

# Strategy Document



Proposer: Emma Santiago, Hiring Manager  
Status: Draft > Under review > **Implemented**

Primary dataset: market\_1, market\_2, market\_3  
Secondary dataset: N/A

## User profiles:

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	Build a new dashboard to explore the number of repeat callers and their problem types in three different market cities.
Access	Access will be provided as read-only to the user profiles listed in this document.
Scope	Fields include: date, market, problem_type, contact_n and contact_n_#
Date filters and granularity	<p>Data filters can be applied for the following: Week, Month, Quarter</p> <p>Granularity: Any chart with detailed metrics should have the ability to click on that metric to view specific information.</p>

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Metrics and Charts.

## Chart 1

Chart Feature	Your request
Chart title	Repeat calls by first date
Chart type	Table
Dimension(s)	Day of initial call, subsequent repeat calls
Metric(s)	Contact

## Chart 2

Chart Feature	Your request
Chart title	Market and Problem Type of First Repeat Calls
Chart type	Bar
Dimension(s)	Call type, market, contact_n_1
Metric(s)	Contact

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## Chart 3

Chart Feature	Your request
Chart title	Calls by Market and Type
Chart type	Table
Dimension(s)	Market, call type, day
Metric(s)	Contact

## Chart 4

Chart Feature	Your request
Chart title	Repeats by Week, Month, and Quarter
Chart type	Bar
Dimension(s)	Date, contact
Metric(s)	Date

### Contact Information:

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