**Stakeholder Requirements Document:**

**Google Fiber Case Study**

## **BI Professional:** DA

## **Client/Sponsor:** Google Fiber

## **Business problem:**

Leaders want to know the reason customers call multiple times within a short time period (as this suggests their initial inquiry was not resolved) and how we can reduce repeat call volume.

**Stakeholders:**

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

## **Stakeholder usage details:**

Insights will reveal the types of customer issues that generate the most repeat calls and repeat caller trends in three different market cities.

**Primary requirements:**

* A chart or table measuring repeat calls by their first contact date
* A chart or table exploring repeat calls by market and problem type
* Charts showcasing repeat calls by week, month, and quarter