Strategy Document:
Google Fiber Customer Service Repeat Calls

Sign-off matrix:

Name	Team / Role	Date

Proposer: Carlos Figueredo

Status: <mark>Draft</mark> > Under review > Implemented | Not implemented

Primary dataset: Customer Service Calls Dataset

Secondary dataset:

User Profiles

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

The dashboard should offer stakeholders valuable insights into repeat call volumes across various markets by highlighting the types of issues these callers are experiencing.

Dashboard Functionality

Dashboard Feature	Your Request
Reference dashboard	New dashboard with the number of repeat callers and their problem types across three different market cities.
Access	Should be provided as read-only to the user profiles.
Scope	Fields: date, market, problem_type, contact_n and contact_n_# Charts: Trends across different time settings
Date filters and granularity	Date filters: Weekly, Monthly, Quarterly 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 contact date
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Table
Dimension(s) [What dimensions does this chart need to include?]	Day of initial (first contact) call and subsequent repeat calls
Metric(s) [What metrics are relevant to this chart?]	Contact

Chart 2

Chart Feature	Your Request
Chart title	Market and Problem Type of First Repeat Calls
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Bar
Dimension(s) [What dimensions does this chart need to include?]	Call type, market, contact_n_1
Metric(s) [What metrics are relevant to this chart?]	Contact

Chart 3

Chart Feature	Your Request
Chart title	Calls by Market and Type
Chart type	Table

Dimension(s) [What dimensions does this chart need to include?]	Market, call type, day
Metric(s) [What metrics are relevant to this chart?]	Contact

Chart 4

Chart Feature	Your Request
Chart title	Repeats by Week, Month, and Quarter
Chart type [What type of chart needs to be created? This could include any chart type, including a line chart (timeseries), bar chart, or table.]	Bar
Dimension(s) [What dimensions does this chart need to include?]	Date, contact
Metric(s) [What metrics are relevant to this chart?]	Date