



Activity Overview

In this activity, you will create a dashboard for the Google Fiber end-of-course project! You will use your project planning documents and completed target table to build a BI visualization tool.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the following scenario. Then, complete the activity. As a reminder, the end-of-course project activities will be more open to interpretation than other activities in this program to give you an opportunity to practice the skills you have been learning. If you need help or feel stuck, you can always discuss your work with other learners in the discussion forums or review the exemplar to help guide your process.

The Google Fiber customer service team's goal is to determine how often customers are calling customer support after their first inquiry; this will help leadership understand how effectively the team is able to answer customer questions the first time. The dashboard you create should demonstrate an understanding of this goal and provide your stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent. As part of the interview process, you have been asked to create a dashboard that will:

Help them understand how often customers are calling customer support after their first inquiry; this will help leadership understand how effectively the team is able to answer customer questions the first time

Provide insights into the types of customer issues that seem to generate more repeat calls

Explore repeat caller trends in the three different market cities

Design charts so that stakeholders can view trends by week, month, quarter, and year.

You met with stakeholders to complete project planning documents, uploaded the necessary tables into your project space, and created a single reporting table. Now, it's time to visualize the data to make a dashboard tool for Google Fiber's customer service team.

Instructions

Follow the instructions to complete each step of the activity. Then, answer the question at the end of the activity before going to the next course item to compare your work to a completed exemplar.

Step 1: Load your data into Tableau

In the previous course, you created a reporting table that merged all three of the tables you were provided. Now, open your reporting table in Tableau to begin building your visualizations.

You can do this by uploading the .csv or .xlsx file that you generated in the

[previous activity of the end-of-course project](#)^[↗]. Or, connect Tableau directly to Google Cloud. To learn more about this, refer to the [Google BigQuery guide on Tableau Help](#)^[↗]. Note: This functionality might not work properly in Tableau Public.

> Step 2: Create a mockup

Now, create a low fidelity mockup to help you plan the components and layout of your dashboard. Your mockup should include sketch versions of the charts and other visual elements you wish to include in your dashboard.

If necessary, create multiple mockups to brainstorm the best way to build your dashboard. The more thought you put into your mockup, the easier it will be to build your dashboard later.

If you need more practice creating a low fidelity mockup, refer to the activity about [designing a mockup](#)^[↗].

> Step 3: Create your charts

Next, create the charts that you will include in your visualization. Pay close attention to the project goals outlined in your project planning documents. This will ensure that your charts answer stakeholder questions.

If you need more practice creating BI charts, refer to the activity about [creating a chart](#)^[↗].

> Step 4: Organize your dashboard

Organize the charts you made into a dashboard. Include any additional visual elements such as filters, captions, titles, links, or tables.

If you need more practice creating a BI dashboard, refer to the activity about [dashboard element layout](#)^[↗].

> Step 5: Complete your executive summary

Finally, complete the executive summary document you started in the previous course's end-of-course project. Your executive summary should describe the Google Fiber customer service team's business needs, your project goals, the methods you used to complete each step of the project, and the functionality of your dashboard. It is an important document to help you share your work in your portfolio.

If you need a refresher on how to complete an executive summary, refer to the reading about

[creating an executive summary](#)^[↗].

Pro Tip: Save your work

Be sure to save the final dashboard and executive summary you created in this activity. Use them in your portfolio as you begin your job search for a BI role. This project will help you demonstrate your experience to potential employers.

What to Include in Your Response



Address the following criteria in your completed dashboard and presentation:

A low-fidelity mockup that outlines your dashboard components and layout

Multiple charts and other kinds of visual elements (such as tables, links, captions, etc.)

An executive summary that includes the project goals, your methods, and a description of the capabilities of your dashboard