**Strategy Document: Google Fiber**

**Sign-off matrix:**

|  |  |  |
| --- | --- | --- |
| **Name** | **Team / Role** | **Date** |
| Emma Santiago | Hiring Manager | 08-Sep-2025 |
| Keith Portone | Project Manager | 08-Sep-2025 |
| Minna Rah | Lead BI Analyst | 08-Sep-2025 |
| Ian Ortega | BI Analyst | 08-Sep-2025 |
| Sylvie Essa | BI Analyst | 08-Sep-2025 |

**Proposer:** Lipika Mahata (Business Analyst)

**Status:**

**In Progress** – Requirements finalized, dashboard design underwa

**Primary dataset:**

* Anonymized call records including:
* Number of calls
* Number of repeat calls after first contact
* Call type
* Market city (market\_1, market\_2, market\_3)
* Date
* Problem types (Type\_1 to Type\_5)
* Contact timestamps (contacts\_n, contacts\_n\_6, etc.)

**Secondary dataset:**

* Internal documentation on:
* Accessibility standards
* Stakeholder feedback
* Historical call volume benchmarks (if available)

## User Profiles

**Intended Audience:**

* Emma Santiago (Hiring decisions based on call trends)
* Keith Portone (Project oversight and strategic planning)
* Minna Rah (Accessibility and BI validation)
* Ian Ortega & Sylvie Essa (Analytical support and dashboard iteration)

**Usage Expectations:**

* Identify repeat call patterns by market and issue type
* Monitor first-contact resolution effectiveness
* Explore trends over time for operational planning
* Use insights to reduce 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.) | Repeat Caller Trends Dashboard |
| Access  (How should access to the dashboard be limited? Who needs to have access?) | Role-based access for listed stakeholders |
| Scope  (What data should be included or excluded in this dashboard?) | Repeat calls segmented by market, issue type, and time |
| 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?) | Filters for week, month, quarter, and year; dynamic time slicing |

# **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.

### Section: Repeat Calls Volume Overview

|  |  |  |  |
| --- | --- | --- | --- |
| **Chart Title** | **Chart Type** | **Dimensions** | **Metric** |
| Repeat Calls by First Contact Date | Line Chart | Date | Count of repeat calls |
| Total Calls vs Repeat Calls | Stacked Bar | Date | Count of total calls, repeat calls |

### Section: Market-Level Insights

|  |  |  |  |
| --- | --- | --- | --- |
| **Chart Title** | **Chart Type** | **Dimensions** | **Metric** |
| Repeat Calls by Market City | Column Chart | Market City | Count of Repeat calls |
| Repeat Call Rate by Market | Pie Chart | Market City | %repeat calls/total calls |

### Section: Problem Type Analysis

|  |  |  |  |
| --- | --- | --- | --- |
| **Chart Title** | **Chart Type** | **Dimensions** | **Metric** |
| Repeat Calls by Problem Type | Bar Chart | Problem Type | Count of repeat calls |
| Problem Type vs Repeat Call Rate | Heatmap | Problem Type, Market | % repeat calls / total calls |

### Section: Time-based trends

|  |  |  |  |
| --- | --- | --- | --- |
| **Chart Title** | **Chart Type** | **Dimensions** | **Metric** |
| Weekly Repeat Call Trends | Line Chart | Week | Count of repeat calls |
| Monthly Repeat Call Trends | Line Chart | Month | Count of repeat calls |
| Quarterly Repeat Call Trends | Line Chart | Quarter | Count of repeat calls |

### Dashboard mockup

[Include mockup sketch here.]

