

# Project Requirements Document: Google Fiber

**BI Analyst:** Luis O. Silva O.

**Client/Sponsor:** Emma Santiago, Hiring Manager

**Purpose:** (Briefly describe why the project is happening and why the company should invest resources in it.)

As part of the interview process, the Fiber customer service team has requested a dashboard using fictional call center data modeled on the data they regularly work with. The goal is to gain insights into repeat callers and their concerns. The team aims to enhance customer communication, reduce call volume, improve customer satisfaction, and optimize operations. The dashboard should align with this objective by providing stakeholders with a clear understanding of repeat caller volumes across different markets and the common issues driving these calls.

**Key dependencies:** (Detail the major elements of this project. Include the team, primary contacts, and expected deliverables.)

The datasets are fictionalized versions of the actual data used by the team. As a result, the data is already anonymized and approved for use. However, it is essential to ensure that stakeholders have access to all datasets so they can review and explore the steps taken in the analysis. The primary contacts for this project are **Emma Santiago** and **Keith Portone**.

**Stakeholder requirements:** (List the established stakeholder requirements, based on the Stakeholder Requirements Document. Prioritize the requirements as: R - required, D - desired, or N - nice to have.)

To continuously enhance customer satisfaction, the dashboard should provide Google Fiber decision-makers with insights into the frequency of repeat customer calls and the underlying factors contributing to them, such as problem types or other influencing variables.

- A chart or table measuring repeat calls by their first contact date R

- A chart or table exploring repeat calls by market and problem type R
- Charts showcasing repeat calls by week, month, and quarter D
- Provide insights into the types of customer issues that seem to generate more repeat

calls D

- Explore repeat caller trends in the three different market cities R
- Design charts so that stakeholders can view trends by week, month, quarter, and year.

R

**Success criteria:** (Clarify what success looks like for this project. Include explicit statements about how to measure success. Use SMART criteria.)

**Specific:** BI insights should clearly define the characteristics of repeat calls, including the frequency with which customers make multiple calls.

**Measurable:** Calls must be assessed using quantifiable metrics such as frequency and volume. For instance, do certain issues prompt more repeat calls than others? Which market city has the highest call volume? How many customers are making multiple calls?

**Action-oriented:** The analysis should quantify the number of repeat callers under various conditions, providing the Google Fiber team with valuable insights into customer satisfaction.

**Relevant:** All metrics should directly align with the primary question: **How often are customers repeatedly contacting the customer service team?**

**Time-bound:** The data should cover at least one year to track trends in repeat calls over time. Analyzing data across multiple months will help identify fluctuations in call volume.

**User journeys:** (Document the current user experience and the ideal future experience.)

The team's primary objective is to enhance customer communication to decrease call volume, improve customer satisfaction, and optimize operations. The dashboard you develop should reflect this goal by providing stakeholders with valuable insights into repeat caller volumes across different markets and the common issues driving these calls.

**Assumptions:** (Explicitly and clearly state any assumptions you are making.)

To anonymize and fictionalize the data, the dataset uses the columns **market\_1**, **market\_2**, and **market\_3** to represent three different city service areas.

The dataset categorizes customer issues into five **problem types**:

- **Type\_1** – Account Management
- **Type\_2** – Technician Troubleshooting
- **Type\_3** – Scheduling
- **Type\_4** – Construction
- **Type\_5** – Internet and WiFi

Additionally, repeat calls are recorded over seven-day periods. The **initial contact date** is labeled as **contacts\_n**, while follow-up calls are recorded as **contacts\_n\_number of days since the first call**. For example, **contacts\_n\_6** represents a follow-up call made **six days after the initial contact**.

**Compliance and privacy:** (Include compliance, privacy, or legal dimensions to consider.)

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**Accessibility:** (List key considerations for creating accessible reports for all users.)

The **dashboards** should include **text alternatives**, such as **large print and text-to-speech** capabilities, to ensure accessibility for all users.

**Roll-out plan:** (Detail the expected scope, priorities and timeline.)

The **stakeholders** have set a **six-week deadline** for the completion of the **BI tool**.