What metrics are relevant to this chart?)	1 st call and repeat call count, % of difference

Chart 7

Chart Feature	Your Request
Chart title	Number of repeat call by date by problem
Chart type (What type of chart needs to be created?)	Heat Map
Dimension(s) (What dimensions does this chart need to include?)	Date, time of repeat call
Metric(s) (What metrics are relevant to this chart?)	repeat call count

Chart 8

Chart Feature	Your Request
Chart title	Day of repeat call depend of type and market
Chart type (What type of chart needs to be created?)	Bar chart
Dimension(s) (What dimensions does this chart need to include?)	Market, Type, day of recall
Metric(s) (What metrics are relevant to this chart?)	Recall count

Dashboard mockup



