Project Requirements Document: Google Fiber

## **BI Analyst:** Vladislav Plyusnin

## **Client/Sponsor:** Google Fiber customer service team

## **Purpose:** Company want to reduce call volume by increasing customer satisfaction and improving operational optimization.

## **Key dependencies:**

## **Team members:**

## **Ian Ortega, BI Analyst**

## **Sylvie Essa, BI Analyst**

## **\*Primary contacts are Emma and Keith**

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

I need to make sure stakeholders have access to all datasets so they can explore the steps I’ve taken.

**Stakeholder requirements:**

**Understand how often customers are calling customer support after their first inquiry; this will help leaders understand how effectively the team is able to answer customer questions the first time R**

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

**Explore repeat caller trends in the three different market cities D**

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

**Success criteria:**

The team’s ultimate goal is to reduce call volume by increasing customer satisfaction and improving operational optimization. Dashboard 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.

**Specific: The insides should identify why customers do more than one call.**

**Measurable:** Each call should evaluated number all calls, number of repeated calls and type of call, city, date. Can request be solved from first call? How multiple calls effect customer experience?

**Action-Oriented:** The outcome must provide information how effective customer support team to help customers after first call. Auderstand trends and pick of customer activities. And prepare instructions to solve the most common customers issues.

**Relevant:** all Metrics should show reasons for multiple calls

**Time-bound:**the dataset records repeat calls over seven-day periods

## **User journeys:** Explore trends in repeat callers to provide better customer experience

## **Assumptions:** 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 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.

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## **Compliance and privacy:**

## 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.

## **Accessibility:** (List key considerations for creating accessible reports for all users.)

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

**Roll-out plan:** (Detail the expected scope, priorities and timeline.)  
Week 1: Dataset assigned. Initial design for fields and Google Fiber validated to fit the

requirements.

● Weeks 2-3: SQL & ETL development

● Weeks 3-4: Finalize SQL. Dashboard design. 1st draft review with peers.

● Weeks 5-6: Dashboard development and testing