

Strategy Document: Google Fiber

Sign-off matrix:

Name	Team / Role	Date
Sayed Aslam	BI Analyst	00/00/0000

Proposer: Emma Santiago (Hiring Manager)

Status: Draft

Primary dataset: market_1, market_2, market_3

Secondary dataset:

User Profiles: Used internally by the team members [Emma Santiago (Hiring Manager), Keith Portone (Project Manager), Minna Rah Lead (BI Analyst), Ian Ortega (BI Analyst) Sylvie Essa (BI Analyst)] to deliver insights to executives.

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	Should showcase repeat calls by week, month, and quarter. Granularity: Any chart with detailed metrics should have the ability to click on that 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 after first contact date
Chart type	Table

Dimension(s)	Day of initial and repeat calls
Metric(s)	Contact

Chart 2

Chart Feature	Your Request
Chart title	Repeat calls by market and type
Chart type	Bar chart
Dimension(s)	Market, contact_n_1 and call type
Metric(s)	Contact

Chart 3

Chart Feature	Your Request
Chart title	Calls by market and type
Chart type	Table
Dimension(s)	Day, call type, market
Metric(s)	Contact

Chart 4

Chart Feature	Your Request
Chart title	Repeat calls by Week, Month, and Quarter
Chart type	Bar
Dimension(s)	Date, contact
Metric(s)	Date