Strategy Document: Google Fiber

Proposer: Emma Santiago, Hiring Manager

Status: [Draft] > <mark>Under review</mark> > Implemented | Not implemented (Highlight current status)

Primary dataset: market_1, market_2, market_3

Secondary dataset: N/d

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.)	Create a new dashboard to analyze the number of repeat callers and their problem types across three different market cities.
Access (How should access to the dashboard be limited? Who needs to have access?)	Access will be granted as **read-only** to the **user profiles** specified in this document.
Scope (What data should be included or excluded in this dashboard?)	Fields include: date, market, problem_type, contact_n and 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 filters** can be applied for the following timeframes: **Week, Month, and Quarter**. **Granularity:** Any chart displaying detailed metrics should include interactive functionality, allowing users to **click on a metric** to view specific information.

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 date
Chart type (What type of chart needs to be created?)	Table
Dimension(s) (What dimensions does this chart need to include?)	Day of initial call, subsequent repeat calls
Metric(s) (What metrics are relevant to this chart?)	Contact

Chart 2

Chart Feature	Your Request
Chart title	Market & problem type of first repeat calls
Chart type (What type of chart needs to be created?)	Bar
Dimension(s) (What dimensions does this chart need to include?)	Call type, market, contact_n_1
Metric(s) (What metrics are relevant to this chart?)	Contact

Chart 3

Chart Feature	Your Request
Chart title	Calls by Market and Type
Chart type (What type of chart needs to be created?)	Table
Dimension(s) (What dimensions does this chart need to include?)	Market, call type, day
Metric(s) (What metrics are relevant to this chart?)	Contact

Chart 4

Chart Feature	Your Request
Chart title	Repeats by Week, Month, and Quarter
Chart type (What type of chart needs to be created?)	Bar
Dimension(s) (What dimensions does this chart need to include?)	Data, contact
Metric(s) (What metrics are relevant to this chart?)	Date

Dashboard mockup

[Include mockup sketch here.]