

Strategy Document: Google Fiber

Benjamin Taylor – Google Business Intelligence

Sign-off matrix:

Name	Team / Role	Date
Benjamin Taylor	BI Analyst	04/02/2025

Proposer: Emma Santiago, Hiring Manager

Status: Draft > Under review > Implemented | Not implemented

Primary dataset: market_1, market_2, market_3

Secondary dataset:

User Profiles

Emma Santiago, Hiring Manager
Keith Portone, Project Manager
Minna Rah, Lead BI Analyst
Ian Ortega, BI Analyst
Sylvie Essa, BI Analyst

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	Data filters can be applied for the following: Week, Month, Quarter Granularity: Any chart with detailed metrics should have the ability to click on that metric to view specific information.

Metrics and Charts

Please create a table like the example below 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 by first date
Chart type	Table
Dimension(s)	Day of initial call, subsequent repeat calls
Metric(s)	Contact

Chart 2

Chart Feature	Your Request
Chart title	Market and Problem Type of First Repeat Calls
Chart type	Bar
Dimension(s)	Call type, market, contact_n_1
Metric(s)	Contact

Chart 3

Chart Feature	Your Request
Chart title	Calls by Market and Type
Chart type	Table
Dimension(s)	Market, call type, day
Metric(s)	Contact

Chart 4

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