

Strategy Document: Google Fiber C.C.C

Sign-off matrix:

Name	Team / Role	Date
Leana Yee	BI Analyst	04/25/23

Proposer:

- Emma Santiago, Hiring Manager
- Keith Portone, Project Manager
- Minna Rah, Lead BI Analyst

Status: Draft > Under review > Implemented | Not implemented

Primary dataset: Awaiting Delivery

User Profiles: Used internally by team members (Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa) to deliver insights to executives.

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.)	N/A
Access (How should access to the dashboard be limited? Who needs to have access?)	<ul style="list-style-type: none">• Emma Santiago, Hiring Manager• Keith Portone, Project Manager• Minna Rah, Lead BI Analyst• Ian Ortega, BI Analyst• Sylvie Essa, BI Analyst
Scope (What data should be included or excluded in this dashboard?)	<p>Include:</p> <ul style="list-style-type: none">• A chart or table measuring repeat calls by their first contact date<ul style="list-style-type: none">○ Number of days between initial

	<p>call and next call(s)</p> <ul style="list-style-type: none"> • A chart or table exploring repeat calls by market and problem type • Charts showcasing repeat calls by week, month, and quarter • How often does the customer service team receive repeat calls from customers? • What problem types generate the most repeat calls? • Which market city's customer service team receives the most repeat calls?
<p>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?)</p>	<p>Should include charts that showcase info by week, months and quarter. Ask which time frame should be shown by default. Assuming weekly.</p>

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	TBD
Chart type (What type of chart needs to be created?)	<ul style="list-style-type: none"> • Heat Map graph
Dimension(s) (What dimensions does this chart need to include?)	<ul style="list-style-type: none"> • Repeated calls by market
Metric(s) (What metrics are relevant to this chart?)	<ul style="list-style-type: none"> • # of repeated calls • Location of markets

Chart 2

Chart Feature	Your Request
Chart title	TBD
Chart type (What type of chart needs to be created?)	<ul style="list-style-type: none">• Bar graph
Dimension(s) (What dimensions does this chart need to include?)	<ul style="list-style-type: none">• Average call time based on problem type
Metric(s) (What metrics are relevant to this chart?)	<ul style="list-style-type: none">• Average call times• Problem type

Chart 3

Chart Feature	Your Request
Chart title	TBD
Chart type (What type of chart needs to be created?)	<ul style="list-style-type: none">• Line graph
Dimension(s) (What dimensions does this chart need to include?)	<ul style="list-style-type: none">• Popular times of when clients call
Metric(s) (What metrics are relevant to this chart?)	<ul style="list-style-type: none">• Time (weekly, monthly, quarterly)• Counts of repeated calls

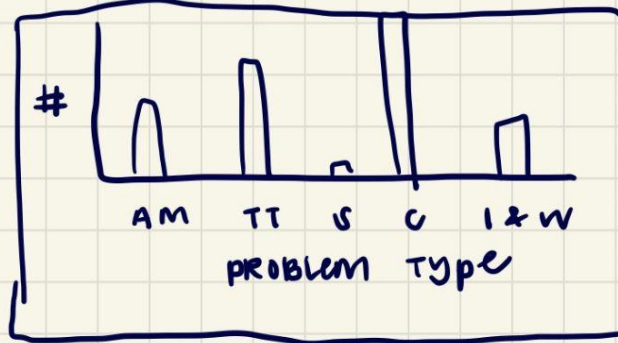
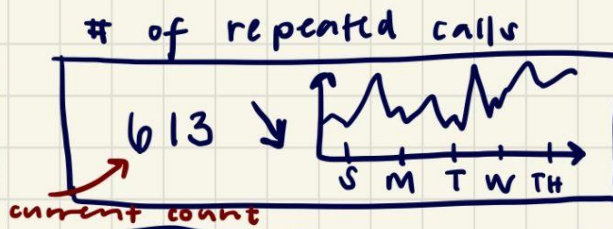
Additional questions to explore:

- Does call time correlate with the number of days before a customer calls back?
- Does the location of the market experience more calls?
- Is there a certain time of year that we get more calls for a specific issue?
- Should we include daily initial calls? Maybe people call back because they aren't able to spend enough time initially to fix the problem depending on which day of the week it is?

Dashboard mockup

filters

- ☐ daily?
- ☐ weekly
- ☐ monthly
- ☐ quarterly
- ☐ yearly?



Heat map of
markets

