

Strategy Document: Google Fiber Customer Support Inquiry Trends

Sign-off matrix:

Name	Team / Role	Date
Miles Davidson	BI Analyst	09/29/2024

Proposer: Emma Santiago, Hiring Manager; Keith Portone, Project Manager; Minna Rah, Lead BI Analyst

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

Primary dataset: market_1, market_2, market_3

Secondary dataset:

User Profiles The data will be used internally by team members (Ian Ortega, BI Analyst; Sylvie Essa, BI Analyst) to deliver the final insights to stakeholders. Additionally the stakeholders will need access.

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?)	All user-profiles listed will be granted viewing privileges only.
Scope (What data should be included or excluded in this dashboard?)	Include: <ul style="list-style-type: none">• date• Market• Problem_type• Contact_n• contact_n_#
Date filters and granularity	Should include a chart showcasing repeat

(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?)	calls by week, month, and quarter
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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	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?)	<ul style="list-style-type: none"> Repeat calls measured by their first contact date

Chart 2

Chart Feature	Your Request
Chart title	Market and 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?)	<ul style="list-style-type: none"> contact_n_1 Market Call type
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?)	<ul style="list-style-type: none">• 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?)	<ul style="list-style-type: none">• Date• Contact
Metric(s) (What metrics are relevant to this chart?)	Date

