Project Requirements Document: Google Fiber

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Client/Sponsor: Google Fiber

Purpose: The purpose of this project is to develop a dashboard that enables the Google Fiber customer service team to monitor and analyze repeat call trends. This project aims to enhance overall customer satisfaction by reducing call volume and optimizing operations for Google Fiber. By gaining a deeper understanding of the primary reasons behind repeat customer calls, the customer service team can address these issues more effectively, leading to a reduction in future repeat calls. The dashboard should demonstrate an understanding of this goal and provide the stakeholders with insights about repeat caller volumes in different markets and the types of problems they represent.

Key dependencies:

The datasets are fictionalized versions of the actual data this team works with. Because of this, the data is already anonymized and approved.

Primary Contacts:
* Emma Santiago
* Keith Portone

Stakeholder requirements (R-required, D-desired, N-nice to have):

* **R**: A chart or table measuring repeat calls by their first contact date
* **R**: A chart or table exploring repeat calls by market and problem type
* **R**: Explore repeat caller trends in the three different market cities
* **R**: Stakeholders must have access to the dataset
* **D**: Charts highlighting repeat calls by week, month, and quarter

Success criteria:

Dashboard will be fully functional for the team, display key metrics related to repeat calls and allow stakeholders to filter data by market, problem type, and time intervals.
The calls should be evaluated using measurable metrics, including frequency and volume. For example, do customers call with a specific problem more often than others? Which market city experiences the most call? Explore data that spans multiple months to determine peaks and valleys in usage.

User journeys: Customers who need to make repeat calls to resolve their issues often experience dissatisfaction with the company's services. The ideal scenario is for customer issues to be resolved on the first call, leading to higher overall customer satisfaction, and allowing the customer service team to focus on assisting other customers more efficiently.

Assumptions:

Accurate and complete data is available for all necessary metrics.
The dataset has been anonymized and fictionalized.

Compliance and privacy:

To ensure compliance with privacy regulations, the data has been anonymized and fictionalized. The dataset uses generic identifiers such as market_1, market_2, and market_3 to represent different city service areas. Additionally, problem types are categorized as Type_1 through Type_5, covering issues like account management, technician troubleshooting, scheduling, construction, and internet/WIFI. Repeat calls are tracked over seven-day periods, with columns indicating the number of days since the first call (e.g., contacts_n_6 for six days since the initial contact).

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

Dashboard needs to be accessible, with large print and text-to-speech alternatives.
People with dashboard-viewing privileges:
Emma Santiago, Keith Portone, Minna Rah, Ian Ortega, Sylvie Essa

Roll-out plan:

The stakeholders have requested a completed BI tool in two weeks.

- Days 1-6: ETL process and modeling the datasets. Ensuring data integrity is maintained.
- Days 7-9: Initial dashboard design. First draft review with peers.
- Days 10-14: Dashboard development, testing and iteration.