Project Requirements Document: Google Fiber

BI Analyst: Sayed Aslam

Client/Sponsor: Emma Santiago, Hiring Manager

Purpose: For the interview purpose, I have been asked to prepare a dashboard using fictional datasets on the job to provide insights on repeat callers. Google Fiber customer service team needs to understand how often customers again phone customer support after their first inquiry. The goal is to explore trends in repeat calls to identify why customers are having to call more than once, as well as how to improve the overall customer satisfaction. The dashboard I would create should demonstrate an understanding of this goal and provide stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.

Key dependencies: The datasets are fictionalized versions of the actual data this team works with. Because of this, the data is already anonymized and approved. However, i have to make sure that stakeholders have data access to all datasets so they can explore the steps I have taken. Primary contacts are Emma Santiago and Keith Portone.

Per Minna: Dashboard needs to be accessible, with large print and text-to-speech alternatives.

Stakeholder requirements:

In order to improve customer satisfaction, the dashboard must meet the following needs:

- R: 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
- D: Charts showcasing repeat calls by week, month, and quarter
- R: 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.

Success criteria: **Specific:** BI insights must clearly identify the specific characteristics of a repeat calls, including how often customers are repeating calls. **Measurable:** Calls should be evaluated using measurable metrics, including frequency and volume. For example, do customers call with a specific problem more often than others? Which market city experiences the most call? How many customers are calling more than once? **Action-oriented:** These outcomes must quantify the number of repeat callers under different circumstances to provide the Google Fiber team with insights into customer satisfaction. **Relevant:** All metrics must support the primary question: How often are customers repeatedly contacting the customer service team? **Time-bound:** Analyze data that spans at least one year to understand how

repeat callers change over time. Exploring data that spans multiple months will capture peaks and valleys in usage.

User journeys: The ultimate goal is to reduce repeating call volume by increasing customer satisfaction and improving operational optimization. My dashboard should provide stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.

Assumptions: In order to anonymize and fictionalize the data, the datasets the columns market_1, market_2, and market_3 to indicate three different city service areas the data represents.

The data also lists five problem types:

- Type_1 is account management
- Type_2 is technician troubleshooting
- Type_3 is scheduling
- Type_4 is construction
- Type_5 is internet and wifi

Additionally, the dataset also records repeat calls over seven day periods. The initial contact date is listed as contacts_n. The other call columns are then contacts_n_number of days since first call. For example, contacts_n_6 indicates six days since first contact.

Compliance and privacy: The datasets are fictionalized versions of the actual data this team works with. Because of this, the data is already anonymized and approved. However, I have to make sure that stakeholders have data access to all datasets so they can explore the steps I have taken.

Accessibility: The dashboards should offer text alternatives including large print and text-to-speech.

Roll-out plan: The stakeholders have requested a completed BI tool in two weeks.