

Apply your skills to a workplace scenario

Cyclical scenario

Google Fiber scenario

Reading: Course 3 End-of-course project overview: Google Fiber 10 min

Practice Quiz: Activity: Build a dashboard for Google Fiber 1 question

Reading: Activity Exemplar: Build a dashboard for Google Fiber 10 min

End-of-course project wrap-up (Optional) Review Google Data Analytics Certificate content

Activity Exemplar: Build a dashboard for Google Fiber

In this activity, you created data visualizations, a low fidelity mockup to help you plan the components and layout of your dashboard, charts to be included in your visualization, and a dashboard for Google Fiber. You also completed an executive summary document that describes the Google Fiber customer service team's business needs, project goals, dashboard functionality, and your BI methods. As a BI professional, you will need to be able to communicate technical information in a way that all users can understand. This end-of-course project showcases your ability to do just that.

The exemplar you are about to review will help you evaluate whether you completed the activity correctly. In this case, you might have discovered a solution that works just as well as the exemplar. That's great! This exemplar is an example of how a BI professional might have approached this challenge. And keep in mind, iteration is a big part of the BI world, so feel free to continue to improve your dashboard!

Completed Exemplar

Click the following link to review the exemplar for this course item on Tableau Public.

Link to exemplar: [Google Fiber Dashboard exemplar](#)

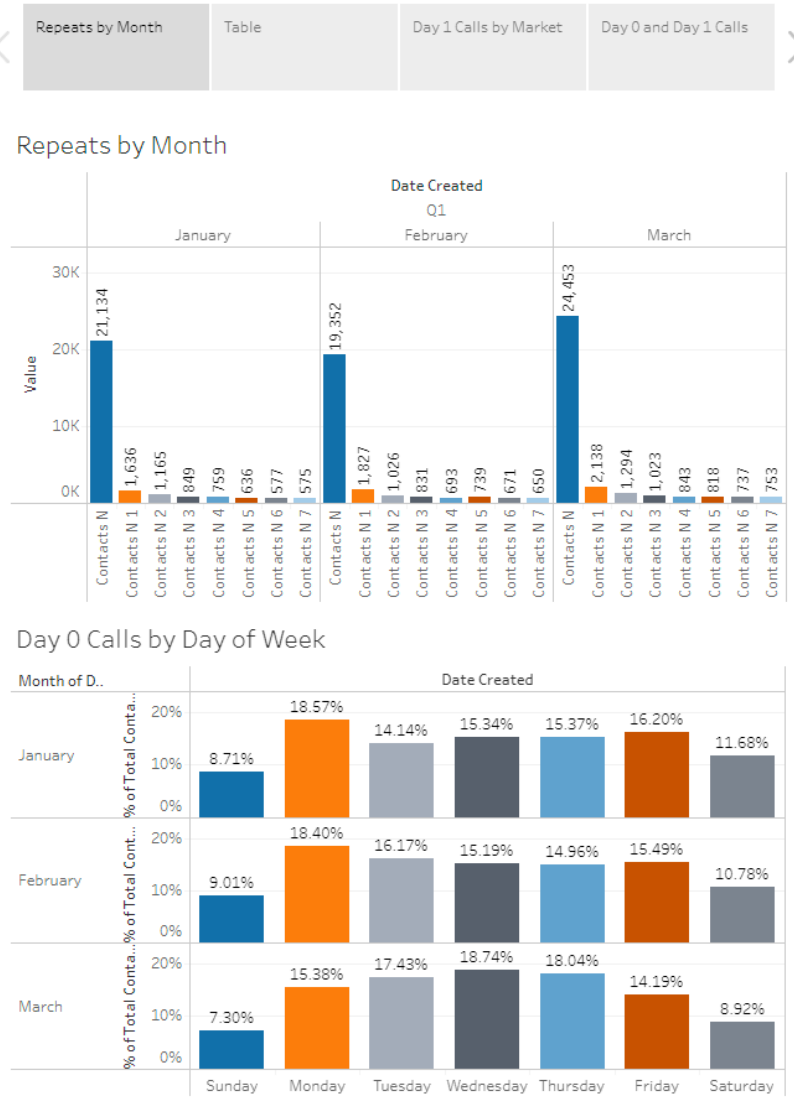
Assessment of Exemplar

Compare the exemplar to your completed end-of-course project dashboard. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: The exemplar represents one possible approach to completing the activity. Yours will likely differ in certain ways. What's important is that your dashboard answers the business questions for your stakeholders.

Repeats by Month

Repeat Calls



The first tab of the dashboard includes two bar charts: the first chart visualizes the number of repeat calls the customer service team received each month. `Contacts_N` represents the first date a customer called- then, you can explore how often the customer called again that week. For example, 1,636 customers called again one day after their initial call, but only 575 customers called again seven days later in January.

The second chart visualized the percentage of first contact calls by day of the week; in January, only 8.71% of customers made first contact on Sunday. The majority of customers reached out for the first time on Monday in January!

Tables

The second tab of the dashboard includes two tables: Repeat Calls by First Call Date and Calls by Market and Type.

Repeat Calls

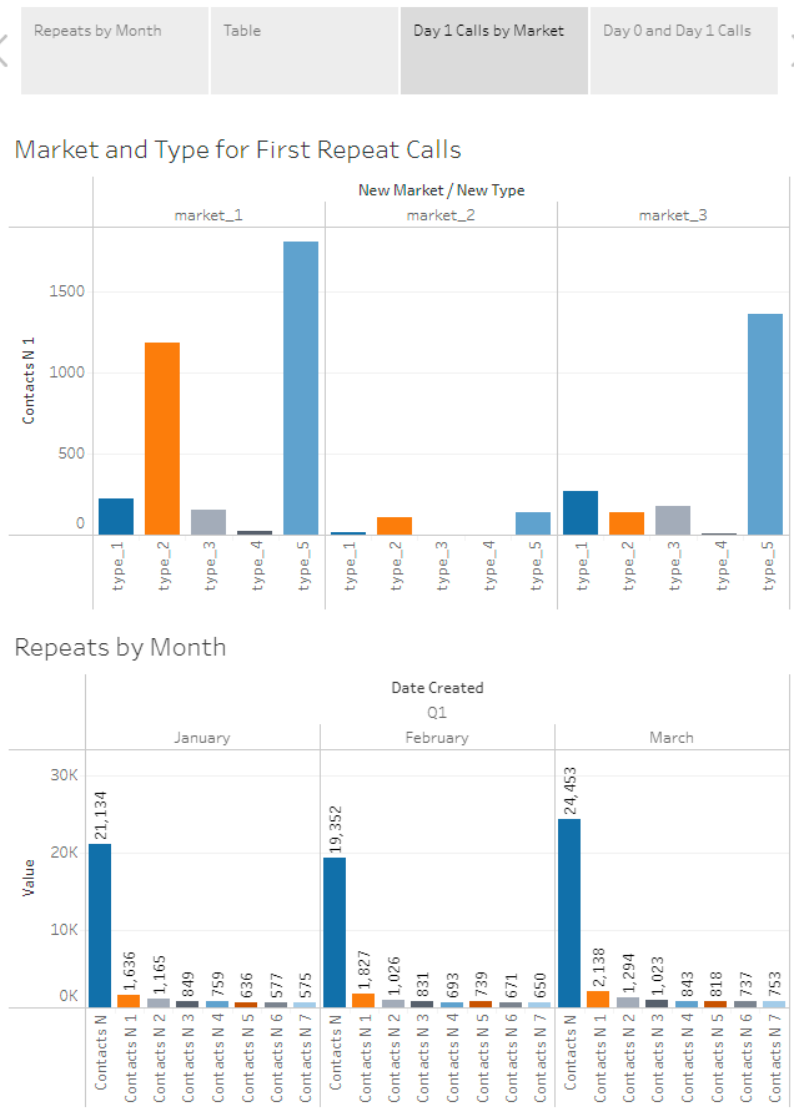
Repeats by Month	Table	Day 0 Calls by Market	Day 0 and Day 0 Calls				
Repeat Calls by First Call Date							
Day of Date Contact	Contact	Contact	Contact	Contact	Contact	Contact	Contact
January 1, 2022	386	23	14	15	7	7	8
January 2, 2022	396	31	14	37	13	12	8
January 3, 2022	503	62	62	39	34	23	17
January 4, 2022	664	73	50	36	36	31	30
January 5, 2022	644	74	38	15	21	32	15
January 6, 2022	660	66	36	13	36	43	33
January 7, 2022	701	48	31	37	35	29	26
January 8, 2022	33	37	36	33	17	26	6
January 9, 2022	361	42	32	19	20	13	10
January 10, 2022	364	84	36	37	30	26	17
January 11, 2022	729	70	35	34	22	14	17
January 12, 2022	71	88	31	22	34	22	13
January 13, 2022	567	79	30	20	18	20	15
January 14, 2022	850	95	14	20	20	15	19
January 15, 2022	612	37	27	23	20	11	8
January 16, 2022	356	27	20	19	19	12	7
Calls by Market and Type							
New Market / New Type	Contact	Contact	Contact	Contact	Contact	Contact	Contact
market_1	2,214	221	138	205	114	87	88
market_2	23,855	1,120	831	851	823	820	855
market_3	1,313	155	118	115	80	69	71
market_4	284	23	15	15	14	9	10
market_5	17,617	1,050	1,453	789	665	640	624
Total	45,333	3,399	2,153	1,689	1,479	1,429	1,395
market_1	220	14	11	3	4	4	4
market_2	1,957	105	51	31	38	26	20
market_3	77	5	5	1	3	3	4
market_4	20	2	1	1	1	0	1
market_5	2,055	441	77	45	27	29	27
market_6	4,989	265	142	91	82	74	59
market_7	718	237	140	103	107	101	101
market_8	2,543	138	99	108	69	79	67
market_9	4,914	176	118	112	95	75	65
market_10	1	1	1	1	1	1	1

The first table allows stakeholders to explore the number of different types of calls by date. The second table then separates calls into market and problem type to provide more specific information about what markets experience the most calls and the problems customers have that seem to prompt repeat calls.

Market and Type for First Repeat Calls

The Market and Type for First Repeat Calls uses the data from the previous tabs table in order to further visualize the problem types that seem to generate the most repeat calls for different markets.

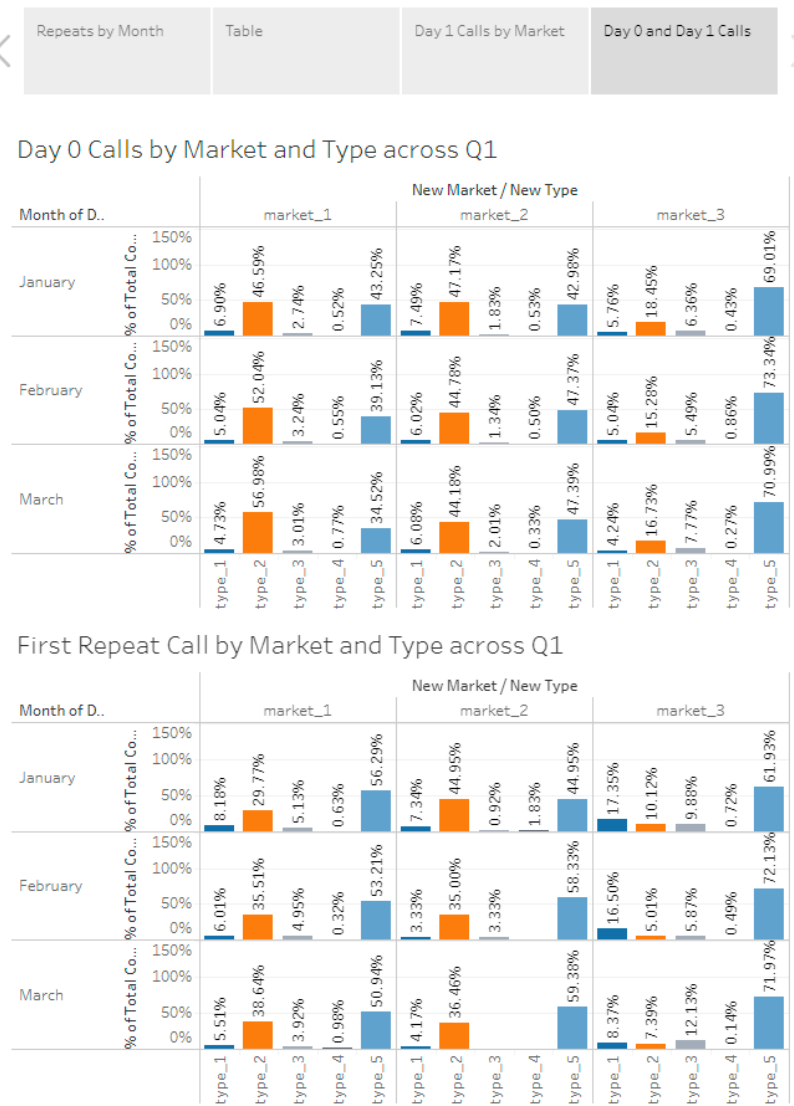
Repeat Calls



Calls Across Q1

The final dashboard tab includes two charts to visualize the number of Day 0 calls across markets and problem types and the first repeat calls across markets and problem types. This helps users gain insight into what markets and problems are generating calls in the first quarter of the year, as well as which ones are prompting customers to call again after the first contact.

Repeat Calls



Key insights

This exemplar is only one way to complete the Google Fiber project. When comparing your work to this exemplar, use it as an example to guide your process instead of an ideal to replicate. Make sure to also explore the dashboard on Tableau Public to get a better understanding of its interactive components. Then, finalize your executive summary document so you can share your work on your professional portfolio.

Mark as completed

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