Project Requirements Document: Google Fiber

## **BI Analyst:** Amira Salama

Client/Sponsor: Google Fiber

## **Purpose:**

**Google Fiber:** provides people and businesses with fiber optic internet.

**The goal is to:**

* Explore trends in repeat callers.

**Key dependencies:**

**Stakeholders:**

* Emma Santiago, Hiring Manager
* Keith Portone, Project Manager
* Minna Rah, Lead BI Analyst

**Team members:**

* Ian Ortega, BI Analyst
* Sylvie Essa, BI Analyst

## **Stakeholder requirements:**

* R: Must include # of times customer service team receive repeat calls from customers? & why is it a complaint, a difficulty, a suggestion to the service or any other reason.
* R: Must Provide insights into the types of customer issues that seem to generate more repeat calls
* R: Must include a horizontal bar chart of # of calls per market city’s customer service team receives, in desc order.
* R: must include a line chart with filter/Parameter so that stakeholders can view trends by week, month, quarter, and year.
* D: would include avg time for a complaint to be solved, average call times and customer’s retention rate.
* D: what can be done to reduce friction or customer’s complaint

## **Success criteria:**

## Project will be completed in 4 weeks.

## reduce call volume by increasing customer satisfaction and improving operational optimization.

## Dashboard will be fully functional for the team to view insights into customers’ repeat caller volumes in different markets and the types of problems they represent.

## **User journeys:** **No information listed, ask follow-up question**

## **Assumptions:** **No information listed, ask follow-up question**

## **Compliance and privacy:** **No information listed, ask follow-up question**

## **Accessibility:** Dashboard must be accessible. Must have large print and text-to-speech alternatives. **Ask follow-up questions for more context.**

**Roll-out plan:** Tool must be created in 4 weeks!

Week 1: Dataset assigned. Initial design for fields (Number of calls, Number of repeat calls after first contact, Call type, Market city, Date)

Week 2: SQL and ETL development

Week 3: Finalize SQL. Dashboard design. 1st draft review with peers.

Week 4: Dashboard development and testing